

FRAGRANCE AND PERSONAL CARE

Azzedine Alaa delves into namesake's labyrinth memory for second fragrance launch

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Animated still for Alaa Eau de Parfum Blanche

By STAFF REPORTS

Tunisian-born couturier Azzedine Alaa is remembering a trip to the Alhambra of Granada palace and fortress complex in fragrance form.

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Mr. Alaa's second fragrance brought to market, Eau de Parfum Blanche was inspired by a personal episode from the designer's "labyrinth memory," much like the brand's category entrance in 2015. The debut scent by the brand, an eponymously named Eau de Parfum, was born from Mr. Alaa's childhood remembrance of cold water being splashed on a hot chalk wall.

Bottled memories

Alaa made its first entrance into the fragrance sector with a perfume of the same name in summer 2015. Beyond sourcing information from a childhood memory, the scent is touted as Mr. Alaa's invitation for wearers to "embark on a neo-Baudelairian odyssey" with accords of pink pepper, freesia, peony, animal notes and musk ([see story](#)).

For the brand's second fragrance, Eau de Parfum Blanche, Alaa worked with Firmenich perfumer Marie Salamagne, who also conceptualized the brand's introductory scent.

Alaia.Eau de Parfum and EDP Blanche

Alaa Eau de Parfum Blanche and Alaa Eau de Parfum bottles

Eau de Parfum Blanche's olfactory pyramid includes impressions of almond, heliotrope, animal and musky notes and vanilla absolute. Ms. Salamagne explained that "In this new adventure. I aimed for a white, milky florality, a bit more solar, adding a powdery element, as well as the wealth of vanilla and a musky addition, in a timeless creation."

Its bottle design is a collaboration between Mr. Alaa and designer Martin Szekely.

For Alaa Eau de Parfum the pair created a translucent black glass adorned with the Alaa laser-cut pattern used by the brand on a leather corset in the 1980s. The cap resembles a spool of golden thread.

For Alaa Eau de Parfum Blanche the bottle has been redesigned in transparent glass with the engraved glass and golden cap.

The new fragrance Alaa Eau de Parfum Blanche

Alaa Eau de Parfum Blanche will be available beginning January 2017 at select retailers.

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