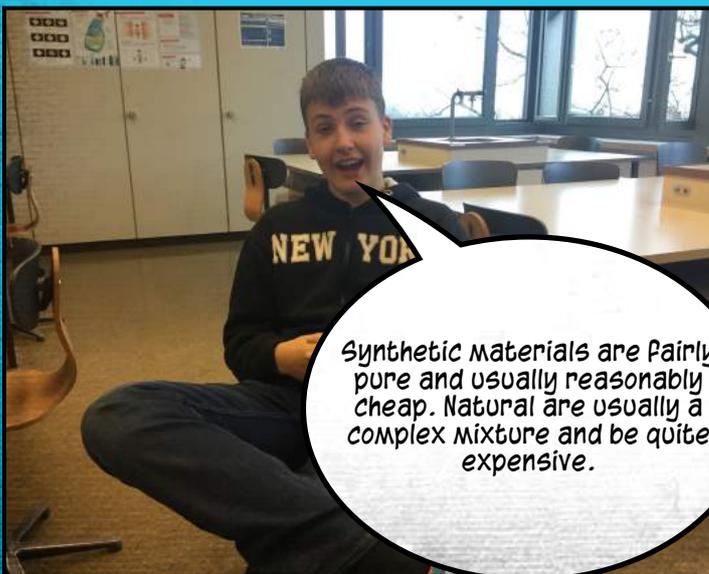
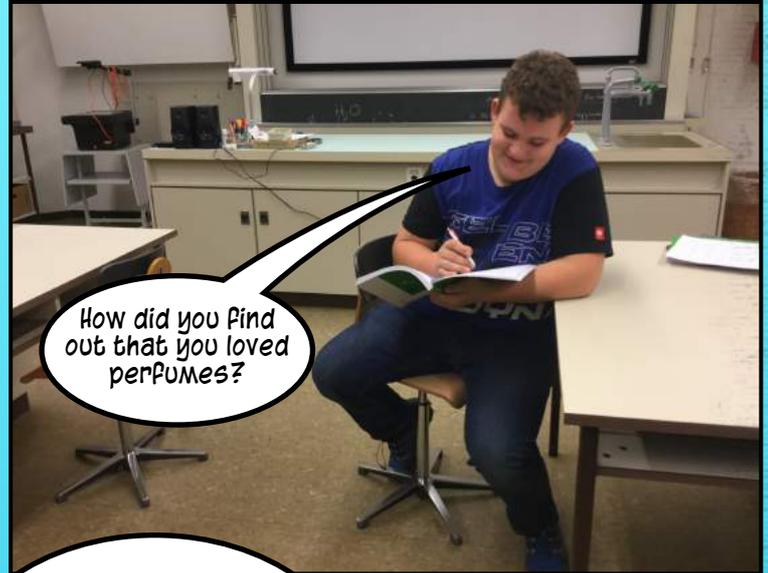
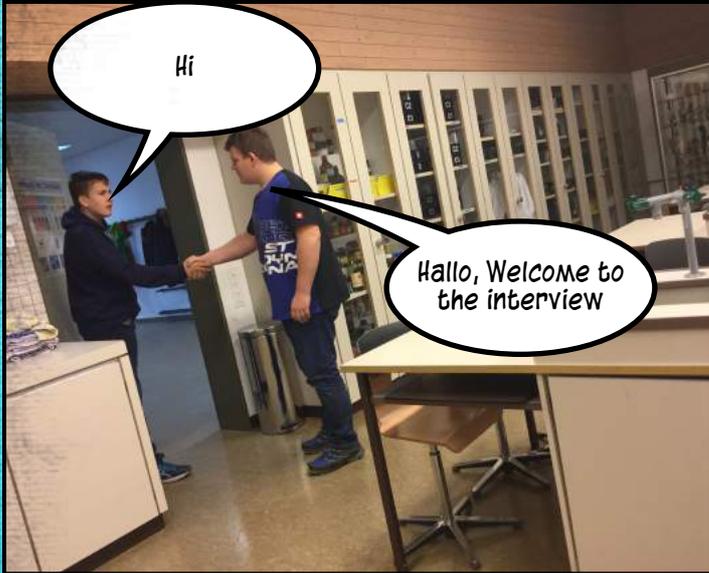


Message in a bottle

Name: Andri, Silvan

Date: 14.11.2017

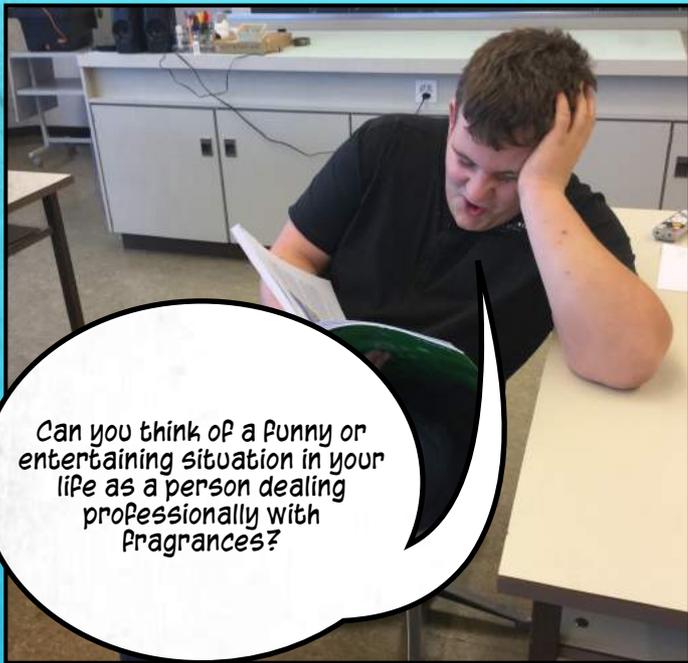




What captivates you most with Fragments?



A perfume is merely a smell, but a message in a bottle from the person who composed it to the person who is smelling it. The message is what is captivating.



Can you think of a funny or entertaining situation in your life as a person dealing professionally with fragrances?



I was in a sushi restaurant once with a colleague who wore a ton of Amariage. The fish in the restaurant were still alive and moving, and the perfume was awful. I now think of Amariage as the sell of cruelty to animals.



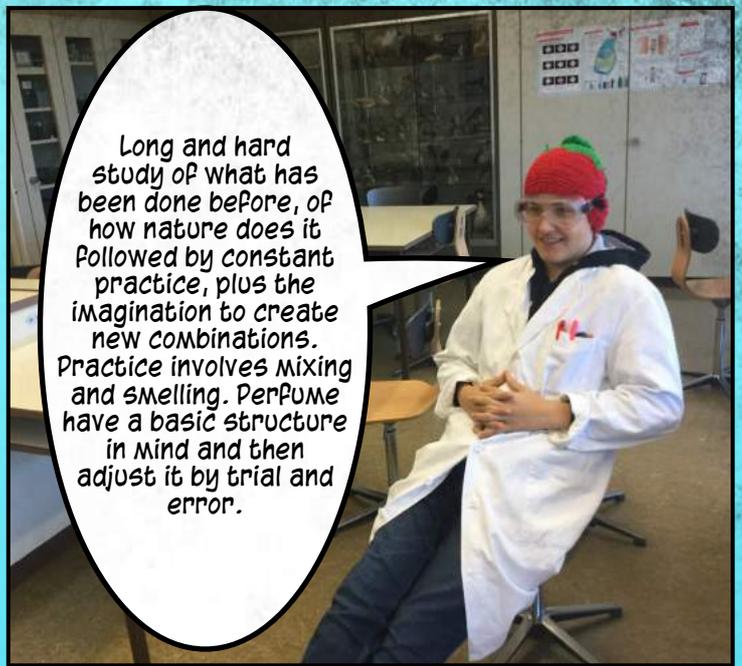
Is it possible to practise the sense of smell or are only very few people born with that ability?



Everyone has the basic ability provided their nose works, the rest is inspiration and practice.



What kinds of skills are involved in creating a perfume?



Long and hard study of what has been done before, of how nature does it followed by constant practice, plus the imagination to create new combinations. Practice involves mixing and smelling. Perfume have a basic structure in mind and then adjust it by trial and error.



Are there any basic ingredients which are part of almost all perfumes?



Yes: musks, woods, citrus, rose, for example, are common to a lot of fragrances. These perfume oils are then diluted in 98% alcohol.



How can a person find the perfume that suits her or him best?



By buying our perfume guide, of course! No, but seriously, by going to a perfumery and trying things out.

