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for an enjoyable HOLIDAY MOOD**

## **HOLIDAY WISHES TO SANTA CLAUS OF PERFUMERY**

An open letter from a perfumer to Hnble Mr. Leonard Lauder

New York, December 10, 2017

Dear Mr. Santa Lauder,

As an admirer of what you and your Company manage to achieve for perfumery and for the arts, I am taking the liberty to send you my wishlist for the coming holiday period.

All along the time from 2000 to 2008, I knew a little about the backstage of The Estée Lauder Companies; I was a great admirer and defender of your Company, at times in the face of some other companies. Unbeknownst to even your own public, these include some European firms with prestigious names which have not respected perfumery as much. Observing from the outside since 2008, your company has continued to inspire.

I am writing also on behalf of mother Perfumery with a capital P and father Olfaction with a capital O, and here is my kid's letter to you.

Dear Santa, I am so excited to write you; perhaps a small present will come, warmly, at the bottom of a Christmas tree built in the air. Whatever happens, as you might decide to ignore yours truly, will be fine: anything you do for Perfumery would excite me.

Here are the little things I am dreaming of:

- **ESTÉE LAUDER BUILDING AT COLUMBIA UNIVERSITY:** a center for olfactory education and excellence in order to promote academic scent education across disciplines. The dilettante public and some Nobel Prize winners alike know more about coffee, wine, golf and cheese than they know about their own nose. Beside fragrances and cuisine, olfaction dictates human interactions and its science, cultural fertility, perceptions, and deals with diseases and psychology. This center would create olfactory material to use in other fields of education and research. The contexts

are endless. People learn better, faster and remember longer (even math) when olfaction is used in classrooms. Serious olfactory material is needed in elementary schools, as well as in medicine against Alzheimer's, Parkinson's, autism and in trauma centers to revive the rest of a brain almost gone.

Mosquitoes learn or de-learn better using scent; research into this can be used for the benefit of mankind.

Most architects have no clue about the influence of smells and scent design on a building. Yet "the soul of a building is its scent". Engineers, journalists, police officers and forensic scientists rarely think of scent as another clue or as proof for their experiments or investigations.

*One single fragrance formula includes ingredients from countries of all cultures, religions and racial backgrounds. Fragrance companies make it a point to treat farmers humanly, to ensure access to quality high maintenance ingredients. We create, as an industry, 100,000's formulas a year; using 10,000 suppliers and millions of farmers, chemists and other individuals from around the world. This is a lot of biology, science, cultural exchanges, anthropology, environment protection. It creates beautiful emotional accomplishments, which shall be a source of studies on their own and within cross-disciplinary teams. Less literate societies and civilizations dealt with and depended on scents and smells far more than we do today. In modern times, it seems smells have been cleansed out of museums, studies and libraries.*

- **LEONARD LAUDER BUILDING OF OLFACTORY TECHNOLOGY AND ELECTRONICS FOR MOTION PICTURES, THEATERS AND PRINTING** at MIT or at Tisch NY to bring those industries into the 21st century in terms of their olfactory offerings. Right now, the worlds of Motion Picture, Theater and Publishing are at an olfactory kindergarten level. They need help.
- **JANE LAUDER DEPARTMENT OF SMELL VOCABULARY, THEORY AND ETHICS AT RADCLIFF.** Have you noticed that most vocabulary that your public uses is borrowed from other disciplines? Or that they don't know much more to say than "clean", "fresh", "vanilla" and "I love" or "I hate"? Scientists and theoreticians are desperate to develop a vocabulary specific to olfaction. This comes up over and over in congresses and lectures. Do re mi fa sol la ti do, blue orange green yellow, and Pantone codes: no such system exists in perfumery to date. There is a desperate need to form a team of scientists, perfumers and linguists to bring perfumery language and organization up to par with music, color and painting. There is a desperate need to develop a supreme classification system, both theoretical and real, independent of any brand. Michael Edwards, who has dedicated his life attempting to establish such a classification is the first one to agree. As for a Perfume Ethics Department,

we need to expand with lawyers The Zoo® police at [www.thezoo.nyc](http://www.thezoo.nyc) for antiplagiarism measures to be introduced field-wide.

- **AERIN LAUDER DEPARTMENT OF PERFUMED PRODUCT DESIGN AND PERFUME ACCESSORIES AT THE RHODE ISLAND SCHOOL OF DESIGN.** Enough of perfumery being a fashion accessory. How disrespectful for true perfume brands such as Estée Lauder and Clinique, and for perfumers: what a straightjacket!

Instead, let's make scentless fashion a perfume accessory. Let's start with drones flying perfume trails among guests at shows. Let's have barely dressed models wafting perfumes along the rows at the Spring and Fall Mercedes-Benz Estée-Lauder Perfume Weeks (NYPW as everyone cool will write about it after a few years). The scents will be walked through the aisles, live or with scent players, robots, or on top of fashion garments which would become the accessories of Perfumery. Note that all the Instagram and Facebook of this world will be hopeless to get a whiff of what's happening. I can already imagine the crowd lining up just to have a whiff, a little air crumb, of the arriving guests, or from the show.

We need also to reinvent real perfume accessories, so-called chatelaines to carry small perfume flacons on our belts. I would love to walk around showing off the Tom Ford scents that I like on my belt and be able to refresh and daydream in boring meetings without spritzing everyone around. We need elegant blotter holders in leather etuis, just like wine connoisseurs have elegant tasting saucers. The sky is the limit for hot air, real hot air.

*In passing, thank you Aerin for bringing to market a rose which actually smells of real natural rose extract (Rose de Grasse, reviewed on Smell Test WWD July 15, 2015). Many brands talk about beautiful natural rose extracts that they use, but even I, a so-called walking nose, can't smell them in the final scent. The public, humble, think they cannot smell properly. I say "no worry, yes you can. Just no one can smell natural rose in this or that other perfume". In your creation with your perfumer, one can actually smell and appreciate a natural rose extract. Thank you.*

- **JOHN DEMSEY STATION DE PARFUMS:** a large scale incubation center in some abandoned buildings in Detroit or in some New Jersey yards longing to be inflated with a new life. Paris has Station F, the largest start-up incubator in the world (Paris-France, not Paris-Texas). However, it is not really for perfumery, more for other computer and medical "stuff". California has all things electronic and the personal files of the world population, except our personal smells eheheh. Station de Parfums will help olfactory start-ups for all things perfumistic: scent design, perfumers, 21st century perfumer software, perfume databases, gene/olfaction databases, digital smell prints of everyone on this planet and their grand-parents and pets as

we are at it, fads to pass and unknown ideas to shape the future. You know that the nose is as important as the eyes for the brain, before the ears. It needs the same Brownian movement of nerds. Last but not least, you and Mr. Demsey also need to be excited like kids by some perfume-related gadgets, theories, products, software and anything else geeky or trendy à la Mac colors, ads and high tech.

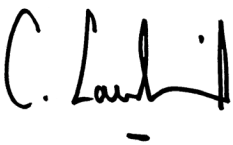
- **RONALD LAUDER ART GALLERY** or **RONALD LAUDER AISLE** at MoMA or MET: dedicated to artistic scent installations lead by an independant art curator, with an education in curation of other arts as there is for now no department of perfume curation at any university that I know and that I don't know.
- **LEONARD LAUDER OLFACTORY ART MUSEUM AND INTERNATIONAL PERFUME RESEARCH LIBRARY** in Paris, France. Patricia de Nicolaï, a remarkable person (who may very well be your next French buy, she opened seven stores in Paris alone, including one inside Le Louvre) has been fighting mountains under her volunteer non-profit hat, along with the respectful and respected Christopher Sheldrake, to open an Institute of Perfumery in Paris. They, and Perfumery with a capital P, need a hand. For only the past 484 years - when Catherine de Medici brought finer perfumery from Italy to France - the French government and some Parisian, Versailles and Grasse dusty wigs have not been able to agree on and allow the following. Building, in Paris, a real academic, not-for-profit world-class institution hosting among other honorable entities the International Fragrance Archives (the mini Library of Congress of Perfumery currently called Osmothèque, lead by a few crazy unusual perfumers who do not like golf and so have nothing else to do on the week-ends), combined with a real Perfume Louvres-like Museum. Maybe you can offer the French just that: the Leonard Lauder Olfactory Art Museum and International Perfume Research Library in Paris. The materials, from flacons, to formulae, to juices to books, to technologies, to quirkier things are there, in Paris, New York and beyond, ready to be acquired or admitted and referenced. The professors and researchers are waiting in the aisle, they just need a place and a structure, and your Santa's sleigh to pass by. Maybe Grasse will join one day but I think not before you, and I, and your children and your grand-children will have passed away. Let's spare your sleigh the detour for now.
- Even better, as we are told to dream big, ALL OF THE ABOVE combined into a **LEONARD LAUDER WORLD FOUNDATION OF EXCELLENCE IN ALL-THINGS OLFACTION, SMELLS AND PERFUMES**. This super Foundation of all these buildings would organize an Estée Lauder Grand Prix, à la Red Bull Air Race (with scent drones bien-sûr), à la Lexus Product Design competition, or a perfumed hot-air balloon show. It would also attribute the Perfume Academic Awards, based not on hot air but on ethical rules and more talents, unveiled at the **LEONARD LAUDER PERFUMED AND SCENT FICTION THE-**

ATER, equipped, of course, by the Department of Olfactory Electronics here-above mentioned. During those Awards, the audience will actually smell sniff-bits of the contenders and will fully smell the winners, in several exciting ways. People will also be lining up just to get a whiff, a little crumb of scented air from the red carpet wafting through the whole of Times Square. When not used for the Awards, the theater would play scented movies developed in the DreamAir® Scent Studios next door.

- The creation of a perfumery dream team of great reindeers that can pull those projects. There are plenty of great people in the aisles of perfumery to allow perfumery to slide into a great new era of excitements.
- Last but not least, dear honorable Santa, once you materialize any of this on earth, you can give your current entire workshop a year-long holiday season. Your business will be growing twice to ten times as much, just by educating the public and bringing awareness, respect and so much more excitement about all things smells and fragrances. Just like education initiatives on wine and tea have grown the businesses and values multifold without planting more wine, just caring for it. These initiatives will create many more connoisseurs who can appreciate what you do in perfumery. It will place further The Estée Lauder Companies among the Himalayan seats of scents, closer to dreamy scintillating stars.

With great respect to you Mr. Santa and the Company you have built,

Sincerely,



Christophe Laudamiel

DreamAir CEO, Master Perfumer and Scent Sculptor

Founder and Osmocurator, Academy of Perfumery and Aromatics, not-for-profit 501(c)(3)

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for the smell of HOPE**