

IN-STORE

Fragrance Du Bois teaches next-generation sustainable perfuming practices

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Oud is an essential ingredient in many perfumes

By STAFF REPORTS

French perfume house Fragrance Du Bois shared its knowledge of oud, the world's most expensive and coveted essential oil, with students from Raffles College in Malaysia.

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Fragrance Du Bois specializes in oud perfumes and produces the essential oil in its own sustainably managed plantations to ensure that it is ethically and responsibly sourced, making the brand an expert on the subject. The 45 Raffles College students were invited to the brand's Starhill Gallery boutique in Kuala Lumpur, Malaysia in February to learn about the art of perfumery.

Protecting oud

The program was designed for students taking the Fashion, Marketing and Merchandising course and offered students insights into the fragrance industry with a focus on manufacturing, retail and marketing.

Fragrance Du Bois' class was led by Johanna Tabuyo, sales and operations director at the brand. The hands-on session used only Fragrance Du Bois' 100 percent pure, sustainable oud oil to shed light on the importance of sourcing and producing perfume ingredients in a sustainable manner.



Raffles College students at the Fragrance Du Bois boutique

Participating students were treated to a discovery session recounting the various steps required to formulate a fragrance as well as a chance to explore various olfactory groups that blend together to become a crafted scent.

"We are very concerned about the future of the environment and the communities who live in it," Ms. Tabuyo said in a statement. "As part of our ethos of giving back to society, we believe it is imperative to educate the younger generation on sustainability and environmental awareness, especially in the luxury goods industry, where sustainability has been put on the back burner' for far too long.

"At Fragrance Du Bois, however, we practice what we preach, and we embrace our mantra of luxury with a conscience' wholeheartedly," she said. "On behalf of Fragrance Du Bois, I am delighted that this initiative has created a fantastic opportunity to educate and inspire the next generation in our collective efforts to secure a sustainable future."



Raffles College students pose for a photo at Fragrance Du Bois

In 2015, Fragrance Du Bois promoted the sustainable use of one of its main ingredients by producing a new song in collaboration with Arab singer Nadeem Nour.

The song, titled "Life's Treasure," was written to celebrate the dark, resinous heartwood commonly known as Oud or Agarwood that is a key ingredient in many perfumes and incense. Because Oud is in danger of becoming extinct, Fragrance Du Bois' commitment to harvesting it in sustainable ways shows the brand's dedication to protecting the environment ([see story](#)).