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*Introducing Dream Machine: A Groundbreaking New Perfume Crafted with Trance Perfumery Techniques*

Los Angeles, CA – May 5, 2023

The world of independent perfumery is about to experience a paradigm shift with the launch of "Dream Machine," a revolutionary new fragrance from cult fragrance house Maison Anonyme. Inspired by the work of legendary artist Brion Gysin, who created the cut-up technique used by author William Burroughs, "Dream Machine" is a sensory masterpiece that combines unusual raw materials and experimental technique to create an olfactory experience like no other.

The first Eau de Parfum released by perfumer Christopher Gordon since 2018, "Dream Machine" contains a seductive combination of precious Ambrette and Pink Pepper laid atop a radiant Anatolian Rose Otto, bringing a ravishing opulence and refinement to the fragrance. The inclusion of Saffron and Sacred Woods, with their precious and grounding auras, evoke the majesty of ancient rituals to add a hypnotic dimension to the scent, while Costus, a rare and enigmatic note renowned for its complex and animalic facets, creates a mesmerizing and mysterious atmosphere, invoking a harmonious interplay of light and dark.

What truly sets "Dream Machine" apart, however, is the innovative use of trance perfumery techniques in its creation. This pioneering approach, led by visionary perfumer Christopher Gordon, involved tapping into the creative realms of the mind through deep states of trance. Employing Gysin's "Dreamachine," an object of contemplation used to induce hallucinatory trance states, the perfumer infused "Dream Machine" with the unbridled energy of the subconscious, resulting in a fragrance that transcends the confines of traditional perfumery and takes the wearer on a mesmerizing olfactory journey.

Housed in exquisite packaging that echoes the entrancing and surreal nature of the fragrance, its sleek and minimalist form is adorned with abstract patterns that mirror the structure of the "Dreamachine" itself.

"Dream Machine" is set to be unveiled May 5 at Scent Fair LA 2023, a bi-annual initiative of the Institute for Art and Olfaction curated by Saskia Wilson-Brown and Darin Klein in association with Andres Payan Estrada. Scent Fair LA runs May 5 to 7 at Craft Contemporary in Los Angeles. Visitors to the event will be treated to an unconventional sensory experience from Maison Anonyme that expands traditional notions of decoration and beauty. The fragrance will be available for purchase at the event, and from select boutiques and online starting May 30, 2023.

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About Dream Machine: House: Maison Anonyme, Size: 100ml, RRP: \$175 USD, Notes: Saffron, Pink Pepper, Rose Otto, Costus, Ambrette, Orris and Sacred Woods

About Christopher Gordon: Perfumer Christopher Gordon is known for an avant-garde approach to scent creation whose fragrances have been exhibited internationally. With a deep understanding of perfumery raw materials, he creates scents that challenge preconceived notions of what perfume can mean through deeply researched projects that connect the worlds of art and fashion.

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For interview requests, samples and media queries please contact [perfumer@maisonanonyme.com](mailto:perfumer@maisonanonyme.com)

Press assets: <https://www.maisonanonyme.com/pages/press-kit>

Scent Fair LA 2023: <https://www.craftcontemporary.org/scent-fair-la-2023>

IAO Scent Week: <https://scentweek.com/scentfairla>

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