

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.

“Virtue has been made a necessity, with the niche 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 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



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

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