

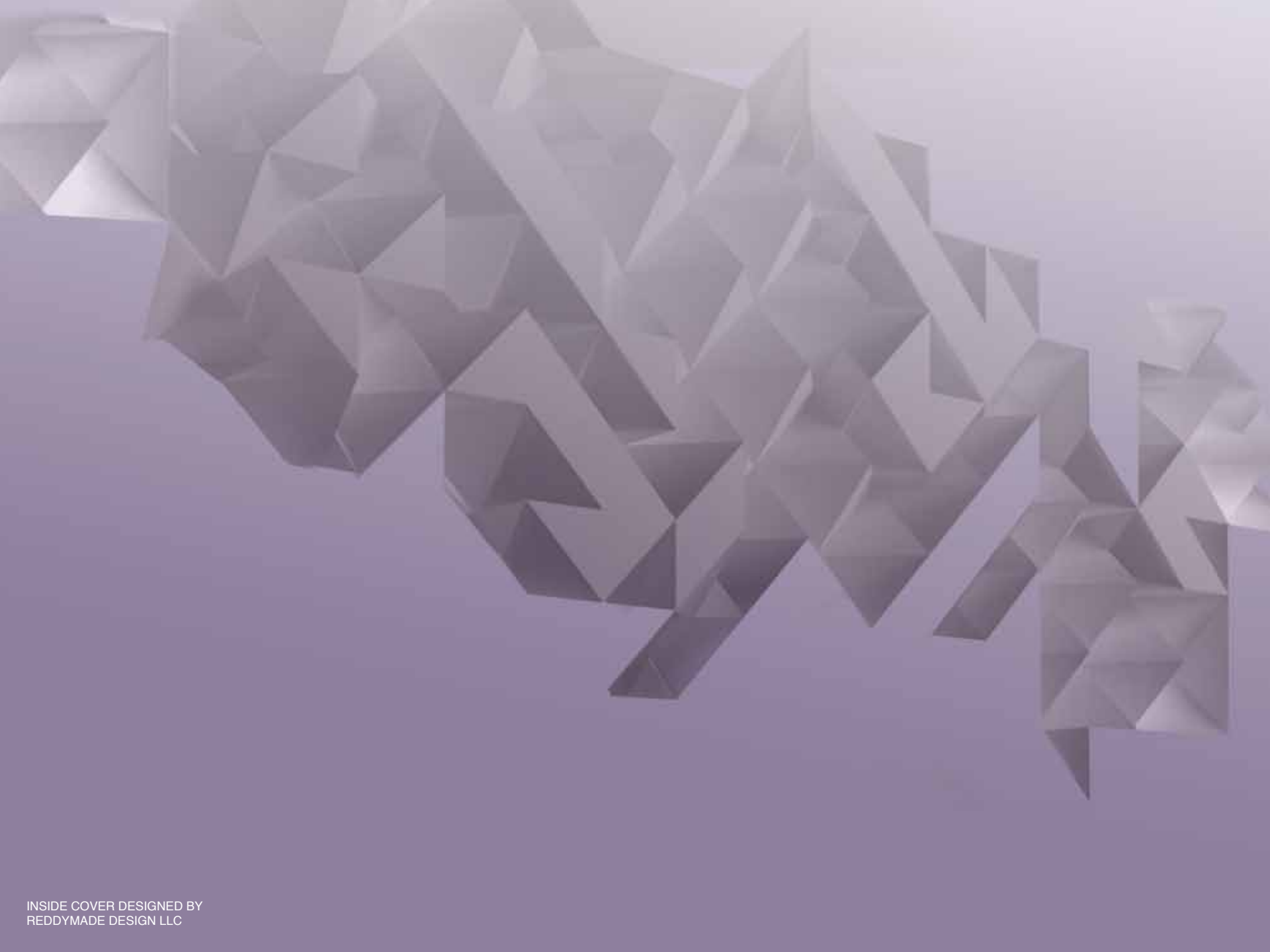


*ELEMENTS SHOWCASE*

*August 15-16, 2011*



*ELEMENTS*  
*SHOWCASE*





*ELEMENTS*  
*SHOWCASE*

Monday, August 15     11 am–7 pm

Tuesday, August 16     11 am–7 pm

Skylight Studios West  
500 West 36th Street | New York, NY 10018

The Elements Showcase is the first-ever curated event devoted to the art of fragrance design.

Select offerings, a customized showcase and interactive installations have established Elements as an innovator in its field. For the January 2011 premiere, founders Frederick Bouchardy, Jeff Lawson and Ulrich Lang united leading fragrance visionaries and commissioned Reddymade Designs to conceptualize a space that inspired a dialogue between designers, buyers, media and beauty enthusiasts. A community of the most groundbreaking brands and entrepreneurs in the industry was created.

As the definitive experience for both established and emerging designers in the world of fragrance, the second Elements Showcase features an enhanced focus on exceptional skincare, home ambiance and apothecary collections. The number of brands has doubled and so too has the Showcase space—becoming a grand expanse of design and opportunity.

August 15-16, 2011, The Elements Showcase will once again be held at Skylight West in New York City. In addition to exclusive new launches and first-time exhibitors, Elements has created a forum, hosted by W Magazine, addressing the topic of fragrance as a design discipline. We've also partnered with The Fragrance Foundation to establish an "Indie" FiFi Award, whose winner will be announced during the January 2012 Elements Showcase.

Elements continues its mission to explore design in fragrance and to inspire new partnerships among industry pioneers. We remain committed to making the Showcase an ever-evolving, vibrant destination and experience.

### *Elements Showcase LLC*

PO Box 246  
New York, NY 10009  
T 212 268 6148  
F 212 409 8495  
[info@elements-showcase.com](mailto:info@elements-showcase.com)

### *Organizers*

Jeff Lawson  
[jlawson@elements-showcase.com](mailto:jlawson@elements-showcase.com)

Frederick Bouchardy  
[fbouchardy@elements-showcase.com](mailto:fbouchardy@elements-showcase.com)

Ulrich Lang  
[ulang@elements-showcase.com](mailto:ulang@elements-showcase.com)

### *Exhibitor Relations*

Amanda Melnick  
[amelnick@elements-showcase.com](mailto:amelnick@elements-showcase.com)

### *Showcase Design*

ReddyMade Design  
[www.reddymadedesign.com](http://www.reddymadedesign.com)

### *Graphic Design*

Audria Brumberg  
[audriakxlu@gmail.com](mailto:audriakxlu@gmail.com) | [www.unityandform.com](http://www.unityandform.com)

### *PR Company*

Project MM  
Meredith Bichsel, [meredith@projectmmnyc.com](mailto:meredith@projectmmnyc.com)  
Madeleine Fawcett, [madeleine@projectmmnyc.com](mailto:madeleine@projectmmnyc.com)

## *Elements Showcase Advisory Board*

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Jeff Staple, Staple Design

Ouigi Theodore, The Brooklyn Circus



## *Partnerships*

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As the Elements Showcase prepares to host its second design and fragrance showcase on August 15 and 16 of this year, the founders are pleased to announce their partnership with The Fragrance Foundation to introduce a new FiFi® Award for Best “Indie” Fragrance Brand at this August’s show. Brands will be able to sign up to receive nomination forms at the show and via the websites of Elements and The Foundation. The winner(s) will be announced at the Elements Showcase in January 2012, and again at the FiFi® Awards ceremony in the Spring of 2012.

The Elements Showcase is the brainchild of Frederick Bouchardy, Jeff Lawson and Ulrich Lang. The first Showcase, in January 2011, presented curated offerings in the field of fragrance design. From its conceptualized space by Reddymade Design to its cutting-edge and experiential installations, industry veterans, retailers and media have praised Elements Showcase as an industry innovator. “We are honored to partner with The Fragrance Foundation in the creation of a FiFi® for Best “Indie” Fragrance. Our goal at the Elements Showcase

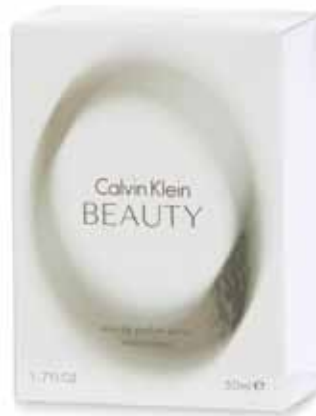
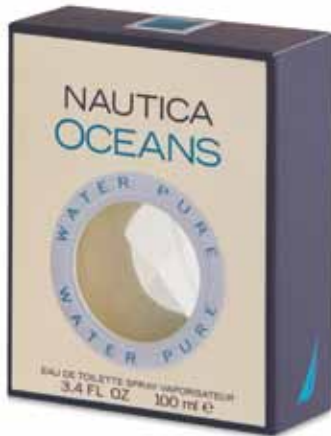
is to continuously strive to promote what is cutting edge in design and fragrance, and we feel this partnership is another step toward supporting that agenda.”

An exceptional crowd of buyers from all over the globe, including Barneys New York, Saks Fifth Avenue and Henri Bendel, attended the January 2011 Elements Showcase. These buyers were exposed to dozens of emerging and established visionaries in the art of fragrance design, including Bond No. 9, Lafco New York, DayNa Decker and many more. It will be from a similar list of Fragrance visionaries that The Fragrance Foundation and the Elements Showcase will accept candidates for the new FiFi® Award, based on criteria that will be shared in the weeks ahead. “The Fragrance Foundation recognizes the talent and artistry of the indie brands and wants to acknowledge this category in the environment which celebrates their individuality and craftsmanship,” says Rochelle Bloom, president of The Fragrance Foundation.

The FiFi® Awards, sponsored annually by The Fragrance Foundation, honors the fragrance industry’s creative achievements. The Fragrance Foundation was established in 1949 by six industry leaders affiliated with Elizabeth Arden, Coty, Guerlain, Helena Rubenstein, Chanel and Parfums Weil, to develop educational programs about the importance and pleasures of fragrance for the American public. Today, America is the largest fragrance market in the world, and The Fragrance Foundation has become an international source for historic, cultural, scientific and industry-related reference materials.

## Partnerships

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Curtis Packaging provided the geometric paperboard modules for the wall and the innovative VIP gift boxes for this Elements Showcase. Curtis is a leading provider of luxury packaging solutions, manufacturing high-quality folding cartons for the most discerning global brands.

The Curtis team draws inspiration from the creative human spirit, which they use to create high-quality products of outstanding beauty and enduring value. Every paperboard carton Curtis creates passes through the hands of many experienced packaging professionals. Each touch exemplifies the dedication, knowledge, and tradition cultivated since Curtis' establishment in 1845.

Curtis Packaging is a global leader in both printing innovation and environmental stewardship. Curtis was the first packaging company in North America to be 100% carbon neutral, use 100% renewable electricity, and be Forest Stewardship Council (FSC) and Sustainable Forestry Initiative (SFI) certified. Curtis continues to push the boundaries of responsible sourcing and material innovation.

## *Special Projects*

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CookieBar makes cookies for grownups. Created by Dorie Greenspan, who's been called a "culinary guru" by the New York Times, and Josh Greenspan, who's had a decade of experience running some of the city's hottest nightclubs, CookieBar creates sophisticated cookies from deluxe ingredients, bakes them in rings specially designed to give them a singular look, and puts grins on the faces of even the toughest critics.

CookieBar is excited to offer some of its signature cookies at the Elements Showcase: World Peace Cookies, made with Valrhona chocolate and hand-harvested fleur de sel; Coconut-Lime Shortbreads, for a taste of the tropics in the big city; Jammers, French butter sablés topped with Sarabeth preserves and chunky streusel; and Espresso-Chocolate-Chip Shortbreads, a morning-to-midnight cookie. CookieBar cookies are small, edible luxuries—the perfect companion to the elegant, luxurious products at Elements.

## **FIT** Fashion Institute of Technology



For the second time, the Elements Showcase has collaborated with New York City's Fashion Institute of Technology (FIT) on a fragrance installation project. Students in FIT's Cosmetics and Fragrance Marketing department developed these projects under the guidance of Anne Kong, professor of Exhibition Design at FIT.

Six teams were organized to create installations based on the theme of the periodic table. Complementary fragrances were designed in partnership with Berjé Inc., the global distributor of essential oils and aroma chemicals. The original projects were named "Aequorea," "Dark Matter," "Rust," "Riddle," "Sea cret," and "Toxic" and, on July 27, 2011, the Elements Showcase Advisory Board voted "Toxic" the most outstanding submission.

"Toxic" will be on display at Elements August 15–16, 2011.



## *Special Projects*

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“PILLOWS” by Gogy Esparza

Pillows is an interactive installation, intended to make you feel like you are in love. Waking up to her in the morning. Your face in her hair, her scent. The big tee you let her borrow is too big. The neck of it hangs below her shoulder. The

embrace before you both fall asleep again. I developed a custom candle with Joya to burn throughout the entirety of the installation. Rosy, powdery notes, nebulous and dreamlike. The viewer is encouraged to lay down on the bed of pillows that surround the space--particularly one section of the installation where a looping video of a girl's eyes and hair stare back at you as if you were laying bedside her.



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SixScents



Established in 2007, Six Scents Parfums creates artisanal fragrances by translating the unfiltered creativity of artists into the language of scent. To date, nineteen collaborative fragrances have been produced in tandem with a roster of renowned fashion designers, including Jeremy Scott, Phillip Lim, Gareth Pugh, Damir Doma and Rad Hourani paired with some of the world's best perfumers. Six Scents Parfums has held exhibitions and launches around the world – events in Korea at 10 Corso Como, at the New Museum in New York and at Le Carmen in Paris. Six Scents Parfums are currently available in more than 200 boutiques, department stores and perfumeries worldwide.

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1932 1st Avenue, Suite 303 | Seattle, WA 98101 | USA | T + 1 206 441 0123 | F + 1 206 443 4333

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9 Bond Street | New York, NY 10012 | USA | T + 1 212 228 0842

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Contact: Kunihiro Miyakita | [info@cosmeproud.com](mailto:info@cosmeproud.com) | [www.cosmeproud.com](http://www.cosmeproud.com)



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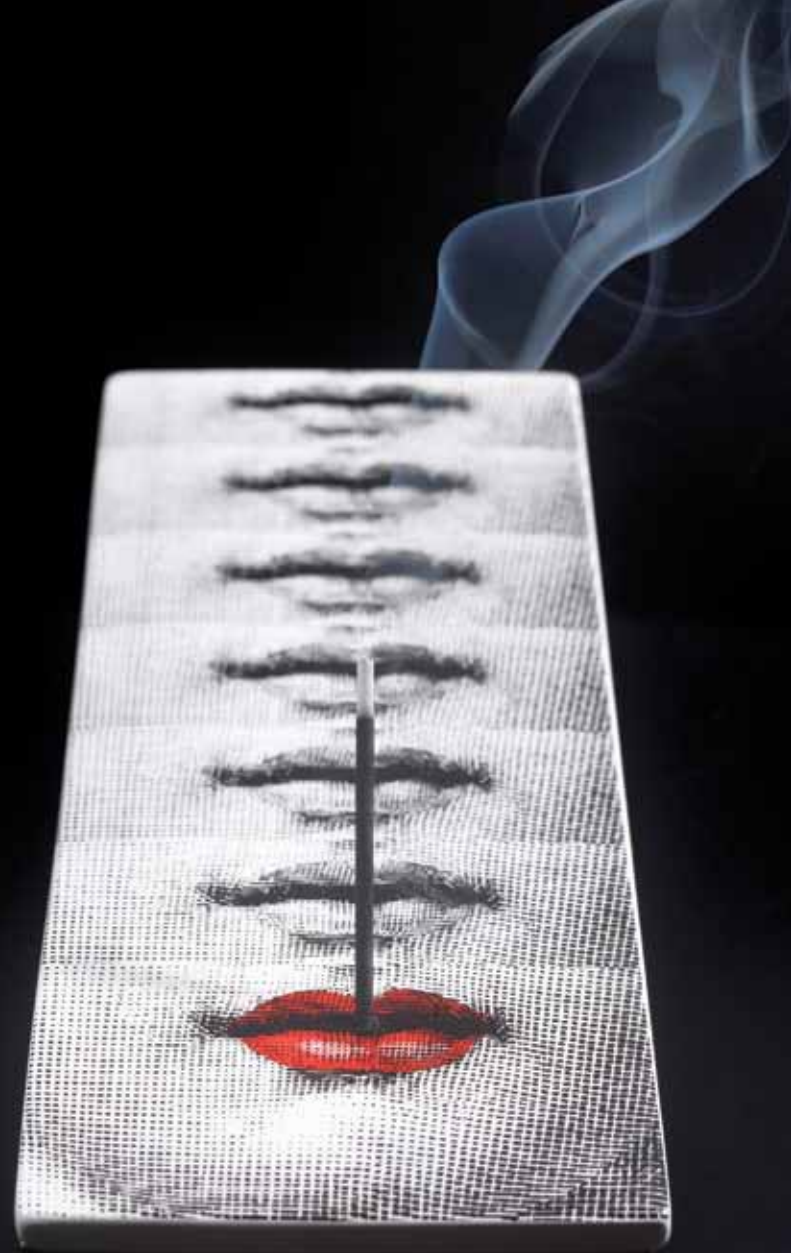
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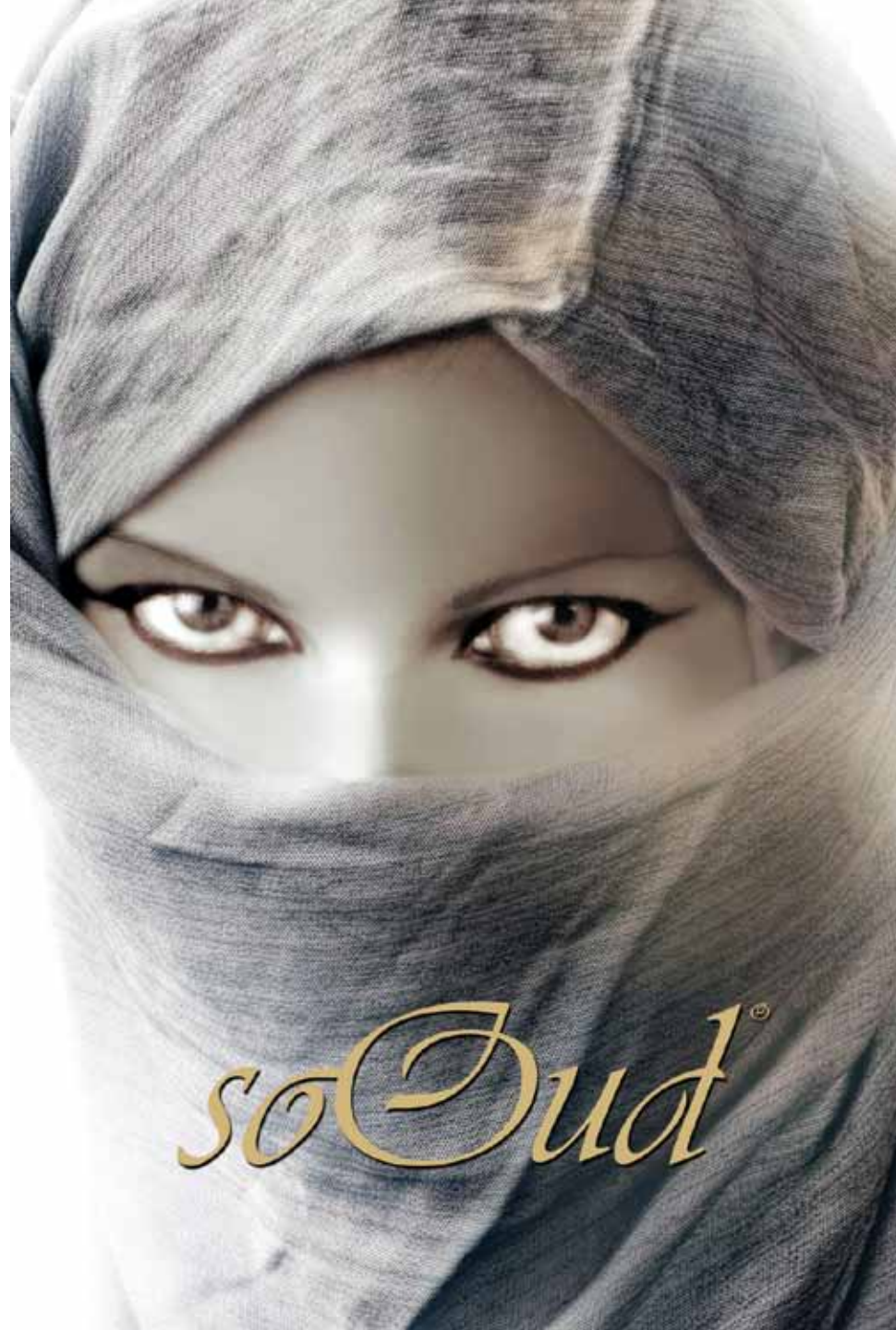
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242 West 30th Street, #305 | New York, NY 10001 | USA | T + 1 212 465 8800

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7377 ½ Beverly Boulevard | Los Angeles, CA 90036 | USA | T + 1 323 938 7434

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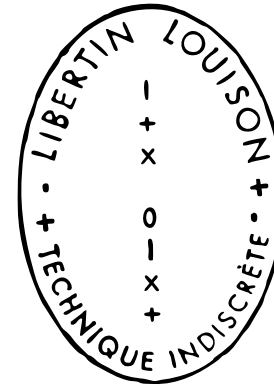
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Contact: Dino Tozzi | [dino@woodleyandbunny.com](mailto:dino@woodleyandbunny.com) | [www.woodleyandbunny.com](http://www.woodleyandbunny.com)





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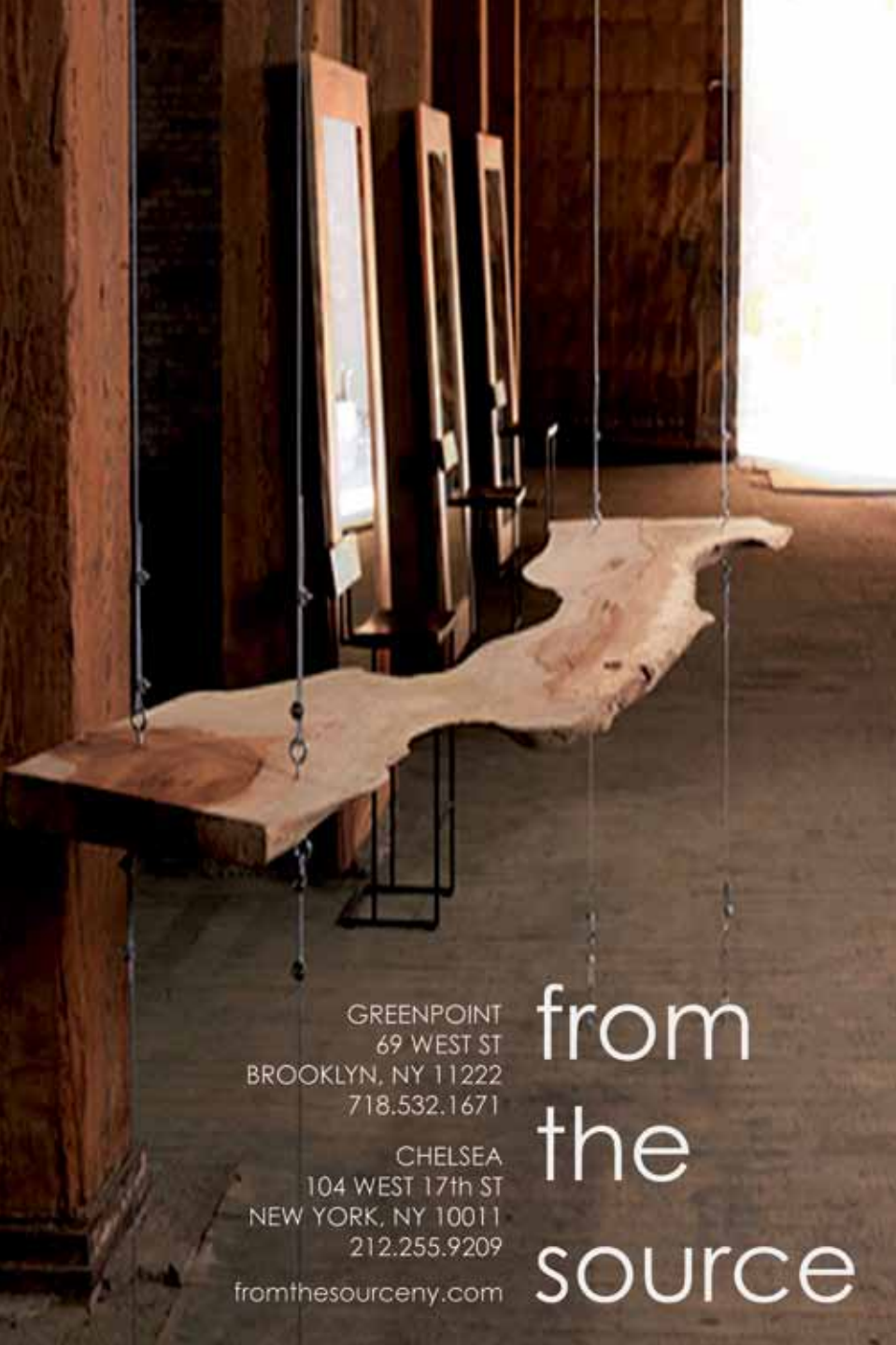


*we like the front row, but we love the back room.*

W

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