

# The Designer Image—International Fragrance Style

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**T**he general area of "Fragrance Moods and Lifestyles" is certainly an area of interest to us at Avon and, of course, to all in this industry. As I thought further about that subject, I realized that probably the most innovative work that we have done recently to create new moods and reflect the new lifestyles is in the area of Avon's designer fragrances. Therefore, it seemed logical for me to try to give you some further understanding of why we felt designer fragrances were right for us, and how we went about conceptualizing, creating and executing what have become two major brands for us, under Louis Feraud banner, "Fantasque" and "Fer de Feraud."

## **Fantasque**

After a good deal of discussion, we decided to ally our creative expertise with that of Louis Feraud. From the outset, there was enthusiasm on both sides. Avon felt that Feraud projects the image of fashion and high quality, but even more important, good taste and style. In his attitude towards women, M. Feraud reflects Avon's "naturalness with style." Feraud's thoughts and attitudes were quite directly in consonance with Avon—and Louis himself has been quite outspoken and positive in his regard for Avon.

As we started to work on the fragrance itself, we realized that one of our primary needs would be that we create a fragrance which would be recognized through Europe, throughout the United States and in other of the Avon worldwide markets as being a statement of high quality and unique beauty. In Japan, Fantasque has become a major success. Fantasque has also just been launched, extremely successfully, in the Saudi Arabian market.

Let me tell you how we planned this first Avon designer fragrance, Fantasque. When we spoke with the perfumers, late in 1979, we said:

"For the first time, Avon will create a new prestige fragrance in France. It will be launched first as a major 'couture' effort in Europe in 1981. Six months later, this brilliant new creation will be brought to the United States and marketed as a major domestic entry. This new perfume will be created in France by some of the world's most expert perfumers.

"By launching a dynamic new couture fragrance with Old World sophistication and finesse, and New World power and diffusion, Avon will answer its challenge to create a new fragrance that will offer the best of both worlds. This new designer fragrance will be called Fantasque.

"It is well known that in France there is still a high degree of regard and respect by the public for the 'French created' fragrance. Therefore, although even in France Avon has for years been the largest marketer of fragrances, it is felt that we have a wonderful opportunity to enhance Avon's image—not only in France but worldwide—by the creation of this new 'prestige' fragrance in France. Its introduction first in France, and then in the United States, will further express to the world the fact that Avon is second to none, not only in regards to sales and marketing expertise, but particularly when it comes to fragrance creativity. Among the additional reasons for our increasing activity in Europe is the fact that the total market for fragrance in Europe is quite sizeable—estimated to be approximately \$660,000,000.

### *Fantastique*

"In France, the fragrance offered by couturier houses account for over 50% of the total market, but the top ten houses account for 54% of the couturier segment. It is obvious, therefore, that by Avon's launching a couture prestige fragrance, we will be continuing to move our image and reputation ever upward in the fragrance world.

"The target market in Europe will be: All those women who respond to the glamour, excitement and 'status' of wearing a brilliant new 'prestige' fragrance, created in France for the French women. Subsequently, in the United States, the target market will be all American women with interest in and desire for the prestige of a 'French'-created fragrance.

"This new fragrance will be different from all other Avon brands not only by means of its forms and prestige positioning, but also by means of its price, its exclusive/prestige image, its unique 'designer' packaging and its pedigree of having been created and designed in France. Importantly, the perfumer will be given the latitude to utilize more costly ingredients than ever before."

Now I would like to share with you the way in which we expressed the perfumery thoughts to the perfumers during our discussions:

"This will be a beautiful and unique new fragrance for women who appreciate the quality and luxury of the finest perfumes. Created in France by the world's most gifted perfumers, this scent will be delicate, subtle and refined: a unique combination of rare and precious ingredients, blended into the most luxurious fragrance Avon has ever introduced.

"A highly original perfumery topnote will introduce this creation over rich floral notes of hyacinth, jonquil, rose, tuberose and jasmine. The softly pulsing heart will be composed of rich woods and a trace of earthy moss. This fragrance will be fulfilled with other alluring woods, while rich animal notes will add both provocativeness and a deep lasting dry down.

"We wish to take full advantage of the creative expertise of the international perfumers. Therefore, while the above fragrance direction is viewed as being appropriate and desirable, the perfumers are urged to utilize any other notes or complexes which they feel would fulfill the concept as outlined above, to result in a brilliant yet broadly appealing new perfume, whose fragrance will be unique to Avon and to the world."

Let me explain to you some of the specifics of the profiling. Our development time spans a two-year period and includes months of discussions before the profile is issued. We plan four months time for creative perfumery, followed by three months of initial screening and creative revisions when necessary. Our testing for a line such as this includes four major consumer tests: two in the United States and two in Europe. These tests, some of which run concurrently, take a total of about six months.

The Avon senior fragrance panel, composed of key officers in product management and chaired by the creative director, meets to consider all aspects of the fragrance characteristics and acceptance at each key point in the process, from initial concept through profiling, the fragrance evaluation and screening, revisions, testing and the final recommendation.

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You may have been somewhat surprised to learn of four major consumer tests, but we feel that this degree of testing is necessary for us to assure a fragrance which will find acceptance all around the world, and acceptance of a level high enough to generate very major dollars for us.

Although I cannot share with you the actual sales figures, I can tell you that in three weeks, Avon customers purchased more Fantasque than a very successful major retail fragrance with a major designer label sells in a full year. This became our most successful launch in Europe and a subsequent launch in the U.S. was an equally major success.

We do not hesitate to search out and use the toughest control fragrance we can find. That means we include in our consumer testing every fragrance of any major significance in the market segment which we are attacking with the new brand. In the case of Fantasque, we chose a large number of the most prestigious and most successful designer fragrances on the market worldwide. The fragrance which we adopted for Fantasque had to, and did, generate higher consumer scores than any other of those we tested.

We repeatedly challenged the Fantasque fragrance to come up to the highest criteria of uniqueness, beauty, creativity and sales appeal.

Obviously none of those parameters would have been met had we not had the excellent cooperation and creativity of major fragrance houses. The winner of the competition for the Fantasque fragrance, and the creator of Fantasque was Givaudan. I would like to publicly thank Givaudan for their excellent cooperation and perfumery.

### Fer de Feraud

The Feraud image is preeminent not only in the area of women's fashions and fragrance: Louis Feraud is also a major factor in the European market in the area of men's fashions. His creations for men are currently quite successful in the European men's market.

As we saw how successful Fantasque was going to be, we felt we had a major opportunity in the men's area to create a statement by Feraud to appeal to the enormous interest in the European market for men's designer fragrances. Therefore, the year after we started the development of

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Fantasque, we initiated the development of the fragrance which was to become "Fer de Feraud" in Europe and to be launched in the United States as "Feraud Pour Homme."

In July 1980, we met with the perfumers and discussed our interest in doing a Louis Feraud men's fragrance. I would like to give you some of the information we shared with the perfumers at those meetings in 1980.

"Although Avon is the recognized world's sales leader in men's and women's fragrances, and we are well represented in a number of important segments of the men's fragrance market, we do not yet have a designer fragrance statement for men. The intent of this new profile is to create such a fragrance at an upscale, yet affordable, price. We will thus capitalize on the major growth of the premium prestige men's fragrance segment of the market and, of course, also enhance the overall image of Avon.

"This will be positioned as Avon's first designer entry into the men's market. By reflecting the prestige and high quality of a famous name in design, it will also serve to enhance the man who wears it, expressing his good taste and his interest in finely crafted appurtenances to his lifestyle. The line will be targeted towards all men who respond to the prestige and self-assured masculinity of one of the foremost designers of men's fashions in the world—Louis Feraud."

# Féraud POUR HOMME

Specifics of the fragrance direction included such statements as "This will be Avon's first concentrated men's cologne, a uniquely light yet long-lasting fragrance."

"To reflect and amplify the specialness of this dynamic new product entry, the fragrance will be elegant and sophisticated, yet robust and manifestly masculine. In the vanguard of European style, with the long-lasting clarity of cardamon, patchouli and notes of applewood over rich mossy undertones. Further enhanced with such valuable naturals as mandarin, nutmeg, geranium oil and styrax."

"Feraud Pour Homme will be an elegant, well made and complex fragrance with a refreshing and unusual light topnote. Its midtones will reveal its characteristics of cardamon and applewood, lending it a clean and quite masculine impression in the European style.

"All this is to be blended with warm spices, dark mossy undertones and bittersweet aromatic essences for a true men's 'designer' statement reflective of all the panache and verve of Louis Feraud."

We gave the perfumers further direction, guiding them to avoid the use of overtly oriental and animal notes, since we had recent very successful activity in those areas of perfumery. We also recommended avoiding green notes since our very successful weekend fragrance utilized those notes.

As in the case of our major women's fragrances, we gave the perfumers over four months of creative time, and we worked closely with the perfumers of the winning contender to refine and polish the fragrance to its utmost degree.

We then did extensive testing in Europe and the United States again using over a dozen high quality, expensive and competitive designer men's fragrances as "control" fragrance. In that blind testing in both the United States and all through Europe, the winning fragrance, which became Fer de Feraud, outsourced all the major competition.

All across Europe, the sales results were most gratifying, with a success greater than that of any other Avon men's fragrance introduction; and, of course, we anticipate an equally high level of success here in the United States when we launch "Feraud Pour Homme" this fall.

Any discussion of "Fer" must, of course, give full credit for the creation of the fragrance to PFW, whose European and American perfumers worked with us to bring the fragrance to its highest pitch of perfection.

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### Vivage

Avon has created two brands in the designer image, internationally for both men and women. Not ones to rest on our laurels, with the great response we have had to Fer and Fantasque all around the world, we feel there is yet more new ground we can break and more beauty we can create for women all around the world. Therefore, although I cannot be very specific, I would like to suggest one new area in which we are considering a major launch in the future.

In October 1982, we said: "Fantasque has become Avon's most successful launch being received with an astonishing degree of acceptance among consumers and as an unparalleled financial success. Those gratifying results were further indications to us that the designer segment of the fragrance market could be a very rewarding area for marketing endeavors when creatively conceived, aggressively pursued and skillfully executed."

Avon's ability to compete in the dynamic couturier fragrance sector of the market was now evident. I would like to share with you some of the discussions we have had with perfumers regarding new horizons for Feraud and Avon.

"Fantasque, with its elegance and glamour, has given us a very 'polished' statement of Louis Feraud's high fashion 'style.' That high fashion impression is one which is a rather formal, 'evening,' impression of luxuriousness and sophistication. There is, however, another aspect to Louis Feraud, just as there are many intriguing aspects to women; and that aspect is Louis Feraud's brilliant use of color. Since Louis Feraud is from the Mediterranean that has had a great influence on his work, above all in his use of color. The South of France is a region of vibrant color, sunlight, flowers and the sea. Feraud uses all this high-spirited color and light in his designs.

"Working in a creative partnership with the perfumers, we now have the uniquely appealing and exciting opportunity to create a new 'day-time' fragrance. Evocative of Louis Feraud and his styles for the woman who is active, aware, and who desires to be both feminine and free to move about as she pleases, this new fragrance will be a more 'casual' fragrance while still remaining quite definitely a 'couture' statement.

"This fragrance will express exuberance, liveliness and beauty, 'A desire to be part of life and to live it to the fullest.' We have created the name 'Vivage' to express the concept of this fragrance. Vivage will be for the woman who is inhabited by a passion for life, especially the pas-

sion to communicate with others and to be a part of life and of the world. In imaging, packaging and positioning, as well as in the fragrance itself, Vivage will be a beautiful complement to Fantasque. It will express the outward aspects of women, those of vitality and vivacity coupled with elegant style.

Vivage

"Vivage has been composed of brilliant, light-struck florals, together with a breath of the Mediterranean Sea. From the meadows of Provence, the hillsides of Arles and the flower fields of Grasse, have come the heady, evanescent light-struck florals of Vivage. A most glorious melange of sunlit florals with their enticing ethereality and spiciness.

"Borne on Zephyrs, through the sunlit blue sky of Provence, nuances of the crisp freshness of the Mediterranean waft inland. As the deep blue of the Mediterranean glitters and sparkles in the sunlight, it breathes forth a refreshing, revivifying spirit.

"We have captured all this evanescence, all this loveliness, all this beauty in a new couture creation with notes of lilies, freesia, lilac, carnation, iris and genet, breathing forth vitality, brilliance and excitement. Together with other notes of rose de mai, magnolia and mimosa, we have created a thrillingly spicy floral evocation of the 'Plein Air' of the South of France, the plein air which Monet has portrayed so brilliantly in his paintings of the sea and Giverny."

Our partners in this most rewarding creative endeavor, the winners in this creative competition, were the fine perfumers of PFW.

It has been my attempt to share some of the joy and excitement we feel at Avon in creating new fragrances. I would like to thank all the perfumers for the willing and highly creative cooperation we have always encountered in creating together dynamic new fragrances for the entire world.

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Sue McEwen, Shaw Mudge & Co., with Naomi White, Tombarel • Alan Manheimer, J. Manheimer, with George Clark, Haarmann & Reimer



Chuck Morris and Frank Milo, Naarden International • Vicki Anderson, PFW Australia, with Jeff Miles, PFW US



Tom Pampinella (center), Mary Kay Cosmetics, with Mark Banwer (left) and Alan Kesten, both of Belmay



Don Conover, Belle-Aire Fragrances, with Vito Lenoci, Novarome



Bob Slattery and John Doyle, Roure Bertrand Dupont



Jack Quigg, Compagni Parento, with Paul Bedoukian, Bedoukian Research