

by Sarah Colton



NOTES FROM PARIS



IFF's Dominique Ropion, Takasago's Françoise Caron and Firmenich's Olivier Cresp join Givaudan's Daniela Andrier, Symrise's Maurice Roucel and Frédéric Mitterrand, the French Minister of Culture and Communication.

On January 26 in a double homage to Perfumers, the French Ministry of Culture and Communication inaugurated an exhibit dedicated to Perfumers entitled, "The Ministry is about Perfume" and awarded the title of Chevalier de L'Ordre des Arts et des Metiers to five outstanding Perfumers. The equivalent of a British knighthood, the award's purpose is the recognition of significant contributions to the arts, literature, or the propagation of these fields. It was bestowed by **Frédéric Mitterrand**, the French Minister of Culture and Communication, to **Daniela Andrier**, **Olivier Cresp**, **Françoise Caron**, **Maurice Roucel** and **Dominique Ropion**. A sixth perfumer, **Olivia Giacobetti**, of Iskia and Robertet, was unable to be present for the ceremony and will receive her award at a later date.



L'Osmothèque's Patricia de Nicolai with SFP and Charabot's Michel Maunier-Rossi and ISIPCA's Isabelle DuFour



Mr. Mitterrand with SFP's Patrick Saint Yves and Ionnaud's Bernard Ionnaud

The last time there was an event of this magnitude was more than twenty years ago in 1990 when **Jean Kerléo**, **Jean Paul Guerlain**, **Jacques Polge**, and **Edmond Roudnitska** were made officers in the knighthood, and **Jean-Louis Sieuzac**, **Maurice Maurin**, **Jean Guichard** and the late Jean François Blayn, former President of the Société Française de Parfumeurs (SFP), were knighted. More recently, **Francis Kurkdjian** was knighted in a private ceremony.

In an eloquent speech, the Minister, Mr. Mitterrand, spoke about the history of fragrance, the powerful connection between people and

perfume and the importance of perfumery to the French heritage. Fragrance, he said, "like music, it is an art of its time." He expressed his desire to pay tribute to the perfume creators "whose great talents enrich, renew and awaken our senses," but whose identities often remain unknown.

Following the ceremony the air in the Ministry ballroom was bubbling with joy and Champagne as members of Le Tout French Perfume industry relished this pinnacle of shared success and commented upon its significance for Perfumers, who have too often been overlooked for recognition as artists in spite of their crucial contribution to one of the most important and prestigious of French industries. **Patrick Saint Yves**, President of SFP, was overjoyed. "This is the first time in many years that official recognition has been given to Perfumers



Firmenich's Richard Herpin with Sabine Chabbert and Mr. Saint Yves join Givaudan's Frédéric Rivoire and Aurélien Guichard.

themselves, the men and women who create perfumes, rather than to the companies which generally get all the credit and glory. I am extremely happy with this event but not surprised because it is the result of a request I made to the Ministry of Culture and Communications on behalf



Inter-Parfums' Philippe Benacin (c.) with colleagues

of SFP, and much work and preparation were necessary to make it happen," said Mr. Saint Yves. "Still, my wishes have been more than fulfilled. The moving speech the Minister gave on fragrance showed that he had studied the subject in depth, and the event, itself, beautifully illustrates the artistic side of this activity—and I deliberately use the word 'activity'—for the work of a Perfumer is both that of an artist and that of a professional. Perhaps, most importantly, this event, which signifies a momentous breakthrough for Perfumers, comes at an auspicious time because this year marks the 70th anniversary of the SFP. Indeed, one could say this event is the

'opening of the ball' of this important anniversary year, as there will be more events to celebrate and carry out the mission of the SFP, which is to promote knowledge understanding and recognition for Perfumers. You will be hearing more about this very soon."

Referring to the significance of the perfume exhibit which is situated in the elegant and historic Valois Colonnade Gallery of the Ministry at the Palais Royal, **Annick Le Guérer**, scientific *commissaire* of the exhibit, said, "Perfumers have been recognized as artists numerous times over the centuries, and in particular, since the 19th century. Regrettably, the majority of contemporary perfume creators remains in the shadows, unknown to the public, hidden as they

are behind the recognition given to brands. The purpose of this exhibit is to pay homage to Perfumers and to open their secret universe to the public."

The responses of the Perfumers were as varied as their personalities, yet another indication of the diversity and richness they bring to the world through their creations. Ms. Andrier, knighted Perfumer at Givaudan, said, "We all know perfectly well what we can be proud of, and there is no need to be made a 'chevalier' [knight] to know this, and there is no need to be sad not to be made a chevalier. The recognition is relevant and beautiful for our whole industry. We are all 'chevaliers' of the Arts and Literature as long as we create innovative fragrances full of charm and poetry."

Frédéric Rivoire, Senior Vice President Fine Fragrances, Givaudan, said, "The knighting of individual Perfumers and the exhibit honoring Perfumers unite all the players in the industry and are a lovely way to pay tribute to Perfumers, brands, and Designers."



AZUR FRAGRANCES' Andy von Loringhoven (2nd r.) with Mr. Guichard, Mr. Saint Yves and Mr. Herpin

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Mr. Cresp, a knighted Perfumer from Firmenich, had this to say, "It gives me great pleasure that our profession is evolving and that Perfumers are gaining recognition as artists and not as technicians. Never before could a Perfumer dream of receiving such a beautiful distinction."

Armand de Villoutreys, Firmenich's President of the Perfumery Division, added, "This honor truly reflects Olivier's talent and the impact of his olfactive vision on

the global perfumery market. At Firmenich, we have always striven to protect and nourish the valor of each Perfumer's creativity."

Ms. Caron, knighted Perfumer from Takasago, said, "Receiving this distinction was a great honor for me as well as a moving surprise. I am a Perfumer that stays in the shadows, perhaps, a 'Shadow Rose' similar to the name of one of my favorite creations, 'Ombre Rose'."



Takasago's Francis Kurkdjian and *Cosmetics News'* Sabine de Seze join Firmenich's Armand de Villoutreys, Mr. Roucel, Mr. Saint Yves and Annick Le Gu  rer



Takasago's Luc Malfait with Mr. Kurkdjian and Mr. Saint Yves



Mr. Rivoire, Givaudan's Calice Becker and Gilles Andrier



Michael Missoffee with Jean de Mouy



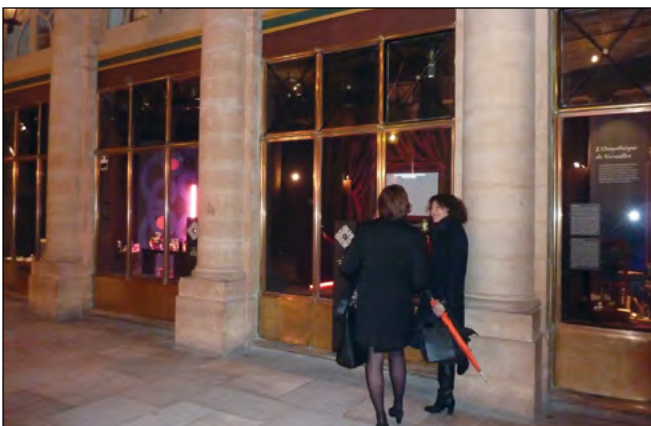
Mr. Ropion (r.) with Philippe Masse of Prodarom



Ms. Andrier with her two daughters, Louise and Iris

I have always preferred to let my perfumes speak for me."

Marie Lise Jonak, Takasago's Senior Vice President Sales & Creation Director, added, "It's a decisive step for our industry that the French Ministry of Culture and Communication has officially recognized perfumery as an art. With Françoise's support and inspiration, Takasago will continue to enhance its contributions to creating a sweet-smelling world."



Perfume exhibit in historic Valois Colonnade Gallery of the Ministry of Art and Communication at the Palais Royale

Mr. Roucel, knighted Perfumer of Symrise, said "I feel very proud to have been made part of the order for my work as a Perfumer. It's always a challenge to express your individualism and at the same time meet the expectations of your customer and to give the consumer what they desire."



IFF's Christophe Loiseau with Mr. Ropion

Dr. **Heinz-Jürgen Bertram**, CEO of Symrise, added, "Maurice inspires us all to challenge ourselves every day. With his support, we at Symrise hope to create many more captivating fragrances that make the lives of people more pleasant."

Mr. Ropion, knighted Perfumer of IFF, said, "The awarding of this honor to Perfumers is a great recognition of what perfumery really is: an art, which brings magic to consumers everywhere, every day. A Perfumer and his art are the sum of the encounters he's had throughout his career, and this honor is also a tribute to all the people I've met who have inspired my creations."

Xavier Renard, IFF's Vice President, Regional General Manager, Fine Fragrances & Beauty Care EAME, added, "This honor speaks to the art of perfumery, and recognizes the immense and unique talent and creativity necessary to provide beautiful scents to women and men throughout the world. Dominique has made a tremendous difference in the world of fragrance creation in the 30-year career which has brought him to mastering the art of perfumery."



Jean-Marie Martin-Hatterberg, perfume bottle collector, at the exhibit at the Ministry