

FINE FRAGRANCE



BULLETIN

A window into our olfactive world.
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OLFACTIVE HERITAGE: IFRA'S SCENTS OF TIME AND PLACE EVENT

BY ISABELLE JACOB, PRODUCT MARKETING COORDINATOR

Earlier this month we had the pleasure of attending IFRA's Scents of Time and Place event at the Royal Society of Arts, an inspiring exploration of the UK's rich olfactory heritage and its unique power to connect culture, place and memory.

The day offered a fascinating mix of interactive talks and expert insights, all with the aim of understanding the concept of olfactory heritage – exploring why it matters, how we can preserve it and how it can inform fragrance storytelling today.

The overriding message of the day was that our olfactive heritage needs to be preserved, as smells help bring history to life. It provides an extra sensory layer that evokes memories and emotions. Scent has the incredible power to allow us to connect deeper with places, traditions and shared human experiences that might otherwise be forgotten.

So how can we preserve it? The event introduced us to academics, artists and brands who all are trying to discover new ways to preserve the history of scent.



We heard from the Odeuropa project – a European research project which collects information about smell from historical text and image collections. Their goal is to show that critically engaging with our scent heritage is an important means for promoting Europe's cultural history. <https://odeuropa.eu/smell-explorer/>

We discovered the practice of *Mapping Smellscapes*, which involves going on a *Smell Walk* where participants note the scents they encounter on their journey. This varies from spices and fruits to cigarettes, and even abstract descriptors like 'deprivation' – highlighting how scent is closely tied to socio-economic status and perception.

We also heard from Tasha Marks, a scent designer who creates multi-sensory art displays often involving historical moments and olfactive elements. Her work at Chatsworth House, *Aromas of Dinners Past*, recreated the smells of historical menus from 1846–1850, showing how scent can make cultural stories more inclusive and engaging.

What is clear from the event is how deeply intertwined scent has always been with our daily lives. Although it's something we don't often consciously think about, it is closely linked to many social experiences, in turn making it a powerful tool for exploring human history. All the panelists agreed that preserving and documenting scents is important for the future of historical study, and that education about scent could help to support this.



EAU INTIMITÉ Collection by BORNSTANDOUT

BORNSTANDOUT introduce the **EAU INTIMITÉ** collection, a series of 5 brand new fragrances that aim to reimagine the brand's 'wild DNA in its most subtle and minimal form'. This totally stripped down version of BORNSTANDOUT is represented through the collections clear bottles and light formulations designed to wear like a second skin.

CANDY DUST - A nostalgic sugar rush, **MUSC X** - The scent of skin, memory, and closeness, **CUVÉE SKIN** - Champagne on bare skin, **GOLD JUICE** - Durian and mango in wild collision, **WARM AIR** - The warmth of being skin to skin.



Fragrance Oil Rollerballs by Ellis Brooklyn

American brand **Ellis Brooklyn** have launched a new trio of Oil Rollerball fragrances designed to become the favourite scent you reach for and take with you everywhere you go. Effortlessly swipe on and go before or after you head out the door. These new scents are described as 'addictive, effortless and chic'.

Vanilla Santo - Iris Petals, Vanilla Infusion, Palo Santo, Moss.

Milk Wood - Cedarwood, Freesia, Coconut Milk, Amber Musk.

Blond Musk - Bergamot, Vanilla Orchid, Blond Amber.

Kakigōri Collection by Obvious Parfums

Obvious Parfums introduce the **Kakigōri Collection**, an olfactory take on Japan's traditional summer dessert of flavoured shaved ice, originally a delicacy enjoyed by Japanese nobility.

The collection is designed to be both worn alone or layered together. It features an icy base and two syrup toppings:

White Crush (Frozen Base) - Clean Accord, Iris Concrete, White Musk.

Dulce De Leche (Gourmand Syrup) - Hazelnut, Dulce De Leche Accord, Vanilla.

Plum Cream (Fruity Leathery Syrup) - Rum Absolute, Salted Prune Accord, Oakwood.





House of Brandt introduce **Summer Street**, 'an invitation to step into the joyful haze of summer's past'.

Created by **Céline Herbette**, this scent features delightful notes of apricot jam, honeysuckle, benzoin and vanilla.



Niche brand **Juliette has a Gun** has collaborated with boutique brand **Skins** to create a new unisex scent that compliments every skin. It features notes of lychee, ginger, akiagalawood, papyrus, vanilla and musk.



Astrophil & Stella introduce **Nabati Oud**, the follow up fragrance to Nabati, both of which are created by master perfumer **Christian Provenzano**.

Nabati Oud features an aquatic accord that is accompanied by notes of rum, cinnamon, amber and of course, oud.



Penhaligon's newest scent, **Daphne Bouquet**, is inspired by the quiet calm of the Stumpery in Highgrove Gardens, the private residences of His Majesty Charles III. Blackcurrant leaf meets the daphne flower on a bed of moss.



Brazilian brand **ByNomads** have launched **Obsidian Temple**, a limited edition creation by **Céline Herbette** featuring notes of orange, coriander, tobacco and myrrh. The brand will be launching more fine fragrances in September.



SNIF introduce **Swede Tooth** as a part of their secret menu. This new fun scent takes inspiration from gummy sweets, with notes of candy sugar, watermelon, raspberry and musk, this scent is 'scandalously sweet'.

Spotlight of the Month

HIGHLIGHTING TRENDS, EVENTS AND FRAGRANCES ACROSS DIFFERENT REGIONS



DUBAI

Kajal Kolada by Kajal

Inspired by the iconic Pina Colada, **Kajal Kolada** opens with a vibrant burst of Italian bergamot combined with fruity notes, including pineapple. The heart notes unveil the delicate violet, blended with the gentle freshness of lily of the valley. In the base, the scent unfurls into resinous notes of amber and benzoin as well as creamy coconut milk.

UK

Vanilla Nectar Body Mist by Phlur

Phlur have launched yet another deliciously sweet body mist. **Vanilla Nectar** is described by the brand as their 'juiciest iteration of vanilla yet'. This scent is centred on a succulent combination of papaya, apricot and tangelo. These juicy fruits are accompanied by decadent whipped vanilla and honeyed amber, creating a bright, warm and addictive fragrance.



FRANCE

The Absolu Collection by Byredo

Byredo are celebrating four of their iconic scents with a collection of reimagined compositions. Crafted to offer a heightened sensory experience by amplifying each icon's most vibrant essence. With higher concentrations for heightened, long lasting intensity, **The Absolu Collection** hopes to take you on an elevated olfactive journey into **Mojave Ghost, Blanche, Bal d'Afrique, and Rose of No Man's Land**.

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FAR EAST

A Tale of Two Worlds Collection by Mykonos

A duo of fragrances that invites you to choose: to be loud or to be quiet.

Dreamscape opens with a burst of mango, tangerine, and rhubarb, an electrifying composition that commands attention.

Silent Whisper, by contrast, is light and luminous, it begins with fresh fruits and softens into a delicate floral trail that lingers like a memory.



US

The Colognes Collection by D.S. & Durga

This trio of colognes from **D.S. & Durga** takes classic aromatic scents and has updated them for modern tastes.

Grey Blazer - Wool, Herbs, Flowers, Green Spices, Tea, Musk.

Golfjazz - Grass, Lime, Leather.

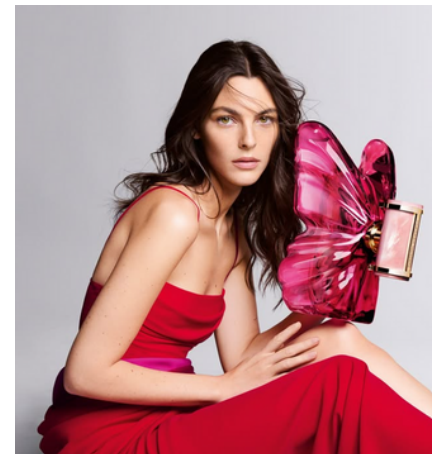
Rum Bay Rum - Bay Rum, Sandalwood, Lime, Linden.

SPAIN

La Bomba by Carolina Herrera

Inspired by the nickname given to **Carolina Herrera** herself, **La Bomba** is a tribute to the woman who never enters quietly. Who turns joy into presence, and presence into power. This fragrance is an invitation to live with intensity, joy, and authenticity.

The new scent features a fruity burst of exotic pitaya and rich floral notes of cherry peony and red frangipani with a radiant infusion of solar vanilla.



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INDIA

ARKS Day by ARKS

ARKS, an Indian premium fashion brand, founded by actor Ranbir Kapoor, have launched their first-ever fragrance: **ARKS Day**. The brand explain that this scent captures 'the essence of quiet luxury and effortless confidence'.

ARKS Day layers zesty mandarin and petitgrain with the warmth of ginger and jasmine, finishing with a grounding blend of vetiver and musk. It's more than a fragrance, it's the final layer of your everyday ritual.



LATIN AMERICA

Hawas Pink by Rasasi

Middle eastern brand **Rasasi** were recently present at the Colombia Expo Belleza Trade Fair launching their new fragrance **Hawas Pink**. For this launch, the brand have collaborated with Arab Fashion Council ambassador, Ameni Essebi, who the brand say is a 'powerful voice for inclusivity and self-expression'.

The new scent opens with fresh neroli and spicy cinnamon that evolves to a floral heart of tuberose and then settles into an addictive and gourmand finish of cotton candy, vanilla and tonka.

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