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## Floris London takes inspiration from 300-year-old boutique for new scent

July 31, 2015



*Floris London Jermyn Street Eau du Parfum*

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By STAFF REPORTS

British fragrance maker Floris London is paying homage to its longtime home at 89 Jermyn Street with a perfume inspired by the location.

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**Luxury Daily**

To celebrate the launch of its Jermyn Street Eau de Parfum, Floris collaborated with artist Clym Evernden, who sketched an illustration of the scent live in the perfume's namesake storefront window. This new product launch lets Floris share its 300-year history within the same area of London through smell.

### Work in progress

On July 30, Mr. Evernden was on hand at Floris' boutique, bringing to life an illustration he had sketched out previously on paper. Passersby were able to watch his process from start to finish.

For those who were not able to be present, Floris shared a social video of the artist at work. Mr. Evernden talks of the project, including what inspired him, as footage of him drawing inside the store plays.

If you didn't get a chance to see Clym Evernden in action yesterday

creating his incredible art in our Jermyn Street...

Posted by [Floris London](#) on [Friday, July 31, 2015](#)

The completed art piece is a representation of Jermyn Street with a large scale bottle of the inspired perfume at the center.

Floris describes Jermyn Street Eau de Parfum as having the same “feel of refined elegance, understated class and style” as its inspiration. It begins with notes of bergamot, mandarin, green vetiver and violet.

Heart notes include coriander, vetiver, armoise and juniper berry, while base notes are amber, cedarwood, musk and vetiver.

Behind-the-scenes content that shows the making of window projects can make a display have more of an impact.

Italian fashion house Fendi is launching a paper plane-themed window display in its stores worldwide.

The “Paper Plane Invasion,” created by Italian artists Blue and Joy, were unveiled first at the brand’s new boutique in Landmark, Hong Kong. Fendi first introduced its window display to consumers with a YouTube video detailing how the individual planes were crafted ([see story](#)).

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