

Multisensory Exhibit Pushes the Perfumery Envelope

Mane's Fragrance Avatar showcases perfumers' edgy scents.

Focusing on putting artistry back into perfumery, Mane recently removed all creative (consumer demographics, concepts, etc.) and cost constraints from a team of perfumers as part of a multisensory marketing-led initiative dubbed Fragrance Avatar. The project allowed perfumers to create "from their very core." The project, notes Yadira Perez, director of creative marketing, fine fragrance, allowed the perfumers to stretch their creative identities and skills.

Atomic Floral, by Vincent Kuczinski, combined sheer stem with volcanic notes, while *Charred Tuberoses* by Ralf Schwieger presented a "burned" take on a masculine white floral. The scent was waxy and animalic and contained tuberose and galbanum.

Dirty Life, also by Schwieger, was metallic, earthy and blooming, combining fragility and strength via galbanum, hyacinth and patchouli. *Exposed*, by principal perfumer and vice president of artistic direction Ellen Molner, highlighted an attraction of opposites, fragility and undergrowth through the use of iris and cassis.

Bioluminescent Flower by Jim Krivda presented an electric, oceanic (but distinctly non-ozone) impression.

Burning Cold by Kuczinski mixed hot and cold notes, while *Carnivore*, formulated by Cecile Hua and inspired by the same red and blue botanical image, combined bacon, berry and dry ice facets that evoked heat, flesh, and an element of danger and beauty.

Dragon Jewel by Krivda highlighted shimmer, lightness, brightness, translucence and ethereality. Hua's *Pretty*



The Fire, a light sculpture by artist Kilu, inspired principal perfumer and vice president of artistic direction Ellen Molner's *Cosmic Inferno*.

Venomous combined steamed milk, gunpowder, nectar and salty impressions for a beautiful-dangerous dissonance.

Molner's *Black Organza* embraced a layered 1950s sense of beauty via violet leaf absolute, mimosa absolute and Australian sandalwood, while her *Cosmic Inferno*, inspired by a sculpture, deployed red ginger, patchouli absolute and myrrh for a calming, exhilarating unisex effect that embraced both danger and safety.



From left, perfumers Jim Krivda, Vincent Kuczinski, Ellen Molner, Ralf Schwieger and Cecile Hua



From left, Marylou Rodriguez, Yadira Perez and Syed Shamil

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