



FRAGRANCE

BRANDS TO WATCH A/W 15/16

A Lab on Fire



AGONIST

The Swedish perfume house is emerging as one of the most sought-after brands in the international niche fragrance market. Agonist works with renowned perfumers to create unique unisex scents using natural ingredients. Perfumes are packaged in handcrafted Swedish glass flacons, designed by multi-award-winning glass artist Åsa Jungnelius and the internationally renowned glassworks Kosta Boda in Sweden. The notes in the fragrances are written graphically across the fronts of the bottles. Blue North is the latest perfume release and the scent is inspired by the big cold of Nordic countries.

CONTACT: www.agonistparfums.com



A LAB ON FIRE

This limited-production fragrance house offers a range of contemporary perfumes, created in partnership with some of the most famous noses in the industry. The minimalist packaging design evokes a sophisticated yet simple look, with black-and-white bottles housed in industrial design boxes. A sense of mystery makes this brand appealing and intriguing; as the company says, "No one knows exactly how A Lab On Fire operates, and it is a mystery how Carlos Kusubayashi, the brain behind the label, operates". The brand currently has eight scents in its portfolio.

CONTACT: www.alabonfire.com



ROADS

Founded in 2013 by Danielle Ryan, Roads offers luxury artisan perfumes centred around creative themes and produced in collaboration with the world's finest noses. The new collection, Africa, pairs African ingredients with the country's cultural influences, resulting in four sensual scents: I Am Dance, Big Sky, Past/Presence and Afropolis. The packaging is designed by African artists. The brand launched its first scented candle line in October, featuring five candles: Paper Pink, Keep Kissing, Black Door, Moon Garden and Hotel Saffron. Products are stocked in 124 stores across 25 countries.

CONTACT: www.roads.co



AZAGURY

Jacques Azagury released his debut perfume line to the market in 2013. The collection consists of six scents formulated using rare ingredients and inspired by the designer's travels. Names are based on colours such as black, green, yellow, pink, wenge and white. "Jacques decided to use a colour code for his perfumes, believing that assigning a name would take away the mystery of the collection," says the company. The transparent, rectangular crystal bottles come with a frosted stopper and a single-coloured ring featuring the perfume name.

CONTACT: www.jacquesazagury.com



BLOOD CONCEPT

Blood Concept moves in a new direction this year, with a new image and design plus 10 new fragrances. The brand retains its original blood concept, which is associated with blood groups A, B, O and AB, in this new olfactory offering. There are three collections – The Red Series, The Black Series and The Upside Down Series – and each is based on three colours: carmine red, anthracite grey and ultramarine blue. The Red and Black Series includes four scents while the Upside Down Series features two perfumes: XL – Oxygen Vert and PH – Bright Oudh.

CONTACT: www.bloodconcept.com



NAOMI GOODSIR PARFUMS

Australia-born Naomi Goodsir and creative director Renaud Coutaudier collaborate on this small selection of fine scents. Inspired by the Cote d'Azur, Naomi Goodsir makes her perfumes with the help of famous noses who capture her unique character. A vintage-style bottle is packaged within a black paper box and then placed inside a black, monolithic stand-up pouch sealed with hand-stitching. There are four scents in all: Cuir Velours, Bois d'Ascèse, Or du Serail and Iris Cendre. Naomi Goodsir Parfums is available in 25 countries including Korea, Saudi Arabia, the USA and Australia.

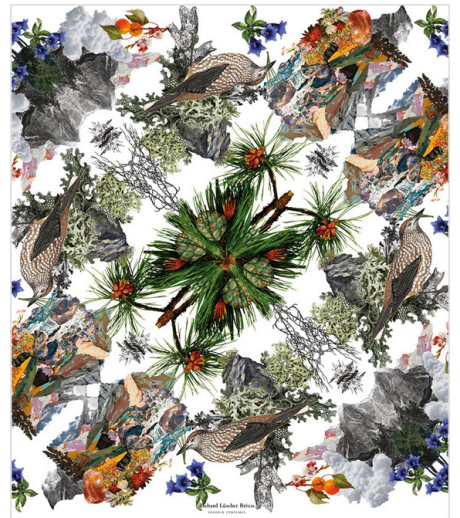
CONTACT: www.naomigoodsirparfums.com



OLIVER & CO PERFUMES

Founded in 2009 in Madrid by self-taught perfumer Oliver Valverde, Oliver & Co Perfumes is known as a brand for people who want to "go beyond olfactive boundaries". Handmade in Spain with raw materials sourced from around the world, these perfumes break the rules of traditional perfumes with no fragrance pyramid. Two series currently exist – Nebulae and The Illustrated Series – with a diverse packaging design for each. Candles accompany the scents, with beard oils one of the latest additions. Stocked in fragrance, fashion and concept stores, Oliver & Co can be found in more than 13 countries.

CONTACT: www.oliverandcoperfumes.com



RICHARD LÜSCHER BRITOS

Founded by Malvin Richard, Lukas Lüscher and Serena Britos, the Richard Lüscher Britos brand is based on the ideal of the Earth, with its Terroir Perfumes inspired by travels to exceptional places and the interaction between soil, climate, landscape and local culture. Striving to be fair, transparent and natural in all that it does, the brand uses precious ingredients and each scent is named after the coordinates of where it was 'born'. Taking eight weeks to mature to their final concentrates, the perfumes are inspired by Switzerland, France, Italy, Colombia and Madagascar.

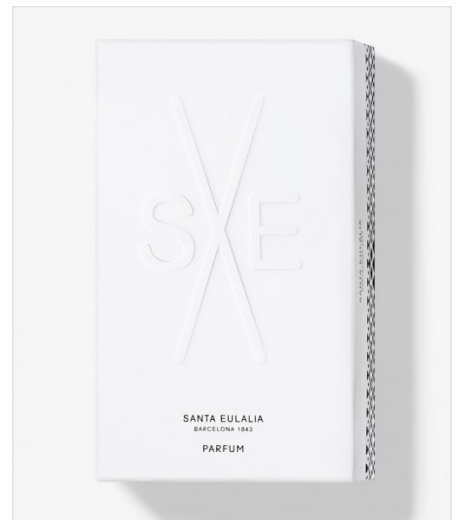
CONTACT: www.richardluescherbritos.com



UERMi

Made in Italy, Uermi fragrances are inspired by fabrics and the idea that both scent and clothing help express our personality. Uermi, meaning wear me, taps into the memories associated with perfumes and fabrics. It is imagined by three French noses: Jean Jacques, Philippe Bousseton and Antoine Lie. Answering the question "If you think of velvet, silk, suede, what scent comes to mind?", the collection is made up of eight fragrances including latex, washi and denim. Hand creams and face washes complete the offering. The brand is available in 16 countries including Austria, the UK and Japan.

CONTACT: www.uermi.com



SANTA EULALIA

Renowned in Barcelona as an elite fashion boutique, the 172-year-old Santa Eulalia brand releases its first eponymous fragrance collection this year in collaboration with Intertrade. Four fragrances represent four moods, four feelings, four contemplations of the world and four homages to the Catalan capital. Fragrances Albis, Marinis, Citric and Oscuro are represented in boxes designed by Mario Eskenazi, who reinterpreted the store's original logo in glass. Launching next is Vesper, inspired by a romantic stroll around the city.

CONTACT: www.santaetulalia.com