

WOMEN'S

NOUVEAU NICHE

Fragrances Sold in Specialty and/or Department Stores (Under 250 doors)



BOND NO. 9 NEW YORK ANDY WARHOL SILVER FACTORY (UNISEX)

Bond No. 9 New York

Fragrance Supplier: Givaudan
Bottle Manufacturer: Bormioli Luigi
Advertising Agency: In-house

"Andy Warhol Silver Factory takes the art of perfumery to a new place. The bottle directly incorporates Warhol's Campbell soup can imagery—this is, in fact a perfume concentrate. And the smooth, spicy floral scent is like nothing else; incense harkens back to the days of Warhol's Factory, while the florals jasmine, iris and violet (Warhol's favorite) combine to give that slight silver-metallic tinge. Amber and cedar wood make a sexy, ambi-sexual dry down."

-Laurice Rahmé, Founder & CEO, Bond No. 9 New York



BOND NO. 9 NEW YORK BRYANT PARK

Bond No. 9 New York

Fragrance Supplier: Robertet
Bottle Manufacturer: Bormioli Luigi
Advertising Agency: In-house

"Bryant Park is an appropriately complex fashion-oriented eau de parfum: a rose-patchouli concoction with pink pepper added for dissonance. The raspberry note adds this juicy, slightly tart edge. The fragrance incorporates both the high-energy glamour of Fashion Week and the serene greenery of a gorgeous spring day in Bryant Park. The form figure on the bottle and its bold colors are a direct nod to its inspiration."

-Laurice Rahmé, Founder & CEO, Bond No. 9 New York

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BOND NO. 9 NEW YORK SAKS FIFTH AVENUE FOR HIM

Saks Fifth Avenue for Him
Bond No. 9 New York

Fragrance Supplier: Robertet
Bottle Manufacturer: Bormioli Luigi
Advertising Agency: In-house

"What gives Saks Fifth Avenue for Him its metro-modernity is the incorporation of notes that are new to luxury perfumes: a marine accord, fiery chilis, seductive incense and soothing guaiac wood. These combine with more classic notes of bergamot, cardamom and cedarwood. The bottle is our downtown take on another modern classic, the graphic black and white Saks DNA logo."

-Laurice Rahmé, Founder & CEO, Bond No. 9 New York