

FRAGRANCE AND PERSONAL CARE

Chlo shares special scent stories in new collection

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The Chlo Atelier des Fleurs collection was developed by six perfumers. Image credit: Chlo

By SARAH RAMIREZ

French fashion label Chlo is shining a light on the connection between fragrances and memories by releasing a collection of nine scents created by a small group of perfumers.

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For its Atelier des Fleurs collection, Chlo enlisted six perfumers to create a fragrance using their favorite flower or plant as inspiration for the scent. The minimalist fragrances are also meant to be layered together, encouraging consumers to create their own signature scent.

"Chlo's Atelier des Fleurs collection achieves the experiential moment consumers crave by inviting her to decide what her bouquet-of-the-day fragrance will be," said Aleni Mackarey, chief operating officer at [Base Beauty Creative Agency](#), New York. "She can mix and match floral scents based on her mood or adventure."

Ms. Mackarey is not affiliated with Chlo, but agreed to comment as an industry expert. [Chlo](#) was reached for comment.

Scent stories

Chlo's Atelier des Fleurs collection features florals including verbena, magnolia, lavender and hibiscus.

For each fragrance, Chlo offers pairing suggestions from the collection, such as wearing Lavanda with Herba Mimosa. These combinations are described as a "personalized Chlo bouquet."

Each Atelier des Fleurs scent has a personal connection to its perfumer

The product descriptions also give more insights on the development of each scent.

Neroli, for instance, is a floral citrus scent crafted by perfumer Sidonie Lancesseur. Ms. Lancesseur "let the memory of a trip to Seville be her guide: the orange blossoms exuded smooth and deliciously refreshing scents warmed by the sun," reads the product description on Chlo's Web site.

Rosa Damascena is described as a spicy rose scent inspired by perfumer Amandine Clerc-Marie's childhood memories of brewing rose petals from her family garden. Quentin Bisch's woody Cedus eau de parfum is modeled

after a branch of bouquets his father gave to his mother.



The complete Chlo Atelier Des Fleurs collection. Image courtesy of Chlo

For a cohesive look, each scent is housed in a ridged glass bottle topped with an elegant ivory cap.

The Atelier des Fleurs collection is only available online or at Chlo's Parisian boutique. The scents are priced at \$121 for 0.7 fl. oz. and \$238 for 1.5 fl. oz.

Fragrance efforts

Luxury brands are increasingly tying their fragrance launches to their perfumers, creating a stronger emotional connection with consumers.

For instance, Lancme's Idle fragrance has a feminist origin story that is reflected in its new campaign.

Female perfumers Shyamala Maisondieu, Adriana Medina and Nadge Le Garlantezec worked together to design the new Lancme fragrance, which is described as a musky floral scent. Lancme also touts that the bottle is arguably the slimmest in the world ([see story](#)).

Luxury brands are also giving consumers more personalization options with perfumes.

Similarly to Chlo, Italian fashion label Gucci is also exploring the chemistry of perfume in a fragrance collection that aims to inspire consumers to customize their scent.

The Alchemist's Garden features a series of perfumes and a scented candle that are designed to be layered and combined. The scents in the collection were created by Gucci artistic director Alessandro Michele with perfumer Alberto Morillas ([see story](#)).

Fragrance collections such as Chlo's reflect the positioning of the brand through scent.

"Chlo as a brand is known for its femininity and attention to details," Base Beauty's Ms. Mackarey said. "The signature fashions and fragrances can easily transfer from events across the spectrum, which is exactly what the layered floral concept speaks to."