

Takasago Expands Its Fine Fragrance Footprint

A look inside a new Manhattan-based fine fragrance studio

Takasago has established a foothold in Manhattan, the heart of US fine fragrance. The Takasago gallery and fragrance studio, which serves as the primary work center for the company's US fine fragrance creative, marketing and sales team, occupies a penthouse space in Midtown, within walking distance of many major international brands. This new gallery space coincides with the recent change in corporate structure for fine fragrance, which is now under the leadership of Luc Malfait, general manager of global fine fragrance and president of Takasago Europe.

Takasago's fine fragrance group was very involved in selecting the space. Altitude and light, which contribute to an open feeling conducive to creativity, was a major factor. The reconstructed space boasts grand views of the New York skyline, including the Empire State Building. The gallery is characterized by Asian sensibilities of minimalism, clean lines and an open layout—a conscious mix of tradition and modernity that fosters a collaborative atmosphere.



Takasago established its Manhattan studio following the formation of its global fine fragrance unit.

Collaboration among perfumers: The Takasago gallery and fine fragrance studio is intended to spur closer cooperation among its various fragrance operations. A number of fine fragrance perfumers are on-site full-time, with additional perfumers rotating in from other locales, including Paris, Japan and Brazil. This increased collaboration is key to Takasago's strategy as more and more clients operate globally.

In addition to a fully functioning lab in the gallery, Takasago's Rockleigh, NJ facility is just 40 minutes from the city, allowing fragrance projects to be developed at both sites simultaneously. Fine fragrance perfumers occasionally spend time in Rockleigh, while perfumers in other disciplines such as personal care sometimes work on unique projects at the Manhattan site.

Enhancing customer interaction: In Takasago's view, establishing a Manhattan fine fragrance studio was not a matter of "keeping up with the Joneses," but rather a

move toward better serving its clients; the gallery's location sets perfumers within easy reach. While Takasago does go to its clients, often those clients are eager for a chance to disengage from their own environments and work more closely with perfumers on-site.

Creating a space that fosters creativity and innovation: Takasago manifests the gallery



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concept both by approaching perfumery as art and displaying a collection of ancient and vintage perfume bottles, in addition to a multimedia art exhibition produced by emerging talents from New York University's (NYU) fine arts program. The perfume bottle display, culled from the company's Tokyo museum, rotates biannually. The current collection in New York was assembled by a full-time curator and includes flacons from ancient Rome and the art deco era.



The NYU works hang in the gallery's shared spaces and include a variety of mediums from video to sculpture, photography to painting. A new series will be featured every three to four months. Takasago made art a priority as a source of inspiration for a creative environment where perfumers and clients alike can feel challenged and inspired to continuously innovate.

For more images from the Takasago gallery and fine fragrance studio, visit perfumerflavorist.com/photos.

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Takasago takes its gallery concept to its logical conclusion by featuring a collection of ancient and vintage perfume bottles.

