

CHEEK²Chic



LUXURY OF TIME

LOVE POTION NUMBER... MINE

Picture supplied by: The Intertrade Group



Scent is an elusive medium that is one of the riddles of the universe. Like smoke, it is invisible, yet it can be "seen". It is silent, but it can be heard. It has no voice, yet it can speak to us of many things: of emotions, memories and the otherworldly.

While the mass market will always remain a multi-billion dollar industry, perfume today is less about trend and more about zeitgeist.

The perfumer as artist provokes, challenges and explores new frontiers. He does this with new ingredients, new ways of exploring and new methods of capturing and examining various scents.

The world's top fragrance fairs see the best noses in the business creating this kind of conceptual olfactory art.

For example, in 2014 eight of the greatest international noses committed themselves to finding the ultimate scent of passion in a unique experimental project, UNSCENT 2014 - LOVE MAGIC POTIONS.

The olfactory art project debuted at international fragrance fair Pitti Fragranze in Florence and the perfumers hand-picked by Celso Fadelli, CEO of the Italian-based perfumers Intertrade Group, to develop signature scents were Céline Hug, Rolf Schwieger, Cyril Rolland, Celine Ripert, Christian Vernard, Alex Lee, Arietta Landi and Vanina Muracciolo.

The one-of love potions explored the fragrance of passion – the good, the bad and the tearful – and followed on the success of the Intertrade Group's signature conceptual UNSCENT installations as well as its unique in-store approach at its five Avery Perfume Galleries around the world that sets out to make the multifaceted experience of smell come alive.

"Scent is the most important sense in memory creation and experience. Our sense of smell is unique and mysterious and is a fundamental aspect of love, life and desire," said Fadelli.

The project went on to make its debut in South Africa at the SA Fashion Week, thanks to its director, the fashion forward Lucilla Booyszen.

The installation also introduced some of the other new perfumery ideas from the Intertrade Group as well as its existing stable of limited edition perfume brands that included:

- Acqua di Stresa** - fragrances from the Italian lakes;
- Agonist** - evocative of Scandinavia;
- Azargury** - refined elegance;
- Boodicea The Victorious** - heady, victorious fragrances dedicated to the legendary Celtic Queen;
- Blood Concept** - vital saps and blood aromas;
- Czech & Speake** - a quintessentially British twist;
- Caulo** - a nostalgic revisit of this classic toothpaste formula;
- Diane Pernet** - the distinct signature of this fashion icon;
- Automobili Lamborghini** - the power of L1;
- Re Profumo** - the classical decadence of Venice;
- Roads** - inspirations, places and paths in life;
- S-Perfume** - Japanese art and culture inspired by the artist Nobi Shiaya;
- soOud** - the essences and nectars of East meets West;
- Santa Eulalia** - the new fragrance brand evocative of the impeccable fashion glamour of Barcelona.



In addition, world-renowned fashion critic and video journalist Diane Pernet, who is based in Paris and created four fragrances with the Intertrade Group last year, has now created, with the direction of Mike Figgis, four short movies dedicated to her fragrances.

Diane produced a series of short fashion movies dedicated to the fragrances, directed by the Oscar-nominated British director and styled by fashion editor Tina Leung, to debut online with the launch of Liberty.

The project presents a vision of beauty pollinated by cinema and music, with a gaze towards fashion. Each movie is inspired by Mike's experience of the perfumes, which all capture an intimate aspect of Diane Pernet's persona: secret desires, the quest for happiness, the pleasure of being worshipped, the power of truth.

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The four fragrances are: the woody To be Honest, the oriental Wanted, the citrusy In pursuit of Magic and the ocean-fresh Shaded. The sleek design of the bottle is adorned with one of her iconic symbols: the spider, exclusively created for her by designer Maria Salvucci.

Leaving high art aside, the world of perfume is exploding and as the UNSCENT installation shows, the lines available tend towards the signature and the niche, the unexplored.

A niche brand offers originality and higher concentrations of perfume extracts, as well as more natural ingredients. After all, who wants to smell just like everyone else?

The big houses are rising to the challenge with limited editions created by their inhouse noses.

Then there is the "scent bar" where consumers can have a scent personally tailored to fit their personality and needs. These have infiltrated top department stores like Saks Fifth Avenue and Harrods, where niche perfumes make up the bulk of revenue.

While our grandmothers rushed out to buy a bottle of perfume favoured by their favourite movie star, today's woman or man can play with a host of ingredients to suit him or herself and personalise a scent.

The current trends for women are rhubarb, mint and tea for spring and summer, as well as traditional floral fragrances like lily, jasmine, wild flowers, tulip, lily and peony.

Men on the other hand tend towards oud, which is still enjoying huge success, and leather will always be a popular male choice.



Luxury hotels are scentscaping, creating mood through fragrance, using a signature scent throughout their hotel to create a resonance within their clients. It adds an olfactory dimension to their experiences.

It is a brave new world for fragrance, an exciting one that is exploding with possibility.



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