

by Sarah Colton



NOTES FROM PARIS

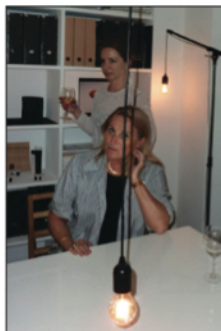
Les Rives de la Beauté—Paris Design Week—4th Edition

During the week of September 19-23 Parisians were witness to an unusual jolt of creative energy zigzagging between the Left and Right Banks. Loosely defined as an exploration of the cultural intersection of perfumery and other artistic expressions, "Les Rives de la Beauté" ("The River Banks of Beauty") is sometimes referred to as "Paris Design Week." Whatever you call it, now in its 4th Edition, "Les Rives de la Beauté" has become nothing less than an edgy, week-long *happening*.

Brain-child of **Wouter Wiels**, and so unique as to be unclassifiable, this year's "Les Rives de la Beauté" paired perfumery in an ingenuous series of events with other artistic expressions, such as furniture design, cooking, cinematography, massage, photography and a "Cha-Zen" tea ceremony, to name but a few. Thoughtful combinations of small and large players, famous and nonfamous, creative and commercial, added yeastiness to these mixes, so by week's end, "Les Rives" had far exceeded the sum of its parts.

At the culminating event, a conference and round table discussion led by **Chandler Burr** at the IFM (L'Institut Français de la Mode), passions ran high while dialogue and argument were intense among participants—beauty professionals and members of the general public. The Paris beauty world will never be the same. To be continued....

Alice Etcaetera, the ingenue Designer, and Françoise Caron, the experienced, award-winning Perfumer (Takasago): two women with a caring and curious eye on each other's work, and wanting to share their creative sensitivity. Alice imagined a series of three perfume bottles to create different beauty rituals. Françoise responded to this form study with a sensual and powdery fragrance. In the context of the "Les Rives de la Beauté," Alice, Françoise and Takasago brought the project to fruition. (Photo taken at Alice's atelier. Lamps are Alice's creations as well.)



Some 200 or so of **David Froissard's** closest friends, clients and admirers converged on The Différent Latitudes atelier tucked in a *cul de sac* in Paris's hip 11th arrondissement for a rocking, high-energy party to



Mr. Froissard chats with Frédéric Walter (Givaudan), and Jacques Huclier, Imaginary Liquids Perfumer (Givaudan).



Wouter Wiels, Phillippe di Meo and Alain Cirelli are shown arguing a point.

celebrate "Les Rives de la Beauté." The maverick and eclectic Froissard and his company Différentes Latitudes represent names such as **Ben Gorham**, **Romano Ricci**, **Carlos Huber**, **Phillippe Di Meo**, **Marc-Antoine Corticchiato** and **Miller Harris**.

Mouth-watering aromas and steaming pots greeted participants at the event held at "Le Purgatoire" on rue de Paradis, in Paris's 10th arrondissement. Ahhh, the art of deception! Some pots, full of real broths of consommé,



Thomas Fontaine, House Perfumer for Jean Patou, invited "Les Rives de la Beauté" participants behind the scenes at the atelier of the Jean Patou Paris boutique on the fashionable rue Castiglione. On the program: a historic retrospective of Patou creations, and a demonstration of "*baudruchage*," in which a delicate seal, the *baudruche*, is placed around the neck of a perfume bottle's stopper, held in place with thread and secured with a wax stamp.

court-bouillon and pot-au-feu, were the work of Master Chef **Alain Cirelli**, and ready for tasting. Others, while exuding vapors of similar and tantalizing fragrances, were food only for the imagination, and the creations of Senior Perfumers **Shyamala Maisondieu** and **Nathalie Gracia-Cetto** (Givaudan). The whole intriguing concoction was cooked up by Designer Phillippe di Meo for "Les Rives de la Beauté."



François Hénin greets Chandler Burr as he arrives at Jovoy.



Marc-Antoine Corticchiato, Perfumer and owner of Parfums d'Empire, talking with Fabrice Leseigneur, Photographer



Staircase behind the IFM's green façade on the quai d'Austerlitz



Mr. Wiels, Denyse Beaulieu, Luca Marchetti and Mr. Burr at IFM

Emerging from the enchantments of the Jean Patou atelier, one didn't need to cross the street to know that a lively cocktail party was in full swing just down rue Castiglione at Jovoy. Outside, guests were spilling into the arcaded street. Inside, owner **François Hénin** was in his element, surrounded by brand owners, perfumers and lovers of the 60-plus artistic "niche" perfume brands represented in this sumptuous boutique, sometimes referred to as the "Parisian Embassy of Rare Perfumes."

Mr. Wiels fittingly chose the Institut Français de la Mode (IFM) for the venue of the closing event of Les

Rives de la Beauté, a conference and round-table discussion on perfume: "Quite an Art." Located on the quai d'Austerlitz, the IFM is a center for training, research and expertise in the creative industries of fashion, luxury, design, beauty and cosmetics.

Société Française des Parfumeurs (French Perfumers Society, or SFP)



Left to Right: Norbert Bijaoui, Perfumer and Honorary President of SFP; Sylvie Delacourte, Perfumer Guerlain; Carole Aymé, Director of Training at Guerlain; and Patrick St. Yves, President SFP.

Taking place during the same week as "Les Rives de la Beauté," the monthly SFP lecture offered yet another treat for the Paris beauty world: an enchanting and historic presentation by Guerlain's **Carole Aymé** in celebration of the 100th anniversary of the mythical fragrance, L'Heure Bleu.

Some 400 fragrance professionals converged on the sumptuous Hôtel Potocki, headquarters of the Paris Chamber of Commerce and Industry, to celebrate the 70th anniversary of the SFP and the presentation of the bi-annual "International Perfumer-Creator Award" to **Virginie Armand** (Argeville). Virginie's fragrance, "Le Parfum, C'est la Fête!" ("Fragrance is a Celebration") smells very much like rum and Coke—sure to be a hit with the younger generation, as well as those who have more than fuzzy recollections of their own youthful excesses!



Left to right: Mr. St. Yves, Dominique Ropion, Perfumer (IFF), 2012 Award winner Virginie Armand, Virginie's father, Michel Armand, Perfumer.

BF