



BEAUTY

the GUIDE

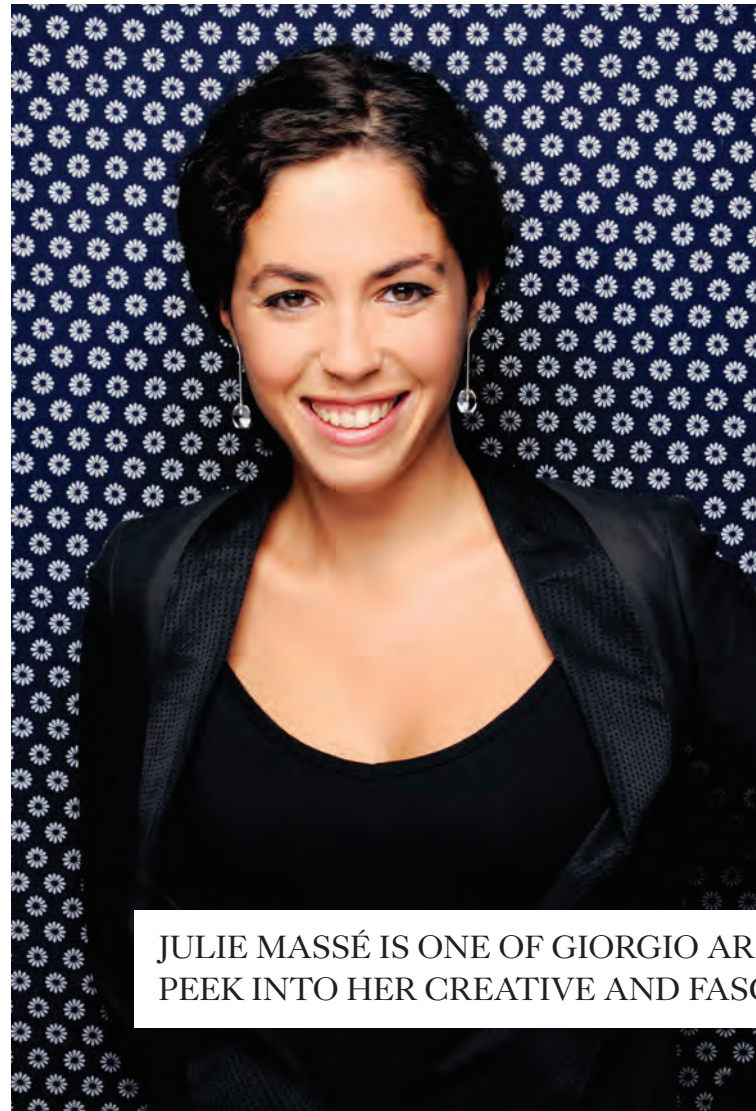
BEAUTY GARDEN PARTY ISSUE



MEET MASTER PERFUMER JULIE MASSÉ

*“The concept was to create a
BIG, STATUESQUE
FEMININE ARCHETYPE
fragrance.”*

- Julie Massé



JULIE MASSÉ IS ONE OF GIORGIO ARMANI'S FAVOURITE PERFUMERS. SHE GIVES *BEAUTY THE GUIDE* A RARE PEEK INTO HER CREATIVE AND FASCINATING WORLD. WATCH A MASTER ARTIST AT WORK!



GIORGIO ARMANI

“GIORGIO ARMANI SI took three to four years to create. Mr. Armani provided an initial brief called a white page with what he was looking for. He most certainly wanted a chypre scent because that is what his grandmother wore. It’s important to understand that Mr. Armani chooses everything. He has to be in love with something in order for him to launch it. It is how he works. The concept was to create a big, statuesque feminine archetype fragrance. I actually went to his archives and showroom to study the fabrics and construction. It gave me a better understanding of his vision.



CATE BLANCHETT



“EACH FRAGRANCE I CREATE BECOMES MY BABY. I work so long and hard on them that I become very attached to them. They become a part of me because I’m wearing them in my home and testing each new version. I remember when Si launched in stores. I was on maternity leave and was walking down the street in Paris when I smelled a woman walking by. I thought to myself, ‘that smells familiar. It smells like me.’ It turns out she was wearing Si. I had to remind myself that this perfume wasn’t my baby anymore. It was everyone’s perfume now.”



“THE REASON YOU SEE SO MANY ROSE-THEMED FRAGRANCES TODAY is that the rose symbolizes femininity in almost every culture around the world. It instantly evokes a mood in someone’s mind.”

“A FRAGRANCE LIVES ON YOUR SKIN. It evolves and interacts with your skin chemistry. That is why I recommend you live with a fragrance for a few days and see how it develops on you. Be curious when you try a new perfume and be open to new ideas.”



LAVENDER FIELD IN FRANCE



GIORGIO ARMANI PRIVE S/S 2017



GRASSE FRANCE

“**J**UNGLE ESSENCE EXTRACTION is a very new extraction process that puts a gas into a very critical state of pressure and temperature. **The gas goes into the fruit or flower and captures the true sense of the ingredient.** (This environmentally-friendly process produces extracts of unmatched quality and purity, free from any trace of residual solvent.)”

“**I** LOVE WOODY NOTES. They are both subtle and mysterious. I also love the **orange tree** in all its forms. **Musks** are very comforting to most people as is **lavender**. I find that almost every feminine fragrance in Brazil contains lavender.

“**W**HEN I’M FORMULATING a new fragrance, I like to **listen to words**. I write down words or **sensations** that describe the perfume I’m trying to create. The words echo in my head and call the raw materials to me. It helps me choose the notes.

“**I** CAN CREATE A FRAGRANCE with as few as **15 to 20** ingredients. It is more challenging to play with just a few ingredients to get the composition just right.



“**I** AM FRENCH. My family is from Grasse but I lived in Tokyo for many years as a child. My earliest scent memories are from the wood and papyrus screens..”

“**T**O TRULY ENJOY YOUR FRAGRANCE, you might want to spray a little on a scarf you wear. It leaves a sillage or trail of scent as you walk by. I even have a friend who puts a little perfume in his washing machine. I’m not sure that is a good idea (laughing) but he swears by it.”

GIORGIO ARMANI Le Si Rose Signature Eau de Parfum,

Perfumer: Julie Massé

Style: A modern chypre for her inspired by the rose

Notes: Blackcurrant, mandarin, rose, freesia, iris, musk, vanilla & patchouli.

100 ml, \$152

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