

# Celebrating Perfumery and Indie Brands

## Highlights from the Elements Showcase, New York

For Chandler Burr, curator of olfactory art for New York's Museum of Arts and Design, his forthcoming exhibition, "The Art of Scent: 1889–2011," slated to open in November 2012, aims to raise the appreciation of scent to the level of painting or sculpture. Burr's comments came during a panel hosted by Six Scents at the Elements Showcase in New York and moderated by Levi Pharaoh (LeviPCPR).

Perfume is the result of a feeling, noted perfumer Rodrigo Flores-Roux (Givaudan). Flores-Roux added that he sees fragrance as a craft and that a dialogue is very important when constructing a new perfume. In his work, he said, he could not help but blend his initial inspiration with his own interpretation.

Celso Fadelli (Intertrade Europe) explained that there is huge growth potential in art scents. To be successful, he added, these scents should not make the same mistake of conventional brands. In this arena, he said, brand is less important than the identity of the creator.

Erica Taylor (LookBooks.com) added that consumers are no longer driven by traditional marketing and advertising. Instead, they want brands to "blow you away."

When the panelists were asked what impressed them about the fragrance industry today, Flores-Roux cited the work of John Varvatos and Arquiste, while Burr highlighted the sustainable and ethical sourcing programs of ingredient and fragrance houses. These programs, he said, create intimate connections with local growers. The panelists also cited inspiration from wine tastings and the restaurant world.

When asked what should come next in fragrance, Flores-Roux said it would be interesting to see contemporary art giant Damien Hirst launch a fragrance, while Burr lamented that film and scent had not been satisfactorily mixed, declaring it a "missed opportunity."

Meanwhile, on the first night of the Elements Showcase, The Fragrance Foundation bestowed the Givaudan-sponsored 2012 FiFi Indie Fragrance Award to *06 Amanu* from Odin Fragrances New York and drom perfumer Kevin Verspoor.

Showcase founders Frederick Bouchardy, Ulrich Lang and Jeff Lawson welcomed guests and the five finalists. Then Mary Ellen Lapsansky, vice president of The Fragrance Foundation announced the winner.



*Odin Fragrances New York won the first FiFi Indie Award, presented at the Elements Showcase; pictured, from left, are Cosimo Policastro (Givaudan), David Pirrotta (David Pirrotta Brand Management), 06 Amanu Odin Fragrances New York co-creators Larry Paul and Kelly Kovack, perfumer Kevin Verspoor (drom), Bruce Teitelbaum (RPG), Frederick Bouchardy (Elements Showcase), Mary Ellen Lapsansky (The Fragrance Foundation), Jeff Lawson (Elements Showcase), and Ulrich Lang (Elements Showcase); not pictured: Odin's Paul Birardi and Eddy Chai.*

"We are very proud to have won the 2012 FiFi Indie Fragrance Award," said Odin New York team in an official statement. "It was a labor of love to create a fragrance with such a romantic and exotic heritage."

The scent was inspired by "the primitive ambiance of Southern Mediterranean peaks combined with the ancient fertility of Anatolian soils that bring forth a herbaceous blend of verdant galbanum and raw lentisque." The fragrance includes notes of blood orange, green galbanum, lentisque, cedarleaf, jasmine sambac, magnolia, amberwood, sheer musk and moss.

Runners up for the 2012 FiFi Indie Award were *Cuir*s by Carner Barcelona, *Come L'Amore* by Bois 1920, *La Fumée* by Miller Harris and *Siberian Snow* by D.S. & Durga.

"Indie brands play an important role in our industry by engaging the consumer with their unique stories. Their creativity and innovation inspires the fragrance world and should be recognized and rewarded," said Cosimo Policastro, executive vice president, fine fragrances, Givaudan, who presented Odin with a \$10,000 winner's check "to encourage them to continue to push the boundaries of olfactory creativity."

"The competition was stiff, and we applaud the judges for taking on the challenge of selecting the top five," said Lapsansky. "We are excited to present these finalists with mini FiFi trophies and honor the winner."

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