

FRAGRANCE AND PERSONAL CARE

## Fragrance Du Bois challenges misconceptions with attars collection launch

June 23, 2016



*Fragrance Du Bois' Lite Attar collection*

By STAFF REPORTS

French perfumer Fragrance Du Bois has created 10 oil-based perfumes to better achieve scent longevity.

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The Lite Attars collection includes 10 oil-based perfumes derived from Fragrance Du Bois' Shades Du Bois and Prive ranges. The resulting collection is alcohol free, highly concentrated and sustainable produced from the finest ingredients.

### Essence of essences

Fragrances in the Lite Attars collection are held in 15ml glass bottles, sealed with glass stoppers and presented in a velvet keepsake box. Each will retail for \$199 exclusively at Fragrance Du Bois boutiques.

The juice within is richer than eaux de parfums, which typically contain 10 to 20 percent of perfume essence. When sprayed, a portion of eaux de parfums dissipates and fades quickly, but Fragrance Du Bois' Lite Attars collection the scent develops and improves over time.

Also, due to the distillation process Lite Attars' scents will develop in complexity and intensity as they age.



*Fragrance Du Bois' Lite Attar Sahraa Oud*

"Attars are the very essence of essences," said Nicola Parker, brand director of Fragrance Du Bois, in a statement. "They are completely alcohol-free and made only from natural oils, and although there is a common misconception that attars can be overpowering, this is simply not the case.

"What some people don't grasp is that an attar is a subtler form of a perfume," she said. "We've called ours Lite Attars' to emphasize that the perfumes – although 100 percent pure and natural and somewhat more intense – will be neither intrusive nor overwhelming."

Fragrance Du Bois is dedicated to sharing its expertise, sustainable methods and knowledge of fragrance creation with others.

The perfumer shared its knowledge of oud, the world's most expensive and coveted essential oil, with students from Raffles College in Malaysia.

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 ([see story](#)).

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