



Es

ELEMENTS
SHOWCASE

JANUARY 30-31, 2012



ELEMENTS
SHOWCASE

JANUARY 30-31, 2012. 9^{AM} TO 7^{PM}. NEW YORK CITY.

OPENING NIGHT & "INDIE" FIFI AWARD RECEPTION

7:00pm-9:00pm
Monday, January 30, 2012

ELEMENTS-SHOWCASE.COM

ELEMENTS SHOWCASE LLC
PO BOX 246
NEW YORK, NY 10009
T 212 268 6148
F 212 409 8459
INFO@ELEMENTS-SHOWCASE.COM

ORGANIZERS
JEFFREY LAWSON
JLAWSON@ELEMENTS-SHOWCASE.COM

FREDERICK BOUCHARDY
FBOUCHARDY@ELEMENTS-SHOWCASE.COM

ULRICH LANG
ULANG@ELEMENTS-SHOWCASE.COM

INFORMATION COORDINATOR
HELEN BU
HBU@ELEMENTS-SHOWCASE.COM

OPERATIONS COORDINATOR
LINDA RUCINA
OPERATIONS@ELEMENTS-SHOWCASE.COM

EXHIBITOR RELATIONS
KATIE JANSE
KJANSE@ELEMENTS-SHOWCASE.COM

PR COMPANY
PROJECT MM
MEREDITH BICHSEL
MEREDITH@PROJECTMMNYC.COM

MADELEINE FAWCETT
MADELEINE@PROJECTMMNYC.COM

DESIGN
JUSTIN THOMAS KAY
JUSTINTHOMASKAY@GMAIL.COM JUSTINTHOMASKAY.COM

OF ALL OUR SENSES, one is the least understood. It is this most elusive sense that The Elements Showcase seeks to explore and celebrate.

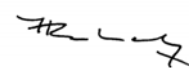
Scent, similar to design, plays a critical, often enigmatic role in our daily lives. And Elements, at its core, is about designers—the creators and entrepreneurs behind the greatest fragrance brands the world has to offer.

Founded in 2011 by Frederick Bouchardy, Jeffrey Lawson and Ulrich Lang, Elements has rapidly become the definitive marketplace for both established and emerging visionaries in the art of fragrance design—a field that includes traditional apothecary products, such as perfume, personal care, cosmetics and home ambiance.

A streamlined yet provocative aesthetic makes Elements more an art fair than a trade show—allowing the designers and their work to shine—and has established Elements as a valuable destination, resource and opportunity.

For the January 2012 Showcase, our third edition, we are pleased to present educational forums, interactive art installations, flavorful pop-ups and the inception of a new “Indie” FiFi Award, in partnership with The Fragrance Foundation.

Thank you for being part of this vibrant experience and growing community.



FREDERICK BOUCHARDY



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Special Projects



Forums





The southern French town of Grasse is the historical capital of perfume. Some of the most cutting-edge supply-chain work we do at IFF begins at IFF-LMR™ Naturals, based in Grasse, with operations in four locations (two in France, one in Spain and one in Turkey). For more than 25 years, LMR has been defined by its four guiding principles:

PURITY — NATURALITY — TRANSPARENCY — SUSTAINABILITY

At IFF-LMR™ Naturals, we believe perfumers deserve the most natural, pure and beautiful ingredients possible.

IFF-LMR™, the *crème de la crème* of natural ingredients.



SCHEDULE OF EVENTS

Monday, January 30, 2012

9am-11am—PRESS PREVIEW

11am-12pm—SIX SCENTS FORUM
TOPIC: Multidisciplinary Collaboration
and Artistic Process in Fragrance
Design and Beyond
MODERATOR: Levi Pharoah
PANELISTS: Rodrigo Flores-Roux,
Celso Fadelli, Chandler Burr, Rainer Judd,
and Erica Taylor

7pm-9pm—“INDIE” “FIFI” AWARD RECEPTION
in Partnership with The Fragrance
Foundation, Royal Promotion Group
and Givaudan

Tuesday, January 31, 2012

11am-12pm—*W* MAGAZINE FORUM
TOPIC: Choosing Fragrance—Influences
Behind the Purchase
MODERATOR: Jane Larkworthy
PANELISTS: Olivia Bransbourg, Pamela Vaile,
Sarah Horowitz-Thran, MJ Rose, Paul Birardi
and Eddy Chai

SPECIAL PROJECTS

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SPECIAL PROJECTS

Martial Vivot



CARON
PARIS

ABOUT GARRETT PIKE

After being one of the top-ranked amateur golfers in the DC Metro area, Garrett relocated to New York to follow his passion of hairstyling.

Starting his career under the training of Toshi Suzuki, Garrett learned the Japanese approach to men's haircutting, focusing on precision and natural movement. In his pursuit of becoming the best well-rounded stylist, he has assisted for celebrity colorist William Simon, as well as working at men's salons and barbershops throughout the city, honing his skills and perfecting the art of the shave.

Garrett finds his inspiration from classic Americana of the 1950s, memorialized by icons Steve McQueen, James Dean and Elvis Presley, transferring those looks into a tailored and modern aesthetic.

Since joining the team at Martial Vivot Salon Pour Hommes, Garrett has contributed to editorials, fashion shoots and runway shows, including Bottega Venetta, Michael Bastian and Andrew Buckler. His work appears in *GQ China* and *Made in Brazil*.

Garrett's goal is to design haircuts best suited for every aspect of his clients' lifestyles. He is setting the standard of what men's grooming should be.



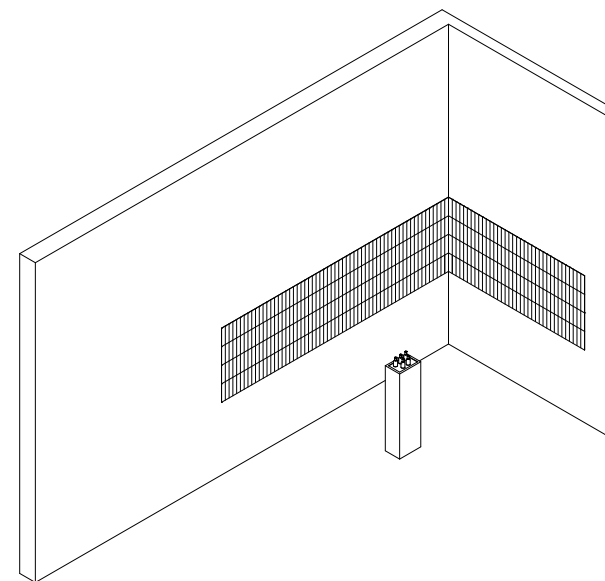
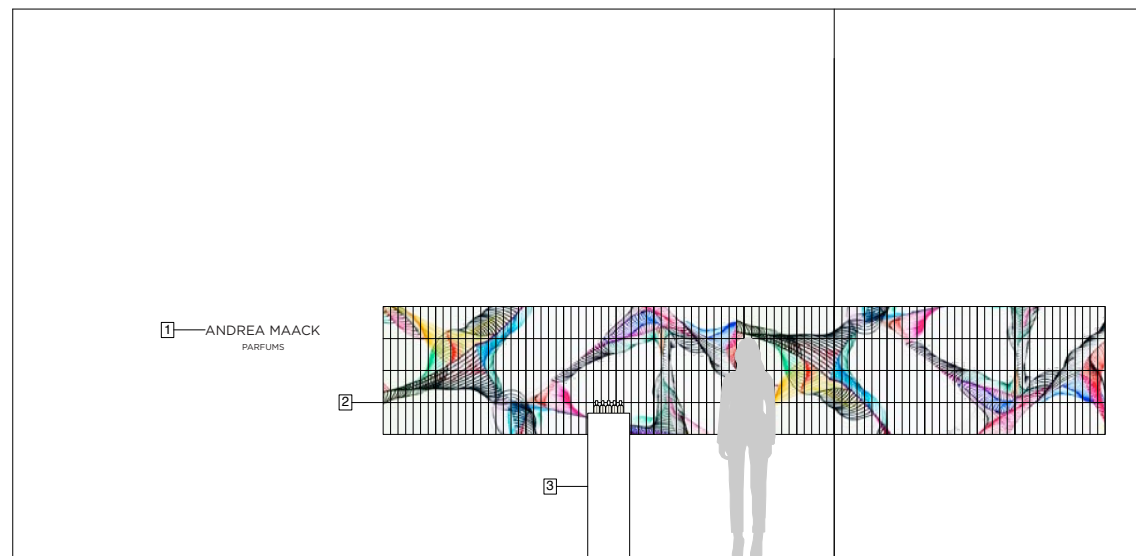
ANDREA MAACK PARFUMS

BLOTTER PROJECT BY ANDREA MAACK

Blotter Project is a scented installation by visual artist Andrea Maack. It consists of an original large-scale drawing that has been cut into oversized perfume blotters. It is a performative piece: The audience is invited to participate in the artwork by choosing a part of it to take with them, thus becoming a part of a happening where the piece will evaporate during the course of the event.

Blotter project will travel to London, New York, Paris and Milan in 2012.

Visual artist Andrea Maack graduated from the Icelandic Academy of the Arts in 2005. Her work incorporates elements of both graphic art and fashion design, using pencil and mixed-media drawings to inform the creation of sculpture and wearable art. Her niche perfume line is a collection of distinctive fragrances originally created for museum exhibitions, made out of the highest-quality raw materials.



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FIT Fashion Institute of Technology

The junior and senior students of FIT were asked to explore past iconic fragrances, choose one to which they felt connected, and relaunch it, adding modern elements and making sure it's competitive with today's market.

The scope and details were as follows:

1. A modern tribute to the art of olfaction.
2. An olfactory exploration by the senior Fragrance students at FIT.
3. RE-CREATE an existing perfume from the 30s, 40s or 50s by reformulating the fragrance to have a modern and relevant approach, using the pyramid concept of base, middle and top notes, while using the original essence as inspiration.
4. RE-DESIGN the primary and secondary packaging to represent the new direction in scent, and incorporate modern elements that would attract today's consumer.
5. LAUNCH a strong advertising campaign to promote the fragrance to consumers via print, viral or video format. The campaign should be precisely targeted to the demographics of its audience, and be creative and exciting in its messaging and visuals.



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CIRE TRUDON invites you to dream ...

In 1811, on the occasion of the birth of Napoleon's son, the emperor presented his baby boy with a single gift: a Cire Trudon candle encrusted with three pieces of gold.

Cire Trudon commemorates that act with the launch of Fairy Tales—perfumed candles, inspired by famous tales, meant for children and grown-ups alike.

To be read by candlelight, these bedtime stories and their romantic scents transport us to rich imaginary worlds, filled with fantasy and adventure.



REDISCOVER **LITTLE RED RIDING HOOD** through woody and fresh notes. This candle evokes the forest floor: Moss and lily of the valley dance with notes of bark and berries.



SHARE THE ADVENTURES OF **SINBAD THE SAILOR** while breathing musky, spicy and aquatic notes. It's an insular perfume of warm sea, lichens, white musk and ginger.

EDITORIAL PROJECTS



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EDITORIAL PROJECT

WE ARE **PHYSICAL** beings, and there is very little more physical or intimate than our sense of smell. It is arguably our most physical sense. Unlike light, which is always a reflection, a refraction, an impression, a mirror of what we see, scent is the direct absorption of the tiniest molecules into our bodies. Each unit contains subtle worlds of information, triggers instant responses, causes involuntary reactions, dilations, revulsions. Calm, fear, sadness, joy, hunger. It is impossible to separate the physiological from the psychological, the emotional from the nervous. Our reaction is as unique as our experience. Every layer of fragrance contains a memory; causes a twitch, an involuntary flow of blood, of sweat, of tears. Scent controls our moods and our interactions with others. It is ultimately and intimately tied to our sex and sexuality. It confirms and confounds stereotype. It interacts with our bodies on a chemical level.

Scents contain so much power, we humans have learned to harness and distill them. We experiment with their strengths. We collect them in containers designed to make their properties visible, or hide their true natures. We hoard them.

How we store them is as individual as the scents themselves. How do we apply them? When do we call on them? What do we call them? When do they touch our skin? How much do we apply? How close will others have to be to know our full story?

TEXT AND PHOTOGRAPHY BY LOUIS TERLINE

OAK

Oak is the unexpected result of a friendship between New York-based fashion veterans Louis Terline and Jeff Madalena. The Oak brand and its resultant popularity have had a perceptible impact on the way that the New York look is perceived. The Oak New Yorker is provocative in their simplicity, fearless in experimentation, outspoken, forward thinking and at home wherever they are. Initially a directional retailer that sold an eclectic assortment of creations by young, emerging designers and established brands, OAK has evolved to encompass private-label clothing brands, a print publication, an e-commerce site and two retail locations.

You can see more from Oak at oaknyc.com or at their retail locations in Manhattan or Brooklyn.



RYAN AND EAMON



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LOUIS AND ANDREW



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EDITORIAL PROJECT

A FRAGRANT MOMENT WITH THE BKC

BY BARNEY A BISHOP

FOUNDER OF MEN'S FRAGRANCE AND GROOMING SITE

WWW.FRAGRANTMOMENTS.NET

FRAGRANCE has always gone hand-in-hand with style. It's a finishing detail I learned through childhood observation. When I was supposed to be sleeping, I watched my eldest cousin, whom I thought was the epitome of cool, spray on some Old Spice, Brut or Drakkar Noir just before he hit the streets for the night. Before my mother went off to church, it was a spritz of White Diamonds or Shalimar. To this day, when I smell either, I can only think of her in her Sunday-best outfit, and her warm embrace. These moments taught me that the exclamation point on the time and effort to cultivate a look, for whatever occasion, was a great scent.

As I got older, my taste evolved, and I learned through trial and error what my style point of view was. I searched high and low for unique scents to encapsulate my look and how I felt. If the stars aligned,

they left a lasting impression. Now, whenever I meet distinguished men of style, the ones you know pay attention to details, I like to pick their brains on fragrance. The more of them I meet, the more I realize men do care about how they smell, and some are quite particular about what they wear and when.

Ouigi Theodore, Gabe Garcia and Colin Thierens are the charismatic figures behind The Brooklyn Circus, a men's clothing store that's refining the urban image. I caught up with these gents recently and had one of those very conversations about scent. They, too, feel as I do—that fragrance and style go hand in hand.

THE BROOKLYN CIRCUS
WWW.THEBKIRCUS.COM

When Brooklyn native Ouigi Theodore opened the original “The Brooklyn Circus” shop in 2006, he had a “100 Year Plan”—a mission to build style plus character, and refine the urban image. His motto was: “I won’t stop, even if it takes me one hundred years.” And with that, the 100 Year Plan was born.

Theodore, who’s often likely to be sporting a tweed newsboy, built an epicenter of burgeoning Brooklyn cool with his house brand, BKc, which mixes vintage aesthetics and craft with a healthy dose of modern interpretation. Along with neighbors and fellow collaborators Street Etiquette, The Brooklyn Circus went about refining urban style with its retro-collegiate looks, dubbed “Black Ivy.” Partnerships with heritage brands like UK bespoke shoemaker Tricker’s followed. Since then, Theodore—along with art director Gabe Garcia—has expanded The Brooklyn Circus to San Francisco, Chicago and Stockholm, as well as to various savvy boutiques in Japan, the US and the UK. It’s the kind of style you’d expect to see Mos Def embrace, which is appropriate, since the artist started off as a fan and became something of a mentor to the brand.



OUIGI THEODORE—FOUNDER

Brooklyn is a borough loved by many. What was it about your experience that affected you so much that you incorporated it into the name of your brand? I think Brooklyn operates and runs like a circus. The Brooklyn Circus is a statement, a perspective and a philosophy. Our decision was not based on using the word *Brooklyn*; it was based on our experience with the colorful, crazy, fun and unpredictable connection that Brooklyn shared with the circus. That circus element is what makes Brooklyn special and beloved by so many.

What were some of your earliest style memories?

I grew up around very style- and character-filled women: my mom, grandmother and aunt. I remember my mom traveling and bringing me new finds from her trips, and my aunt introducing me to certain things that I appreciate a lot more now. I also remember seeing the pride in my grandfather's eyes when he got dressed and put on his newsboy hat.

What are your thoughts on fragrance and grooming? Has it been influenced by your style point of view? I love the small things that make the bigger things work. No matter how well dressed or how stylish you are, no one likes a bad-smelling person. Scent is an important part of my personal and professional brand experience.

What was the first fragrance you ever bought? Drakkar Noir.



As the BKc brand takes shape, where do you see fragrance fitting in? Two years ago, we worked on a fragrance with Frederick at Joya and never released it. This year, our plans are to revisit that, and launch a complete apothecary section in all of our stores.

How would you finish this statement: *My most memorable fragrant moment would be ...* ? My most memorable fragrant moment has to be the year my lady bought me Paul Smith London for Christmas. It was unexpected, as I didn't think she would be able to

find it. I searched all over for it, hoping to surprise her with it, because she loved it on me. But she ended up surprising me with a pretty large bottle. I smiled for days after that one.

GABE GARCIA—ART DIRECTOR

What is it about the Brooklyn Circus that defines it as being in a class of its own? The Brooklyn Circus encourages self-progression. It is our goal to help transition boys into men by teaching the importance of bettering yourself. Our efforts are to empower and inspire, and to lead by example.

What were some of your earliest style influences, and how has that affected your creative direction for the brand? My father is an artist and creative person of many sorts: painter, illustrator, landscaper, contractor and stylish dresser. At an early age, he encouraged me to explore my imagination and creativity. Before we were old enough to start kindergarten, he would give my brother and me blank paper and crayons, and encourage us to draw. He would then draw something himself, and teach us form and technique to re-create what he did. That attention to detail could also be seen in his landscaping business and how he transformed on the weekends. After five days of hard work and coming home with filthy hands and smelling like gasoline, oil, grass and dirt, he proudly transformed into a well-groomed gentleman on the weekend. He took pride in getting dressed and looking good, no matter what the occasion. My father's artistry and the lessons he instilled in me have molded the design and creative values I have today. It's what I call upon in my development of the Brooklyn Circus brand.

What are your feelings about fragrance? I think that fragrance is the silent way to set a tone. Although fragrance is invisible, it can make a big impact on any experience. I personally appreciate simple and clean fragrances that make a subtle statement.

Can you remember the first fragrance you ever purchased? What was it, and do you remember what was happening at that time that made it a significant purchase? The first fragrance I ever pur-



chased was Cool Water by Davidoff. My older cousin Armando wore it, and I fell in love with the scent the first time I smelled it. Every time we went to visit him, I would splash some on me. Perhaps his cool and the fact that I looked up to him made me want it more. As soon as I was able to buy a bottle of my own, I did.

How would you finish this statement: *My most memorable fragrant moment would be ...* ? My most fragrant moment would be the first time I received a professional haircut at a barbershop. When the barber completed the straightedge shave, he applied the Pinaud-Clubman liquid after-lotion on my neck and

cheeks. There was something about the combination of a fresh cut, the tingling sensation I felt and the refreshing smell of this masculine scent that I never forgot. It made me feel confident, it completed my look. It was a great feeling, and one I look forward to every time I sit in that barber chair.

COLIN THIERENS—ONLINE STRATEGY

Colin Thierens is a 25-year-old Brooklynite who epitomizes dedication and drive. Wide-eyed and full of energy, Colin walked into The Brooklyn Circus and knew he wanted to be a part of its quest to refine the urban image. That was in 2007, and five years later, he still feels the same way. In an ever-expanding role at The Brooklyn Circus—he's responsible for both creative photography and helping to maintain the brand's online presence—Colin is devoted to the realization of the BKc's 100 Year Plan. For this urban gentleman, the future is bright: "In the years to come," he says, "I hope to see the brand at the forefront of global culture, helping to restore style and character to everything from clothing to music, art, commerce and daily living."

What is it about the Brooklyn Circus that defines it as being in a class of its own? The Brooklyn Circus is in a class of its own because of its fervent dedication to creating quality products that provide intrinsic values that far surpass its price tags. As a young man, there were items the older men in my family owned that I coveted. The Brooklyn Circus's product offering, which is a unique blend of old world and evolved urban sensibilities, is giving its customers quality goods that can be passed on, and that's a unique value today.

What were some of your earliest style influences, and how has that affected your creative direction for the brand? I took my earliest style influences almost exclusively from the men in my family—my father, uncles and cousins. It was their attention to detail that left the biggest impression on me. Whether it was how they tucked in a shirt, and made sure it stayed just right, or the sharpness of the creases in their pants, they presented themselves in a manner that was confident, and it reflects my style point of view today.

What are your feelings about fragrance? For me, fragrance is another detail and an extension of one's personality. It is also an instrument that can evoke different moods and emotions.

Can you remember the first fragrance you ever purchased? The first fragrance I ever purchased was Calvin Klein's CK ONE. I bought it because I remember my dad wearing it, and I would use his from time to time. So when I got my first job in high school, I had to get a bottle of my own.

How would you finish this statement: *My most memorable fragrant moment would be ...* ? My most memorable fragrant moment would be the smell of The Brooklyn Circus the first time I walked in. It was the smell of the BKc x Joya candle.



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WWW.ANTHOUSA.COM
CONTACT: MARIA CHRISTOFILIS MARIA@ANTHOUSACOLLECTION.COM





EXHIBITOR

ARQUISTE

parfumeur

19 WEST 9TH STREET UNIT 3 NEW YORK, NY 10011 T +1 212 510 7775
WWW.ARQUISTE.COM
CONTACT: NADINE WOLF N.WOLF@ARQUISTE.COM



EXHIBITOR

ASTIER de VILLATTE

173 RUE SAINT-HONORÉ PARIS, FRANCE 75001 T 33 (0)1 43 45 72 72 F 33 (0)1 43 45 77 30
WWW.ASTIERDEVILLATTE.COM
CONTACT: ASTIER DE VILLATTE ADV@ASTIERDEVILLATTE.COM



EXHIBITOR

Belle Fleur
NEW YORK

134 FIFTH AVENUE NEW YORK, NY 10011 T +1 212 254 8703 F +1 212 254 8704
WWW.BELLEFLEURNY.COM
CONTACT: TONY PEREZ TONY@BELLEFLEURNY.COM





EXHIBITOR



9 BOND STREET NEW YORK, NY 10012 T +1 646 284 9009
WWW.BONDNO9.COM
CONTACT: LENA LISANTI LENA@BONDNO9.COM

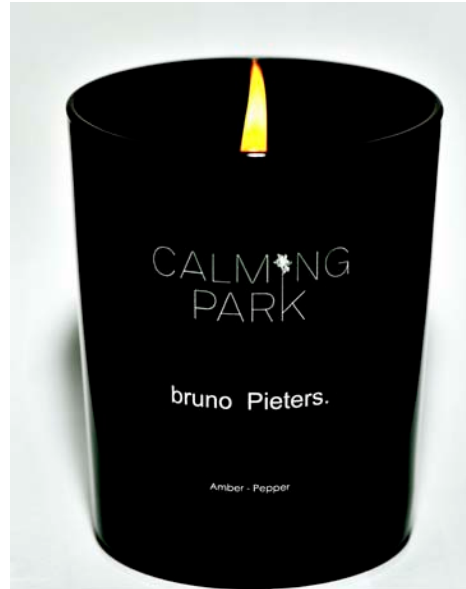




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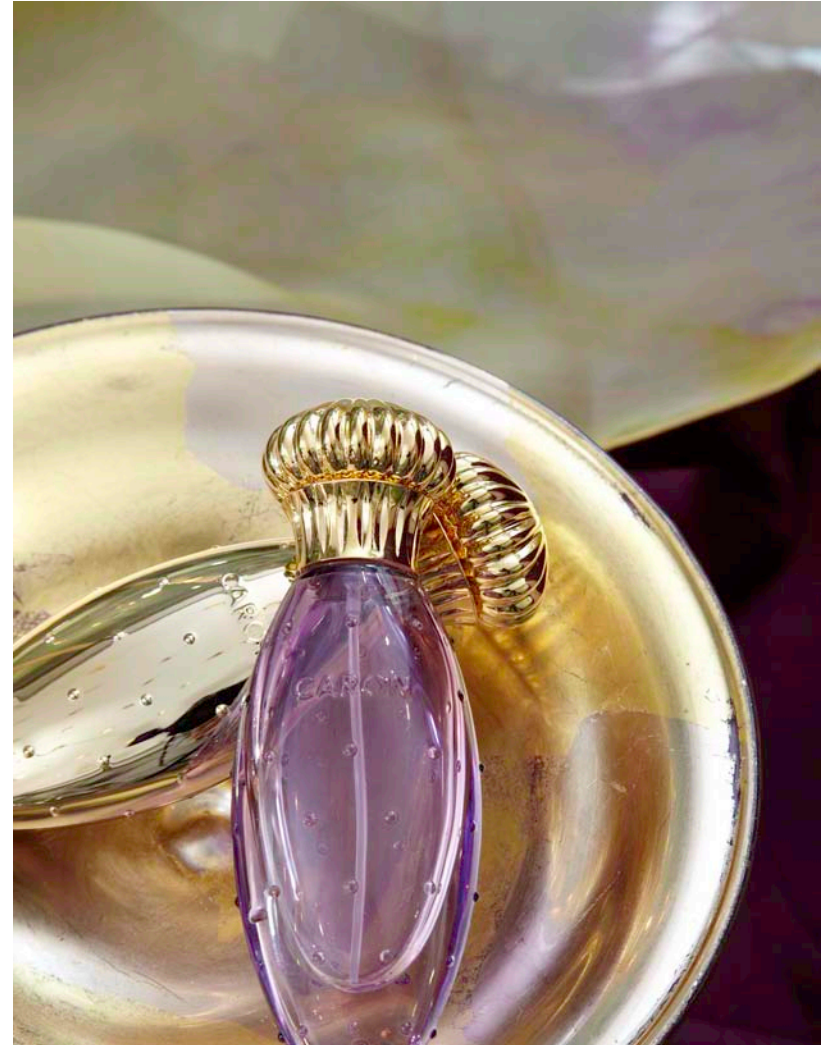


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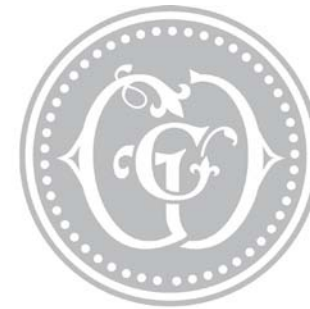
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60 EAST 42ND STREET 54TH FLOOR NEW YORK, NY 10165 T +1 212 707 6227 F +1 212 754 4460
WWW.PARFUMSCARON.COM
CONTACT: ANNE-LAURE MARCHAL AMARCHAL@ALESGROUP.COM





EXHIBITOR



CHARLIE GARDNER
COLLECTION

SAN FRANCISCO

3053 FILLMORE STREET #142 SAN FRANCISCO, CA 94123 T +1 415 828 1314
WWW.CHARLIEGARDNERCOLLECTION.COM
CONTACT: NISREEN GARDNER NISREEN@CULTIVATE-SF.COM



EXHIBITOR



KVD NYC INC. 232 EAST 74TH STREET #1-D NEW YORK, NY 10021 T +1 917 512 2663 F +1 917 832 1505
WWW.CIRETRUDON.COM
CONTACT: ANTHONY ROBERTS ANTHONY@KVDNYC.COM





EXHIBITOR



315 WEST 39TH STREET STUDIO 601 NEW YORK, NY 10018 T +1 212 695 9800 F +1 212 695 9438
WWW.CRAFTINGBEAUTY.COM
CONTACT: FRANCOIS DAMIDE FRANCOIS.DAMIDE@CRAFTINGBEAUTY.COM



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333 GRAND AVENUE BROOKLYN, NY 11238 T +1 917 612 5566 F +1 718 228 5205
WWW.DSANDDURGA.COM
CONTACT: KAVI AHUJA MOLTZ DSD@DSANDDURGA.COM



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WWW.DAVIDPIRROTTA.COM
CONTACT: DAVID PIRROTTA DAVID@DAVIDPIRROTTA.COM



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DISER-PARFUM.COM
CONTACT: YASUYUKI SHINOHARA INFO@ESSENTIA-ALLONE.COM



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DAYNA DECKER

18475 BANDILIER CIRCLE FOUNTAIN VALLEY, CA 92708 T +1 714 968 5400 F +1 714 962 6728
WWW.DAYNADECKER.COM
CONTACT: CORY INGRAM CI@DAYNADECKER.COM



EXHIBITOR



elizabethW
san francisco

1226 PACIFIC AVENUE SAN FRANCISCO, CA 94109 T +1 415 351 2800 F +1 415 351 2800
WWW.ELIZABETHW.COM
CONTACT: MICHAEL LINDSAY MICHAEL@ELIZABETHW.COM



EXHIBITOR



5 RUE JEAN DE GUERLINS 31100 TOULOUSE, FRANCE T 33 0 05 62 87 52 93 F 05 62 87 58 03
WWW.ESPAOVERSEAS.COM
CONTACT: JEAN-FRANCOIS HUERTAS HUERTASJF@ESPAOVERSEAS.COM



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BRANDS: Comptoir Sud Pacifique, Costume National Scents,
Juliette Has a Gun, Maître Parfumeur et Gantier, Montale

115 RICER ROAD SUITE 835 EDGEWATER, NJ 07020 T +1 201 941 7221 F +1 201 941 7213
WWW.EUROPERFUMES.COM
CONTACT: CHRISTINA KUCUKYANA CHRISTINA@EUROPARFUM.COM





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BRANDS: Bois 1920, Mandarinina Duck, Mauboussin, Vitaman

250 KENNEDY DRIVE SAYERVILLE, NJ 08872 T +1 732 553 1032 F +1 732 553 1121
WWW.FASHIONABLEFRAGRANCES.COM
CONTACT: JIM DE LALLA JDELA29186@AOL.COM



EXHIBITOR



GILLESDEWAVRIN

CRÉATIONS - PARIS

3 ROUTE DE MESSY CHARNY, FRANCE 77410 T 00 33 160 610842 F 00 33 1 60 61 08 44
WWW.GILLESDEWAVRIN.FR
CONTACT: ISABELLE FRANCOIS IFRANCOIS@GILLESDEWAVRIN.FR





EXHIBITOR

HIST OIRES *de* PARFUMS

80 TRIANGLE BOULEVARD CARLSTADT, NJ 07072 T +1 786 853 3779
WWW.HISTOIRESDEPARFUMS.COM
CONTACT: RICHARD GONZALEZ RICHARD@HISTOIRESDEPARFUMS.COM



EXHIBITOR

Hypoluxe
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56 WEST 45TH STREET SUITE 1006 NEW YORK, NY 10036 T +1 407 902 6632
WWW.HYPOLUXE.COM
CONTACT: JEFFREY DAME JDAME@HYPOLUXE.COM





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41 DOVER STREET LONDON, UNITED KINGDOM W1S 4NS T 00 44 207 495 8776
WWW.ILLUMINUMFRAGRANCELounge.COM
CONTACT: CHRISTINE BENSON CB@ILLUMINUMPERFUME.COM



EXHIBITOR



4640 17TH STREET SAN FRANCISCO, CA 94117 T +1 415 661 6780 F +1 815 550 1828
WWW.INEKE.COM
CONTACT: BILL O'SUCH BILL@INEKE.COM



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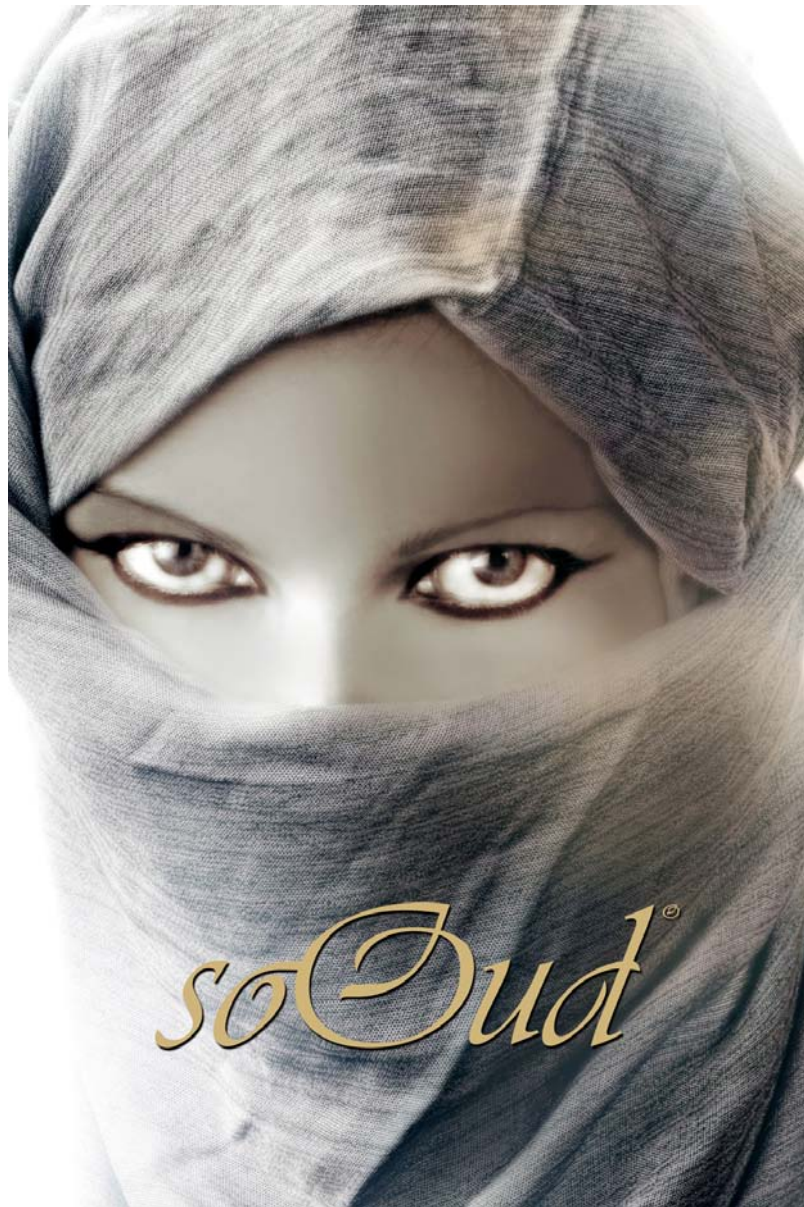


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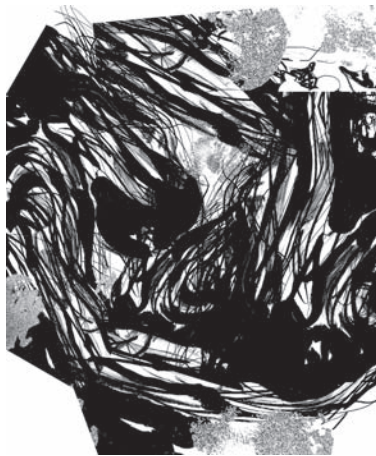
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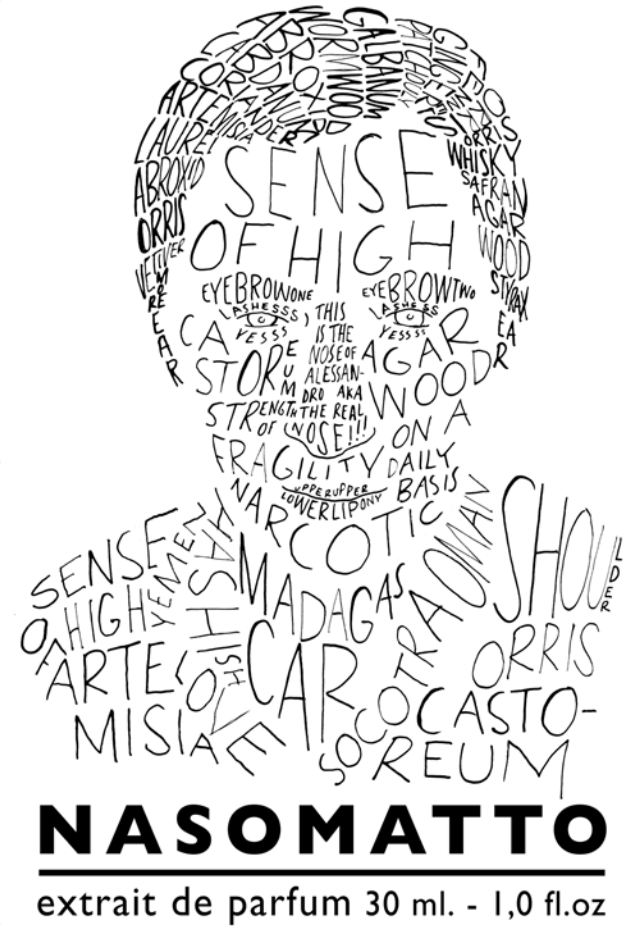


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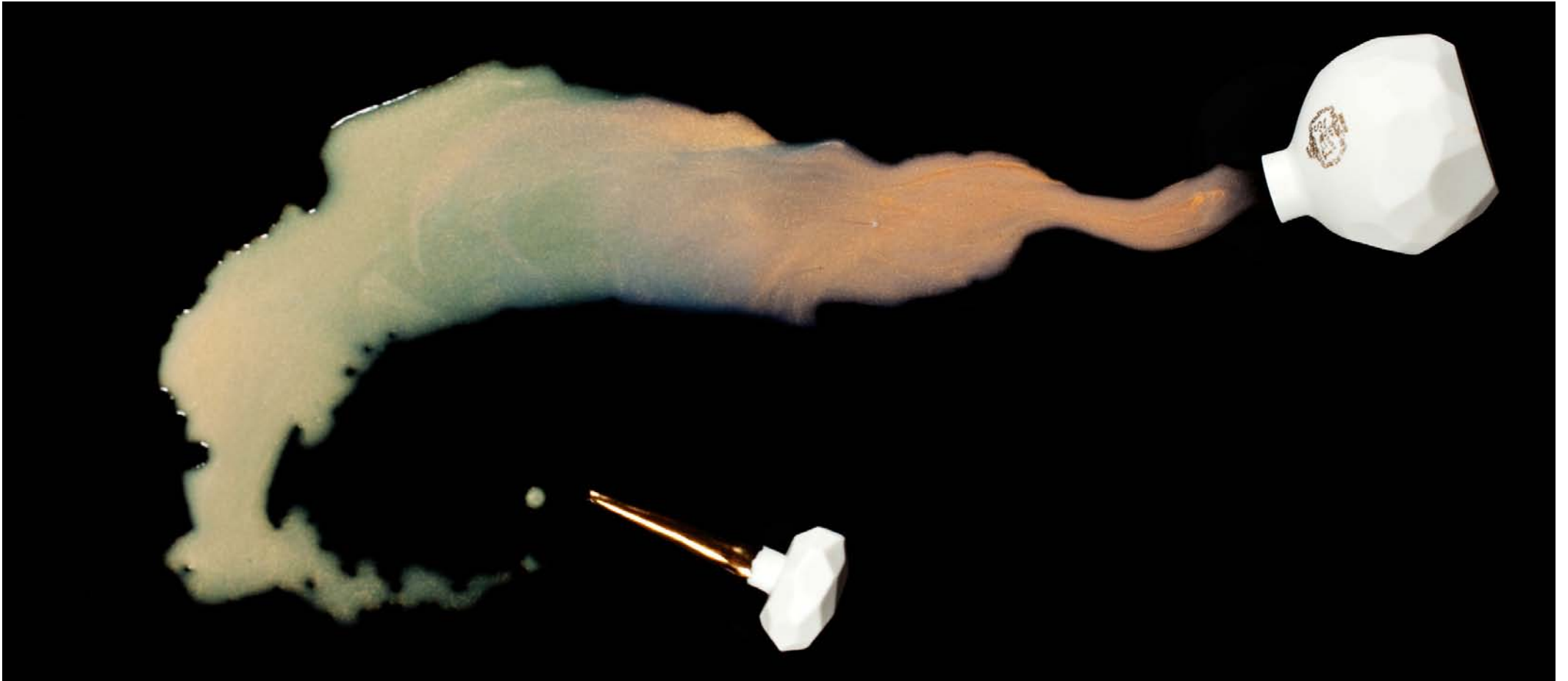
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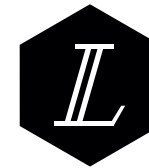
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BLANDINE LE GALL BLANDINE.LEGALL@UBIFRANCE.FR



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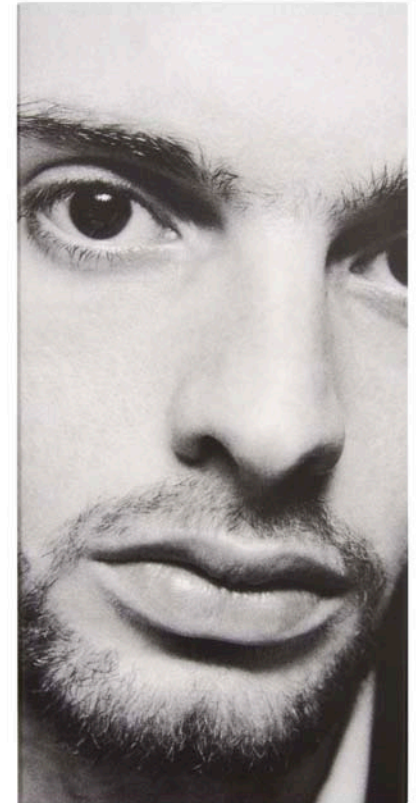
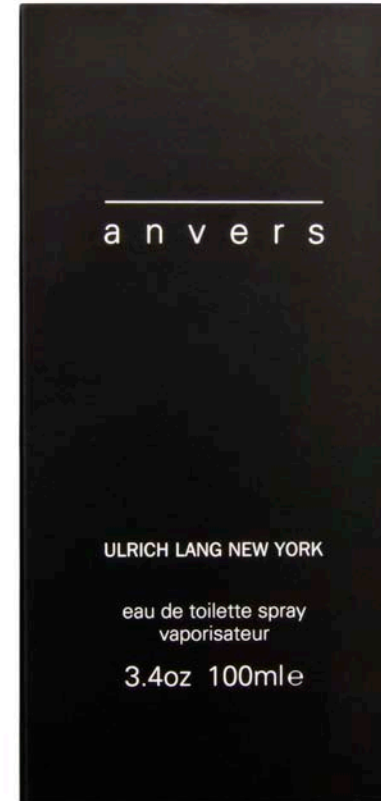


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