

by Sarah Colton



NOTES FROM PARIS

Takasago's Raw Materials From China

The art of creating fragrances that adapt eastern harmonies to western tastes was the theme of a recent press workshop at the Takasago Paris office.



Takasago's Geraldine Gourdon and Arnaud Guggenbuhl.



Arnaud Guggenbuhl

Takasago's marketing director **Arnaud Guggenbuhl**, who freshly returned from a trip to the land of dragons, presented an intriguing variety of Takasago base accords, all with a common theme: the olfactive raw materials which inspired them—ginseng, ginger, ganoderma, and goji bay—also possess therapeutic properties which have been used in Chinese medicine for centuries.

Assisted by **Geraldine Gourdon**, senior evaluator, Fine Fragrances, and referring to a charming Takasago booklet *An Alphabet Primer of Chinese Traditional Medicine*, Guggenbuhl led journalists through an array of Takasago fragrance bases which illustrate the "Asian/Fusion" poetry accords Takasago's perfumers can create. For example, **Love Potion** created by perfumer **Jean Jacques**, blends osmanthus, a yellow cluster flower symbolizing love and prosperity, with jasmine, honey, and orange blossom; **Chinese Spa** by **Philippe Bousseton** blends Chinese basil, renowned for its antioxidant qualities, with L



"D" is for Chinese dates or "Jujube." A Takasago perfumer, Sylvie Fischer, used Jujube with candied fruits to make the blend called Punch Jujube.

Muscone, a Takasago captive molecule known for relaxing effects on women; and **Chaman** by **Antoine Lie**, combines ganoderma, a mushroom with mystical associations, also known as "the plant with spiritual powers," with smoky oud and bitter chocolate.

Central to Guggenbuhl's message was the importance of an escalating Chinese cultural pride, coupled with a desire to reclaim and renew traditional tastes and ways, and Takasago's singular capacity, thanks to its Asian origins and global presence, to build finely balanced east-west fragrance bridges across new territories in unfolding east-west contemporary history.

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The photos of Takasago's perfumers at the Paris office.