



SixScents

FOR IMMEDIATE RELEASE

Announcing Six Scents: Series Two with six new designers and three new visual artists

Each year, the Six Scents Fragrance initiative brings the experience of creativity with a conscience to the world through a collection of six individual scents. Created by a distinct group of designers and perfumers, these limited edition fragrances are designed to represent a global range of contemporary views on creativity and culture. Through the designers' concepts and the perfumers' knowledge of fine fragrance, two artistic disciplines interweave to explore new perfume compositions.

Six Scents: Series Two will feature fragrances by: Phillip Lim, Henry Holland, Damir Doma, Henrik Vibskov, Richard Nicoll, and Toga. Individually numbered with custom packaging, each fragrance will be offered in a limited quantity of 2,000 bottles and a percentage of the net proceeds will go toward Pro-Natura in support of their environmental sustainability programs.

"The opportunity for our perfumers to partner with this extraordinary group of designers on such personal projects was highly emotional and creatively rewarding. We are all very proud to have had the experience and to further promote the beauty and luxury of nature." – Kate Greene, Givaudan, Vice President of Marketing

SERIES TWO: PERFUMES

To know nature is to begin to know art, and to know art is to understand that it cannot exist independent of nature. Six Scents: Series Two explores the relationship between artist and nature through a collection of six fragrances, stories, films, art pieces, and photographic contributions. Each experience intends to instigate the desire to preserve our environment so that others can continue to be inspired by the beauty, power and intrigue of nature.

"Exploring the idea of nature as muse, we created Series Two as a multimedia and multi-sensory collection to spread environmental awareness and preservation through experiences of nature as a symbol and source of all creativity." - Aramique Krauthamer, Six Scents Parfums Story Director

Each designer was invited to imagine a place, action, and person that would be the basis of their fragrance; from each response, a story evolved. The perfumers, directors, photographers, artists, designers and writers that have collaborated on Six Scents: Series Two were asked to interpret these stories as they understood them. The final result is a multi-media and multi-sensory collective creation where themes of beauty and nature are evoked and revealed through a rage of ingredients.

"With each Six Scents collection we envisage multiple possibilities for a unique experience that will ultimately change the way that people engage with fragrance." - Kaya Sorhaindo, Six Scents Parfums Creative Director

Six Scents: Series Two will be available at over 220 retailers worldwide including Henri Bendel (New York), Apothia (Los Angeles), Liberty (London), Colette (Paris), 10 Corso Como (Seoul & Milan), Restir (Tokyo), and Joyce (Hong Kong) for \$95.00 each, beginning October 2009.

"Chapter 2: green optimism in a bottle." - Joseph Quartana, Six Scents Parfums Collection Curator

www.six-scents.com

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Six Scents: Series Two Fragrances

N°1 Phillip Lim: 'Collage'

"I was inspired by Phillip's unique and special style: easy to wear to go to work and stylish enough for a night out. It's a fresh and sensual unisex fragrance that can be worn all day long. Peppers and citrus bring the freshness of an eau, while patchouli and incense add a more sensual and sophisticated signature." –Natalie Gracia-Cetto

Fragrance Notes: Italian Bergamot oil, White Pepper Extract, Black Pepper oil from Madagascar, Juniper berry oil, Magnolia accord, Indonesian Patchouli oil, Virginian Cedarwood oil, Incense

N°2 Damir Doma: 'End/Beginning'

"The inspiration for this fragrance started with Damir's unique vision for his fashion. His vision motivated my design: Sensitivity, Intelligence, Purity, Spirituality, Body & Soul, Naturality, and Respect. I was captivated by his specific sense of place and texture, and the natural world that he was looking to capture in scent. I constructed the fragrance like his fashion, using only natural ingredients and in layers of thin, sheer, transparent materials; all with contrasts, from light & bright, to deep & dark, from creamy & soft, to rich & mysterious." – Yann Vasnier, perfumer

Fragrance Notes: Purple Ginger Extract, Vetiver Oil, Cedarwood, Guaiacwood, Cardamom, Coriander Seed, Birch Tar, Sandalwood, Beeswax Absolute, Patchouli, Myrrh

N°3 Henrik Vibskov: 'Solar Donkey Power'

"A fragrance evoking the relaxing sensation experienced in a sauna. A contrast between the warm depth of dry woods with the freshness of iced water. It's a woody harmony mixing smoky tree and fresh aromatic floral facets, with some incense hints." – Louise Turner, perfumer

Fragrance Notes: Bergamot, Aromatic Sage, Geranium, Patchouli, Moss, Incense, Pine

N°4 Henry Holland: 'Smell'

"I was very inspired by Henry's very specific visualization of the fragrance as an oversized, purple sofa where people would gather. This was such a vivid and extremely personal feeling that he conveyed to me, that I felt compelled to capture it. I started with the idea of the color purple, and what that smells like and added other elements that were touchstones for Henry. These included the idea of comfort and warmth and an overall relaxing quality that Henry expressed was important to him. Henry also shared his favorite natural ingredients including the smell of pine trees and beach memories of suntan lotion. Purple Flower Petals of Lilac & Jasmine form the center point for the fragrance with the soft, fluffy texture of Musk. It is an embracing hug of a fragrance that wraps you in its comfort." – Stephen Nilsen, perfumer

Fragrance Notes: Lilac, Mimosa, Pine Forest Accord, Green Grass, Sheer Jasmine, Musk

N°5 Richard Nicoll: 'Nicoll 17'

"This fennel infused scent is a simple, minimalist fragrance from a perfumer who enjoys maximalism. It is a scientific pleasure and a dream project for a botanist. Every single aspect of Florentine fennel as a garden plant and as a slivered delicacy in a summer salad was taken into account: its crisp green character, its sweet anise and sambuca like aspects, the crunchy texture of the opalescent green stalks, the earthiness of the roots, the airiness within its feathery leaves and umbrella shaped flowers. Deceivingly simple, Nicoll 17 is natural, fresh and easygoing as it conceals its complexity behind a simple, wholesome theme. It's filled with energy and palpitates with joy." – Rodrigo Flores –Roux, perfumer

Fragrance Notes: Florentine Fennel, Fennel Pollen, Exotic Black Basil, White Iris Petals, Caraway Seeds, Tarocco Sweet Orange, Angelica Roots, Southern Magnolia, early summer Ivy Buds

N°6 Toga: 'Whisky Caramélisé'

"Whisky Caramélisé was inspired by the designer's memory of a square-ish amber bottle of whisky. The sleek thickness of the crystal versus the warm transparent caramelized effect of the whisky was the creative idea behind this unique transparent gourmand fragrance. Sweet, yet dynamic, the fragrance begins with green natural vegetal top notes that announce a floral heart, enriched with patchouli. The drydown is more gourmand, with some floral, fruity, woody and musky facets." – Alexandra Kosinski, perfumer

Fragrance Notes: Mandarin, Nutmeg, Black current, Apple, Dewfruit, Hawthorn, Sandalwood, Musk, Patchouli



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Six Scents: Series Two Additional Information

SERIES TWO: CREATIVE CONTRIBUTIONS

MARCO BRAMBILLA - CONTEMPORARY ARTIST

For this project, Brambilla has created six short films that tell the story of each fragrance. Brambilla's work has been exhibited internationally at such institutions as the New Museum of Contemporary Art, Kunsthalle Bern, as well as in the Sundance and Cannes film festivals. His work belongs to the permanent collections of the Guggenheim Museum, San Francisco Museum of Art and the ARCO Foundation in Madrid, amongst others. He has been awarded both the Tiffany Comfort Foundation and Colbert Foundation awards for his video installations.

www.marcobrambilla.com

MAKOTO AZUMA - FLORAL ARTIST

For Six Scents, Azuma has created six Botanical Sculptures that seek to represent the idea behind each fragrance. Makoto's performance is consistently to enhance the values of plants and flowers by finding their most mysterious shapes and expressing their highest aesthetic level, which only flowers and plants possess.

www.azumamakoto.com

JUSTIN EDWARD JOHN SMITH - PHOTOGRAPHER

To compliment the short films and botanical sculptures, Six Scents has also commissioned Smith to create still photographs that capture the personalities of each fragrance. (www.iamaphotograph.com)

SIX SCENTS PARFUMS - FOUNDERS

Kaya Sorhaindo (Founder & Creative Director)

Kaya Sorhaindo is the Founder & Creative Director of the Metaproject a creative agency based in New York. By working collaboratively through an international network of artists, designers, curators, writers, architects, and scholars they operate as creative mediators between brands and artist, inventing new models of communications through their work. Clients include: Louis Vuitton Japan and Coty Inc.

www.themetaproject.com / www.six-scents.com

Joseph Quartana (Founder & Collection Curator)

Joseph Quartana, founder of Seven New York. Since its inception, Seven New York has reigned as the leading force for the promotion of directional apparel design in New York City and abroad. The operation strives to unify forward thinking fashion designers from around the world into a single space. Through cultural vigilance and careful selectivity, Seven New York remains at the forefront of global progressive fashion design.

www.sevennewyork.com / www.six-scents.com

GIVAUDAN - SIX SCENTS: SERIES TWO FRAGRANCE PARTNER

Givaudan is the global leader in the fragrance and flavor industry, creating unique and innovative taste and smell profiles for brands around the world through profound customer understanding. With a combined total of over 200 years of experience, Givaudan is one of the oldest and largest fragrance houses in the world. With a reputation for creating landmarks in perfumery and a rich legacy of leadership in the industry, Givaudan perfumers are among the world's finest. Working in close collaboration with its clients, Givaudan perfumers olfactively translate "desired sensory attributes" – emotion, feeling, lifestyle, sensation, attitude & style into a finished perfume which tells its own unique story and building with it, its own special memory. Givaudan - Leading Sensory Innovation. www.givaudan.com

PRO-NATURA - SIX SCENTS: SERIES TWO CHARITY PARTNER

Pro-Natura is tackling the social, economic and environmental problems that face rural communities in the Developing World. The aim to provide viable economic alternatives to those people struggling to make a living from imperiled environments by building local capacity and establishing participative governance, so that the preservation and restoration of natural resources can be linked to local economic success. www.pronatura.org

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