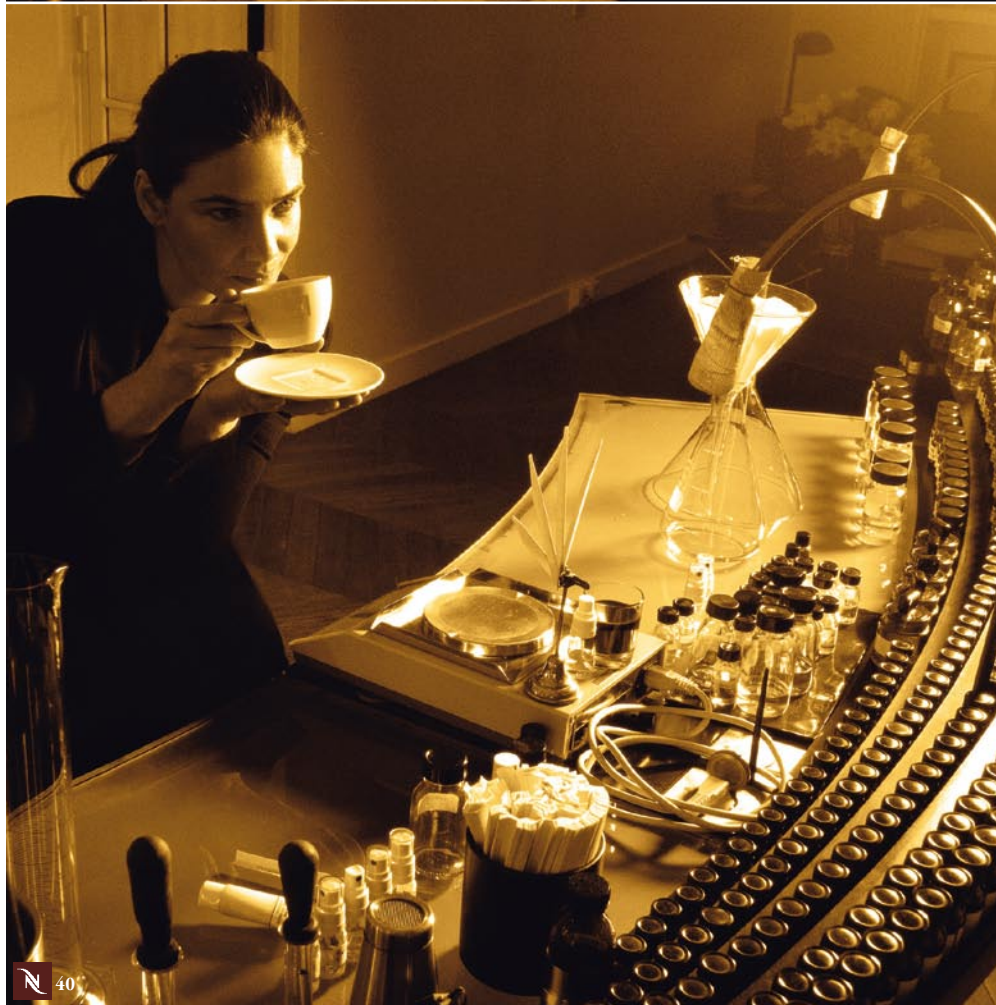




GREAT MOMENT

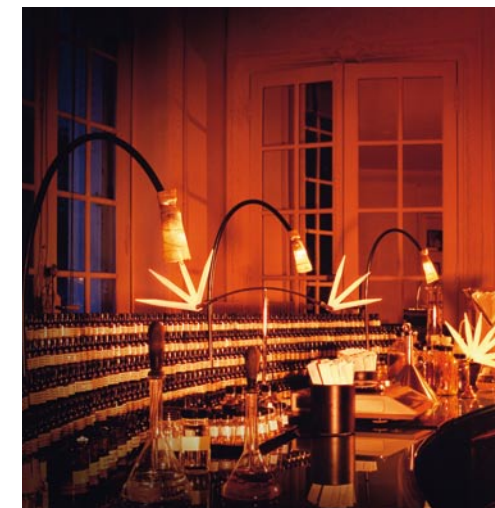


a rather atypical perfumiste, Olivia Giacobetti describes in her olfactory creations a poetic universe inspired by a very simple reality: a fig leaf, sweet water, warm sand... Whatever her basis may be – perfumes, water, candles – Olivia searches for what is singular and tells with it a story.

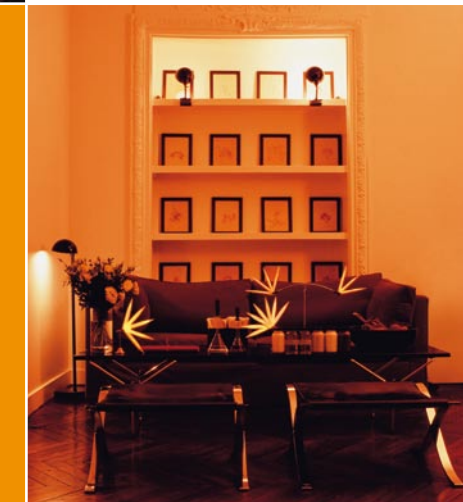
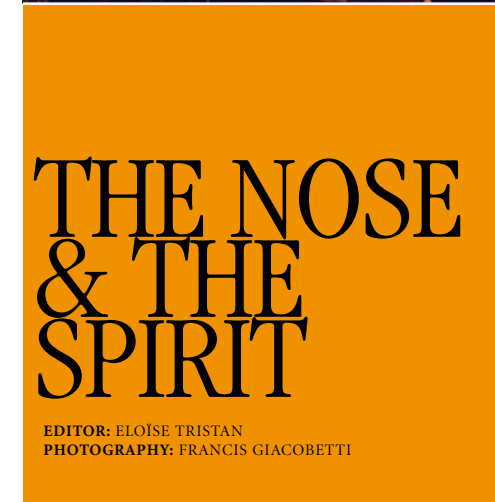
Paris, 9th arrondissement: A quiet street, a popular quartier that is slowly being colonised by the chic and arty families of the capital. It is here, in a very old bijouterie with a window display in 1930s style, that Olivia Giacobetti has established her headquarters, within which lies her entire universe: singular, warm, as feminine as masculine. Dark wood furniture, dimmed lights, a few pretty flasks of refined perfumes, a small, somewhat uncultivated garden – Olivia's atelier is of a rare sobriety. In its centre stands the "organ". A table shaped in a circular arc, on which dozens of small phials, placed and classified with the utmost care, are assembled. They contain the precious essences from which perfumes are made. Today, Olivia masters her craft perfectly, but it took hard work to get that far, including the memorising of almost 2000 essences, a work both intellectually and emotionally intense. Each one of these scents is associated with a personal memory, some sensation that often reaches back all the way to her childhood: "Ultimately all this memorising has made psychoanalysis completely redundant for me. Step by step, I've been able to extract all the small traumas from my past," she recalls amusedly. Next to the "organ", an imposing strongbox contains the secret formulas of all her creations. She consults her archives regularly to relocate a scent on which she has worked in the past.

Since her beginnings 20 years ago, Olivia has habitually preferred narrow paths to marketing highways. She finds

it impossible to create fashionable perfumes that are mere variations on preexisting existing scents. "I refuse to get involved in projects that require me to be inspired by the latest smash hit of parfumerie. I've chosen liberty, which allows me to explore entirely different, often uncharted, territories." Together with Nespresso, the "scentologist" has recently devoted her genius to the subject of coffee. It's all hush hush, though; details of the project are still classified! Olivia admits to being fascinated by the coffee universe. The countries through which the coffee routes lead, the scents, the textures, the colours... As she is a perfumiste, and her perception is thus dominated by the odours that surround her, both for objects and beings, she claims to appreciate coffee primarily by its scent and only then by its taste. "When I was a child, getting myself ready to go to school each morning, the scent of coffee wafted from the kitchen. I knew that my parents would breakfast without me. For a long time, the odour of coffee was thus inseparably associated with adulthood for me, with mysterious rituals in which I wasn't allowed to participate." Nowadays, Olivia enjoys the pleasures of coffee most when she is travelling. "I always order coffee in the hotels in which I stay but, strangely, I do not integrate this ritual into my everyday life in Paris. For me, coffee is always associated with... elsewhere." Of her father, the photographer and cinéaste Francis Giacobetti, she speaks with a certain reticence. Yes, she likes his work, obviously, especially the precision with which he sculpts his models by the "simple" play of light and shadow. It was a collaboration between father and daughter, together with Fabienne Sévigné, that led to the concept of Lunx, a range of extremely innovative perfumes, whose boutique, then located in Paris' 7th arrondissement, provided an appropriate backdrop for the flasks and candles whose content Olivia had



Olivia Giacobetti's successes include several macaroon aromas with Ladurée for Lunx, scented candles for Dyptique, scents for Hotel Costes and By Terry, the préparation parfumée of Andrée Putmann, and the perfume Hiris for Hermès. Coming soon: a project with Nespresso.



For Olivia Giacobetti, the olfactory realm is a poetic universe, to be explored ad infinitum. The N Magazine brings you a sensual moment in the world of this unique perfumer at her atelier in Paris – through the lens of her father: legendary photographer and film director Francis Giacobetti.

dreamt up. "When I work with my father, he gives me carte blanche. For the elaboration of the Lunx selection – more than 70 perfumes – I worked on my own for two and a half years and he didn't interfere in any way. He only discovered my creations two months before they were launched. This kind of collaboration is a real gift."

When she is in her studio, looking for a scent, trying to locate it by recalling the history associated with it, before her actual work begins, Olivia doesn't wear any perfume; she needs to remain "neutral". When she goes out, however, she usually chooses "Ether" by Lunx,

"a trace of wood, a luminous wood, almost sacred. It's a perfume that enfolds and soothes me." What absolute luxury, to be able to wear a scent that one has imagined and created oneself, and that perfectly corresponds to one's wishes and desires! From the generous simplicity with which Olivia receives her visitors, the simplicity of her studio, her unostentatious and sober way of dressing, it is apparent that perfume is really the only luxury she tolerates – perfume, that elusive substance shrouded in mystery, impossible to grasp, and that yet transports a whole world of symbols and poetry, to which Olivia has dedicated her existence. 