

100 Years of Global Expansion

drom hits the century mark as a global company with an eye toward the Indian market and a focus on maintaining creativity

Bruno Storp Sr. founded Bruno Storp Chemical, Pharmaceutical and Cosmetic Products in Munich in 1911, seeking to serve regional customers with toilet waters, hair tonics and a popular soap product known as Storp's Floating Soap. These products provided an entrée into the world of fragrance, which eventually became the company's focus, first locally, then internationally and today globally.

By the time Storp's son, also named Bruno, joined the company in 1946, the company had been renamed drom—an acronym of one-time partner Dr. O. Martens. The highlighting of a doctorate within the company was crucial because of the company's historical focus on serving the cosmetics sector, note Ferdinand Storp and Andreas Storp, Bruno Storp Sr.'s grandsons and the current heads of the company. (Both, incidentally, hold doctorates.)

With each generation, a new expansion ensued for drom. First, Bruno Storp Sr. internationalized the company by marketing to England in 1931, and Switzerland, Austria, France, and Scandinavia in 1956. The company secured its first US production facility in 1977, founded drom Asia/Australia and drom Japan in the 1980s, and opened a subsidiary in Paris in 1992. In more recent years, the present generation of Storps has globalized the company, establishing a plant in Guangzhou, China in 2004, opening a fragrance studio in Manhattan in 2005, and establishing a plant in Brazil in 2007. Today, the company operates with representatives in 43 countries.

With the Brazilian and Chinese operations underway, the Storps see India as the next phase in expansion—if they can find the right model. India is complicated, says Ferdinand Storp, because it is not *one* country. In addition to great diversity and scale, the country's market requires servicing particular tastes and use of a unique palette to match sensory preferences and cost constraints. This project is one that the Storps believe will be started by them and built upon by the next generation.

On the occasion of drom's centennial, both Storps say that a passion for fragrance keeps the business a family affair. And the next generation of management will have to find ways to capture creativity and glamour amidst customer restraints and regulatory pressures. Says Ferdinand Storp, "You get what you pay for."

To celebrate its 100th year, drom hosted a party in Manhattan featuring an exhibit of perfume bottles from the company's private collection. These bottles,



Among drom's fragrance team present during the event were Eurico Mazzini, Corinne Cachen, Delphine Jelk, Alix Miral, Kevin Verspoor, Agnes Mazin, Pierre-Constantin Gueros, Thomas Crabalona, Anne Grauby, Barbara Zobelein, Jean-Claude Delville, Valerie Garnuch, Alexandra Monet and Philippe Romano.



Jeb Gleason-Allured (P&F magazine), Ferdinand Storp (drom), Paige Crist (P&F magazine) and Andreas Storp (drom); the Storps have worked to globalize drom, adding recent footholds in Brazil and China.



Pierre-Constantin Gueros, Delphine Jelk, Alix Miral, Valerie Garnuch and Alexandra Monet (all drom).



Bea Horndedo and Chris English (both Bontoux).



Stuart Alexander (Lansdowne), Paige Crist (P&F Magazine), Fred Keifer (Firmenich) and Glenn Sabat (Firmenich).



Eurico Mazzini and Markus Schiek (both drom).



Perfectly legal—and not ingestible: drom presented some conspicuous-looking scented powders as part of its exhibition.

arranged by themes such as taboo, gardens and objects, served as the inspiration for 11 fragrances formulated without price constraints in collaboration among 13 drom perfumers. *Hidden Skin*, formulated by Barbara Zobelein and Thomas Crabalona, was sweet, fresh, light, animalic musky, with oud wood. *Noir Calice*, created by Philippe Romano and Valerie Garnuch, featured patchouli, osmanthis, iris and immortelle. *Enchanting Rituals*,

formulated by Corinne Cachén and Eurico Mazzini, included benzoin, sandalwood, tonka bean, saffron and tuberose. Pierre Guerros and Delphine Jelk's *Such a Mystery* included rare wood, skin musk and wild pear.

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