

Speed Smelling

Nine perfumers present scents free of creative constraints.

What is the smell of absence? This unique olfactory puzzle was addressed by senior perfumer Loc Dong's unique fragrance, presented during an IFF speed smelling session at the French Institute Alliance Française in Manhattan. In Dong's interpretation, absence smells of ink, with an astringent kick reminiscent of shoe polish.

A trip to Marrakesh inspired senior perfumer Laurent Le Guernec's scent, which encompassed the city's sensory impacts: spices, herbs, bright colors, cedar Atlas in the riads and mint tea. Le Guernec's fragrance included orange flower absolute, orange flower water, mint and musk.

Perfumer Celine Barel's *Graffiti* evoked Brazil's excitement, comprising unpleasant elements within a pleasant whole. Barel's fragrance included the durianlike kick of dimethyl sulfide and spiky oxane for an underarm effect. The scent on blotter was fruity, tropical, sweet and bright.

Narcisse en Folie, vice president perfumer Yves Cassar's celebration of naturals, included narcissus oil. Cassar noted that 150 tons of flowers net just 120 k of oil. The compost goes to local farmers. The scent itself was a bright bouquet, fresh and petaly, with a touch of musk.

Vice president perfumer Jean-Marc Chaillan created a contemporary chypre around patchouli by using a quality of the material that eschewed its traditional darkness and medicinal character. The scent comprised spicy pink pepper, patchouli, Calone and cyclamal.



From left, perfumers Pacal Gaurin, Bruno Jovanovic, Clement Gavarry and Laurent Le Guernec (all IFF) presented unique fragrance creations during a speed smelling session at the French Institute Alliance Française in Manhattan.

A new material—grapefruit flower—inspired vice president perfumer Carlos Benaim's fragrance. The main ingredient possessed a metallic edge and some nerolilike facets. The scent encompassed a contrast between bitter and sweet, with a candied connotation.

The Secret of Isis from perfumer Bruno Jovanovic evoked a "divine bath" that was milky-botanical. The fragrance included notes of pear, spices, myrrh and carrot seed, imparting a powdery, violet, floral impression.

Just four ingredients comprised perfumer Clement Gavarry's *Burning Man*, inspired by the eponymous annual event. The scent balanced benzoin for warmth, sandalwood, myrrh for coolness and frankincense for an odor that was neither too burned nor smoky.

Finally, senior perfumer Pascal Gaurin took a "cereal approach" for his *Bread 'n' Roses*. The scent comprised the saltiness of bread and Turkish rose for a fragrance that was bitter, earthy and grainlike, with a markedly dryer impression on skin.

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