



## SHOICHI TAHARA

“Perfume means identity, that is where I found inspiration, in everyone’s unique smell. The most important thing in the creative process is to make a well-balanced fragrance based on information obtained in the prior research phase”

### FUJI-IRO CREATION

### Fragrance for Floor Freshener Category- 1st AWARD

#### THE POWER OF PURPLE

With an elegant personality, almost majestic, this exquisite and sophisticated fragrance is revealed in a brilliant purple light, intertwining its fine origin from Japanese royalty. It is a true ode to the golden colour purple: not only as a symbol of kings, but also of wisdom, luxury and mystery in the Land of the Rising Sun.

Its fragranced expression is elevated by a unique and fine purple three-flowered composition: Violet leaves, Wisteria (*Fuji*), and Orris root.

*Fuji-iro* unwinds into this equilibrated interplay of graceful flora with an undertow of radiant plum, fresh yuzu and berry accent; making fragrance more vivid and modern, where Wisteria embodies this masterpiece, reminiscent of the symbolism it represents: long life and immortality, but also of support, sensitivity, brightness, and tenderness.

### Olfactive notes



Yuzu, Violet Leaves, Fresh Raspberry



Royal purple Wisteria, Sugar-Plums, Cherry Blossom



Orris Butter, Ambroxan®, Soft Musk



## MARÍA DEL ÁGUILA

“What I find extremely fascinating about my job is the magic which occurs when you are able to listen and understand what the voice of each ingredient has to say in the composition; either acting as a countertenor or as a baritone in order to create a choir and, as a last resort, a melody whose aim is to treat our nose as music does to our soul.”

## TSUBAKI-DO CREATION

### Fragrance for Air Freshener Category- 2nd AWARD

#### THE PATH TO UTTER BEAUTY THROUGH HUMBLENESS

Spirituality, values, tradition and beauty are flagships of the Japanese culture and *ikebana* (the Japanese floral art arrangements) gathers all of them.

Its main principle is to excel the beauty of one flower as a reflection of its philosophy “*only the essential will make you truly happy*”. This is why this creation is based on a *tsubaki soliflore* note with very few ornamentations, but whose richness and multifaceted aspects emulate the dynamism found in the *ikebana* compositions.

*Tsubaki-do* is a creation born from the need to make an olfactive ode to *ikebana* and praise the apparent simplicity and lightness of these true expressions of creativity fruit of time, wisdom and hard work. Moreover, put forward the Japanese exemplary values and their vision of beauty.

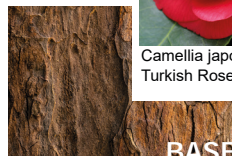
## Olfactive notes



Calabrian Bergamot,  
Pink Pepper



Camellia japonica,  
Turkish Rose



Woods, Amber, Vanilla,  
Musk.