

LASTING SCENTS

There's a surprising new secret to sustainable perfumery

Like winemaking, perfumery is a gamble. It takes bushels of flowers to produce mere drops of fragrance, and one bad crop of roses can ruin a scent. While using synthetic notes is far less expensive, they often require petrochemical bases that aren't exactly eco-friendly. The solution? Perfume houses are focusing on sustainability to ensure longevity.

Researchers at biotech firm Evolva are developing a way to use baker's yeast to replicate ambergris, musk, oud, and other rare perfume notes. "These are ingredients you just can't sustainably source in nature," explains Evolva cofounder and CEO Neil Goldsmith. Take oud, for example: It's produced as a by-product of a tree infected with fungus, which needs to be cut down to extract the oud

essence. "Because of the scent's popularity, the tree is now endangered," explains Goldsmith. Yeast could also help replicate scents that are derived from animals, like musk (natural versions are taken from musk deer glands) and ambergris (a sweet, earthy note extracted from whale droppings that wash ashore). To do this, researchers must identify the scent-producing genes in the plants and animals, and pair them with yeast to "grow" a natural version in the lab.

While it could be difficult for yeast to replicate complex scents, like jasmine's fragrance at dawn (its prime time for picking), research is ongoing. Someday, perfumers may get all their materials without harming the environment in the process.



IN BETA SENDING NOTES

Social media snaps are about to get more drool-worthy. The new oNotes app allows you to send fragrance-note-tagged images that sync with an iPhone diffuser (\$149) to release the tagged aroma. Obviously, it only works if you or your friends have the diffuser—and it only produces a limited number of scents for now—but we're thinking there are infinite possibilities.



PRO PREDICTION THE FUNCTION OF FRAGRANCE WILL EVOLVE

PERFUMER FRANCIS KURKDJIAN BELIEVES FRAGRANCE WILL SOON BE MORE THAN ORNAMENTAL. IN REGIONS WHERE WATER IS SCARCE, HE IMAGINES PEOPLE USING NEW TYPES OF SCENTED MISTS TO CLEAN. HE ALSO EXPECTS TO SEE MORE SCENT INSTALLATIONS, LIKE HIS CURRENT ONE AT THE GRAND PALAIS IN PARIS (AS VISITORS ENTER PAINTER ÉLISABETH LOUISE VIGÉE LE BRUN'S RETROSPECTIVE, A ROSE SMELL IS RELEASED).

LATEST AND GREATEST:

1. AGONIST Solaris Eau de Parfum, \$1,470. This Swedish perfume house creates sculptural handblown glass bottles for all its scents (also available in traditional bottles for \$195). **2. ESCENTRIC MOLECULES** Escentric 01 Body Wash, \$45, and **3. NOMENCLATURE** Adr_ett, \$165. New fragrances highlight synthetic molecules (sandalwood-like ISO E Super and musky Helvetolide, respectively).

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