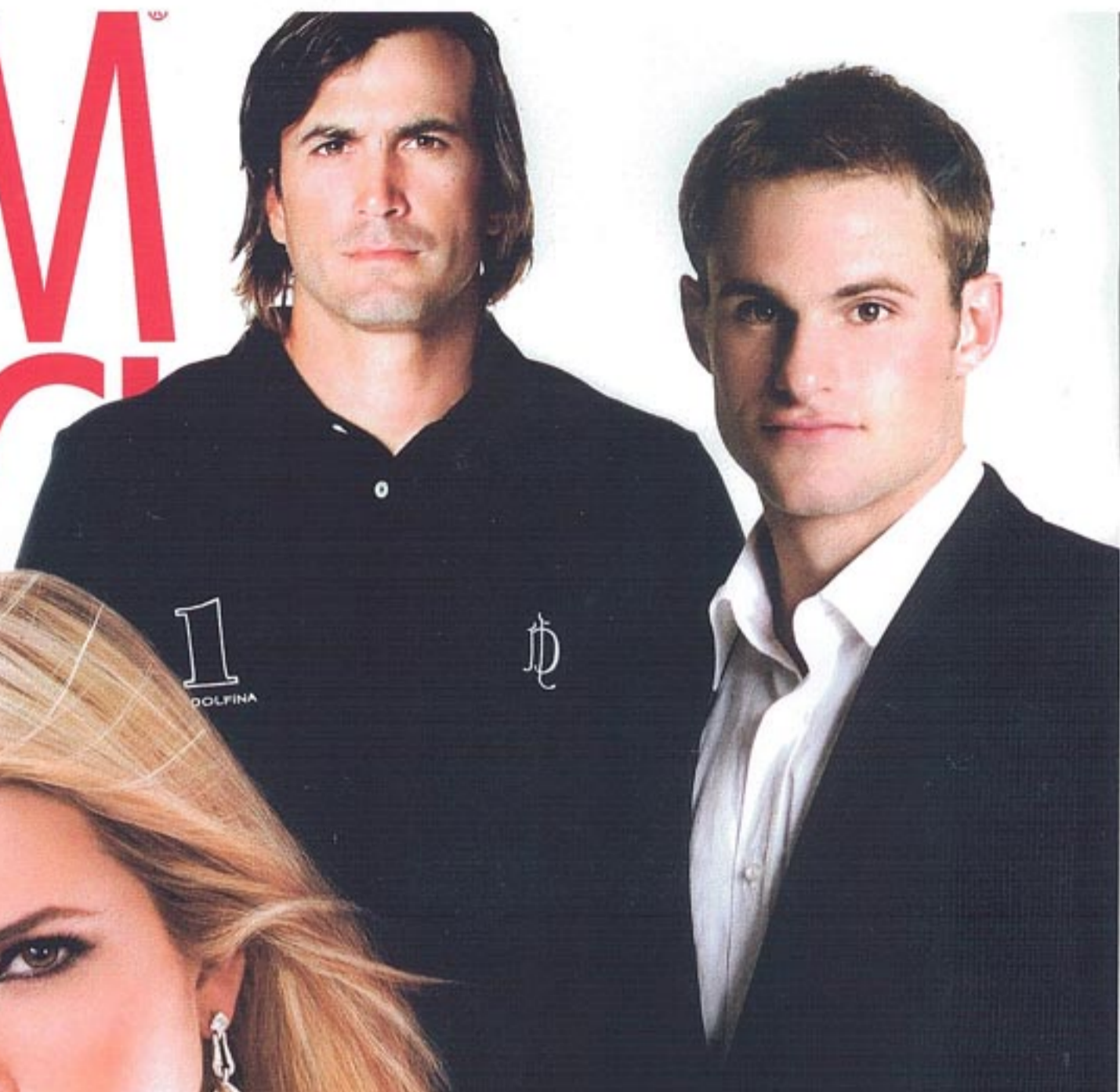


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SCENTS OF A WOMAN

LAURICE RAHMÉ has enjoyed a life of cultural pursuits, which ultimately inspired her to create fragrances powerful enough to enrich one's life.

Rahmé, who studied art at the Louvre Museum, began her career as an antiques dealer in Paris. In 1973, she joined Lancôme-Paris as the international training director for the Middle East, and later became the director of Lancôme's first Institut de Beauté in the United States, in New York. She partnered with fragrance designer Annick Goutal, and later with Creed USA, until she decided it was time to work for herself.

In 2003 she launched her edgy metro-fragrance collection for women, Bond No. 9 New York, dedicating a scent to each Manhattan neighborhood. She also pioneered the bespoke fragrance system Private Bond, which allows customers to blend and bottle their own customized scent.

Rahmé was given the Beauty/Fragrance Entrepreneur Rising Star Award by Fashion Group International in 2006. Her driving force, she says, is her curiosity, her romantic spirit and sense of adventure.

—Seneca Moss Reynolds



PBI: What's the story behind the name Bond No. 9?

RAHMÉ: Our headquarters is located on Bond Street in Manhattan. The street address is 9 Bond Street, so I trademarked the name. Bond is a very charming street in New York City. Bond and Bonding is an emotional name in fragrance.

What can we expect this spring?

Fashion is all about very big florals—Prada, Oscar [de la Renta] and Balenciaga. Happy! We paired up with the Andy Warhol Foundation and used Warhol's famous floral print for our Union Square bottle.

In only four years, Bond No. 9 has received huge success. What are your

most recent sales figures?

We are a small "niche" company in a very big industry. We are sold exclusively at Saks, and in 2007 our sales were \$20 million wholesale.

Are you afraid of losing your keen sense of smell?

Not at all. The nose is like anything else. The more practice it gets, the better it becomes.

I have several different bottles of Bond No. 9, and I was told to combine the scents for a personal touch.

Yes, we encourage buyers to help custom-blend different scents. In New York, we spend about 45 minutes personalizing a fragrance and preparing your special bottle.

What's next for the company?

Each of our bottles represents an area of Manhattan and a unique scent. We have Chinatown, Upper East Side

and Soho, to name a few. Our business is moving so quickly that I would like to add another 15 (scents) to our collection. For example, the Bronx, Brooklyn and Harlem.

What is your top-selling bottle?

It's very near and dear to my heart. Two years ago we launched the "Scent of Peace" to support UNICEF. In every country this outsells any other bottle. I'm not sure why; maybe it's because we all want peace.

You visit Palm Beach and Boca Raton. What do you like about the area?

The weather and the ocean. But it's how different the cultures are in each city, from Miami Beach to Boca Raton to Palm Beach, that intrigues me. Palm Beach reminds me a lot of Monte Carlo—all the beautiful homes, the sea and the gorgeous weather. ♦

