

FRAGRANCE AND PERSONAL CARE

Floris London establishes sense of place in whisky-inspired perfume

February 2, 2018



Floris London's Islay Eau de Parfum is limited to 150 bottles. Image credit: Floris London

By STAFF REPORTS

British perfumer Floris London has bottled the tasting notes and deep flavors of Kilchoman Scotch whisky in a testament to its Scottish home.

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The island of Islay, off the Scottish coast, is known for its scenery, cultural history and world-renowned distilleries that produce "the finest peaty, smoky whiskies" enjoyed by Scotch lovers the world over. For its perfume, Floris London worked with the Kilchoman family and its distiller, the first to open on Islay in more than a century.

It's all in the notes

The Islay Eau de Parfum by Floris London is a unisex fragrance that incorporates the flora of Islay island and the whiskies produced there.

Islay island is located off the west coast of Scotland, and due to its remoteness has been described as the "Queen of the Hebrides." On the island, winds sweep across the mosslands and grose, and sea spray "dances across" the barley fields.

In 2017, Edward Bodenham, a 9th generation of British family perfumers Floris London, paid Islay island a visit. After exploring Islay, Mr. Bodenham developed a scent based on a peaty fragrance accord, which led to the creation of Islay Eau de Parfum.

Also, the Kilchoman family gave Mr. Bodenham full access to its whisky-creation process at its distillery. Opened in 2005, giving Floris' Mr. Bodenham access to the distillery created the perfect backdrop to develop an authentic Islay-inspired fragrance.

To capture Mr. Bodenham's inspiration, Floris London and Kilchoman created a video that melds together the whisky- and perfume-making process. The film also includes landscape shots of Islay island to establish a sense of place.

Islay Eau de Parfum - Floris London

Floris London's Islay Eau de Parfum is limited to 150 bottles, all of which were hand-poured and labeled at the perfumer's 89 Jermyn Street flagship.

Fragrance notes include galbanum, bergamot, light smoke, orris, patchouli, cedarwood, amber, musk, sandalwood and vanilla. Islay Eau de Parfum retails for 180 pounds, or about \$255 at current exchange rates.

Floris London has created other fragrances that establish a strong sense of place.

For example, Floris London translated bespoke tailor Turnbull & Asser's story into a scent, allowing consumers to explore the brand's heritage through a new sense ([see story](#)).

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