

Q&A WITH CHRISTÈLE JACQUEMIN

Founder: Christèle Jacquemin

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How long have you been working with fragrances for? Please tell me the story behind creating CHRISTÈLE JACQUEMIN.

I entered the world of fragrances in 2000 by accident. I was looking for a job to travel and I was hired by a company manufacturing fragrances and flavours in Spain. I eventually travelled a lot to more than 50 countries. First in the sales department, I was asked to create the marketing department of the company. It is through this activity that I came in contact with photography. My job included associating texts and images to smells. I was also in charge of the corporate image and since I sometimes had difficulties finding the right images, I started to learn photography during week-ends. After two years of training, I realised photography was more than a hobby. I had the opportunity to set up as a commercial photographer while pursuing my activities of marketing and communication in the fragrance industry. I ran both activities side by side over a period of 5 years. I must say it was quite frustrating since I was feeling

I did not have enough time for both of them. After 5 years, I was asked to go full time again into the fragrance industry and had to leave photography, which was a tough decision to take. It took me three years to

realise I could not live without photography. I quit my job and started a new chapter of my life, focusing on my dreams. My first dream was to learn how to create fragrances (and this added another facet to my knowledge). I did not know what I would do with this knowledge at that time. I finished my training and departed for a five month trip to Asia, which was my second biggest dream, focusing my time at taking pictures. It is actually during this trip that the idea to create my personal brand of fragrances came to life. Create a brand that would gather my passion for travelling, taking pictures and creating fragrances; this is what the brand is. I travel, take pictures and when I am back home, I create the scent inspired by the pictures.

What are the factors that differentiate product development of a niche fragrance brand, from that of a mainstream one? How does CHRISTÈLE JACQUEMIN fit into this definition and what do you see as the most unique differentiator among the competition?

This brand is very personal. I do not think of what customers want, which is what drives multinationals. I focus on being authentic and true to the sensations of the trips. What differentiates me also is that this is an artisanal brand, meaning that I do everything by myself. I weight my fragrance compounds, put them into alcohol, into bottles. I do everything. This artisanal part is very important to me. I can then speak clearly about what is inside the bottles.



It must have been fairly daunting to conceptualise and launch your own brand. What has your experience been so far?

The experience is very positive. Being able to offer products that align to my beliefs and my personality; it has no price. The key is to work every day, and keep going no matter the circumstances.

Describe CHRISTÈLE JACQUEMIN in 3 words.

Photographer, perfumer, traveller.

What do you think the future of niche luxury fragrance brands looks like? Do you think they will become more accessible and affordable or go in the opposite direction?

Today, niche perfumery is characterised by a great variety in the offer. We have affordable and expensive offering. What I hope is that the sector of niche will see more and more genuine brands of distinctive approaches inspired by art.

Where does your inspiration for new/unique fragrances come from?

My inspiration comes from my travels and the sensations I feel during these trips.

Do you have a favourite bottle design? And what is the inspiration behind the CHRISTÈLE JACQUEMIN bottle design?

I like minimalism and this is what inspired the design of the bottles I used. The cap is a metaphor of light.

What is the one fragrance note that you love above all others?

I do not have a specific fragrance note I like above all. I find all the notes interesting if they can help me express the sensations of my travels.

Is there a place in the world that you wish that you can bottle or locket?

I am currently making and bottling the fragrances in my home village. I do not know where the future will bring me. I will see...

When you are not immersed in the world of CHRISTÈLE JACQUEMIN, what do you like to do with your spare time?

In my spare time I like to visit museums, and I am inspired by art in all its forms.

What is after CHRISTÈLE JACQUEMIN; any new fragrances in the works?

So far, no. I hope the situation will make another trip possible by the beginning of 2022.

How would you like CHRISTÈLE JACQUEMIN be thought of?

I would rather like the fragrances I create to be good companions to their wearers.

