

# Geza Schön



*Rebel perfumer Geza Schön compares his ground-breaking scent, Molecule 01, to “olfactory chocolate.” Containing just a single synthetic molecule, known as Iso E Super, it caused a mini-revolution in the fragrance world for its shockingly minimal approach.*

*Launched in 2006, Schön has since followed up with three more single-molecule fragrances and his accompanying Escentrics series, which riffs on the originals. In his Berlin laboratory, he has also created the Beautiful Mind Series, collaborating with extraordinary women in a cerebral riposte to a market oversaturated with celebrity fragrances.*

