raw materials continues to be a point of discussion within the fragrance industry. However, consumers have grown more concerned about putting chemicals on their skin, resulting in a resurgence of organic and natural scents from houses such as Aftelier, Hiram Green, and April Aromatics.

market particularly, forcing people to be a lot more inventive with what they do. It is disappointing that old classics have been changed forever, but it is forcing people to look in new directions," Craven comments. One example is État Libre d'Orange's 2018 release *I Am Trash–Les Fleurs du Déchet*, which is made using upcycled essences. However, a completely natural fragrance future may not necessarily be feasible.

"Natural does not mean safe. A plant is a chemical factory. A rose plant produces hundreds of chemicals, some of which are not safe and most of which nature never intended to be in the format of an essential oil that people put on their skin," Gilbert points out. "Furthermore, from a sustainability perspective, there's "Virtue has been made a necessity, with the niche not enough land for every fragrance to be made of 100% natural ingredients."

> The newest wave of fragrance enthusiasts isn't merely interested in natural smells by definition, but natural smells by feeling, with recent hype around scents such as Papillon Perfumery's Salome reigniting the debate around dirty smells that are more reminiscent of unwashed skin than freshly cleansed. "Particularly the younger generations of perfume users are now so



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	THE ONLINE ERA 1990s				THE SOCIAL MEDIA ERA 2000s
SCENTS THROUGH TIME	1992 Issey Miyake introduces <i>L'Eau d'Issey</i> , an iconic representative of the aquatic genre of the 90s	1994 Christopher Brosius and Christopher Gable launch Demeter, one of the pioneers of conceptual fragrance lines	1995 Francis Kurkdjian composes <i>Le Mâle</i> for Jean Paul Gaultier, one of the best-selling men's fragrances of all time and the "scent of the metrosexual"	2000 Launch of Basenotes, one of the first online forums for fragrance discussion	2004 Launch of Sniffa- palooza, an annual gathering for scent aficionados, enabling a wider discussion of fragrance for non-industry figures

THE AI ERA 2010s	•	•	•	•
2011	2012	2014	2017	2018
Lucy McRae devises a swallowable perfume pill which makes the body the atomizer of fragrance	Chandler Burr curates "The Art of Scent" exhibit at the Museum of Art & Design	Estée Lauder acquires Editions de Parfums Frédéric Malle & Le Labo, becoming one of the first conglomerates to acquire niche fragrance brands	Opening of the Grand Musée du Parfum in Paris & "Perfume: A Sensory Journey Through Contemporary Scent" at Somerset House	Launch of I Am Trash-Les Fleurs du Déchet, an upcycled essence fragrance IBM creates a machine learning algorithm named Philyra, which can autonomously create

## (SECTION 3.) TIME & PLACE

I Am Trash, made of upcycled essences, addresses sustainability in fragrance.

## 2006

Antoine Lie releases Sécrétions Magnifiques

## •

Geza Schön creates Molecule 01

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fragrances

Le Labo launches Santal 33

### 2007

Tom Ford launches his Private Blend range, one of the first artisanal ranges by a fashion brand

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Launch of Fragrantica, an online fragrance directory