

FRAGRANCE AND PERSONAL CARE

Bulgari, Guerlain offer rare behind-the-scenes look into fragrance-making process

May 8, 2020



Bulgari and Guerlain master perfumes share insights on what goes into making fragrances for their brands and the journeys that lead to the final product. Image courtesy of LVMH

By LUXURY DAILY NEWS SERVICE

Provenance plays a key role in luxury, which is why French luxury conglomerate LVMH is offering a behind-the-scenes look of how its Guerlain and Bulgari fragrances are created.

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In a series of videos posted on Instagram with English subtitles, the two houses' master perfumers dive into the art and science of making fragrances and demystifying some of the processes. The brands are taking advantage of the COVID-19 lockdowns to engage audiences with their brand DNA.

"Guerlain and Bulgari Parfums are taking advantage of this hiatus to explore the origin stories of their fragrances and share some of the secrets behind how they are made," LVMH said in a statement.

"The world of perfume is as rich as it is complex, with a captivating aura that reflects the magnetic and evocative power of an inimitable scent."

Scents and sensibility

Alberto Morillas, Sophie Labb and Jacques Cavallier, master perfumers at Bulgari Parfums, offer insights into the principles that shape the art of perfume-making: What are the major fragrance families? What do terms such as top notes, heart and base notes mean?

[View this post on Instagram](#)

A post shared by Jeweller Of Olfactive Emotions (@bulgariparfums) on Apr 14, 2020 at 7:15am PDT

Mr. Morillas focused on why synthetic raw materials are essential ingredients in perfume making.

[View this post on Instagram](#)

A post shared by Jeweller Of Olfactive Emotions (@bulgariparfums) on Apr 16, 2020 at 7:54am PDT

Ms. Labb talks about the initial creative spark.

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A post shared by Jeweller Of Olfactive Emotions (@bulgariparfums) on Apr 17, 2020 at 7:31am PDT

Mr. Cavallier shares his thoughts on the balance between using synthetic and natural ingredients.

Another video shows how Mr. Morillas and Mr. Cavallier inspire each other to create perfumes for **Bulgari**, a storied Roman jeweler that LVMH bought in 2011 for \$5.2 billion.

Walking the walk

Meanwhile, at France's **Guerlain**, master perfumer Thierry Wasser participates in "Private Talk," a series of videos posted on the Guerlain **Instagram** account that showcase his vision of perfume, skills needed to create a perfume and sources of inspiration.

Private Talk 1

[View this post on Instagram](#)

A post shared by Guerlain (@guerlain) on Apr 7, 2020 at 12:17pm PDT

Private Talk 2

[View this post on Instagram](#)

A post shared by Guerlain (@guerlain) on Apr 8, 2020 at 11:57am PDT

Private Talk 3

[View this post on Instagram](#)

A post shared by Guerlain (@guerlain) on Apr 9, 2020 at 12:23pm PDT

The long-form videos illuminate Mr. Wasser's personality and his insights into the fragrances and characteristics that make them unique.

In another video series called "Les Routes du Parfumeur," Mr. Wasser is shown on journeys worldwide as he seeks out new scents and raw materials for use in the production of new fragrances.

From the forests of Asia to Middle Eastern deserts, Mr. Wasser meets with the growers of exceptional ingredients who work in harmony with nature to grow flowers for Guerlain.

Les Routes du Parfumeur 1

[View this post on Instagram](#)

A post shared by Guerlain (@guerlain) on Apr 1, 2020 at 5:54am PDT

Les Routes du Parfumeur 2

[View this post on Instagram](#)

A post shared by Guerlain (@guerlain) on Apr 3, 2020 at 6:59am PDT

Les Routes du Parfumeur 3

[View this post on Instagram](#)

A post shared by Guerlain (@guerlain) on Apr 3, 2020 at 2:27pm PDT

Les Routes du Parfumeur 4

[View this post on Instagram](#)

A post shared by Guerlain (@guerlain) on Apr 4, 2020 at 11:58am PDT

Les Routes du Parfumeur 5

[View this post on Instagram](#)

A post shared by Guerlain (@guerlain) on Apr 5, 2020 at 12:45pm PDT

"These Guerlain series offer fresh insights into the creations and invaluable savoir-faire behind each of the maison's fragrances," LVMH said.

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