

The scent of pink, bottled in ELLE 20

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In celebration of its 20th birthday, ELLE Singapore collaborated with French perfumer Francis Kurkdjian to create a pink-smelling scent that perfectly captures the spirit of ELLE's readers.

PHOTOS



The exclusive ELLE 20 fragrance by Francis Kurkdjian. (Photo: ELLE Singapore)

SINGAPORE: Have you ever wondered what the colour pink smells like?

There are millions of perfumes out there that appeal to different sides of us – the scent of sexy, the hint of stylish, the whiff of feminine, and the smell of sophisticated.

But a fragrance of all of those combined plus a spritz of pink leaves one desiring for more.

In celebration of its big 20, ELLE Singapore wanted to create something special and exclusive to commemorate its birthday -- a scent that epitomises the ELLE Singapore woman.

And who better to collaborate with than one of the best contemporary perfumers today, Francis Kurkdjian?

Together with ELLE Singapore, the French perfumer bottled all the inspirational qualities that perfectly capture the spirit of its readers into a sexy, stylish and sophisticated pink-smelling scent.

Aptly named ELLE 20, the perfume is a soft blend of fruity and floral scent -- a concoction that reflects Kurkdjian's image of the ELLE Singapore woman.

Packaged in a signature Maison Francis Kurkdjian design, the pink hue of the fragrance symbolises femininity and Singaporean women's love for the colour.

"I wanted something that would be colourful and fruity, but not obvious and in your face," explained Kurkdjian. "And I wanted it to have a pink-ish feel. It should smell like pink, if pink could have a scent."

The French perfumer, who was formerly a dancer, boasts an impressive repertoire that includes collaborations with Escada, Jean-Paul Gaultier, Christian Dior and Lanvin, just to name a few.

But Kurkdjian is not one to settle for the mainstream.

In nosing around for different forms of expression, Kurkdjian has taken the art of making perfume to a whole new level with offbeat works such as creating -- quite literally -- the smell of money for French artist Sophie Calle.

He has also filled the fountains of Versailles with scented bubbles and has come up with unorthodox products like scented incense paper and bracelets, which can be found at his Paris atelier.

So when it came to concocting a perfume that embodies the ELLE Singapore woman, apart from drawing inspiration from her desirable traits, Kurkdjian went one step further by infusing a dash of the Singapore lifestyle as well.

"I also wanted a burst of cleanness, so that (the perfume) can combat the humidity of Singapore," said the Frenchman. "It is light, but it definitely has some depth to it as well."

But there is more to ELLE 20 than just being a sexy and sophisticated fragrance that is suited to the local climate. It is also the fragrance of giving.

ELLE Singapore is putting up five bottles of the perfume for silent auction on November 6 at Essentials Paragon, with a starting bid of S\$380 per bottle.

And feminists of Singapore rejoice, for 100 per cent of the proceeds will go towards UN women campaigns in Singapore, including initiatives that aim to curb sex trafficking and violence against women.

The perfumes will also be signed by Kurkdjian, who will be at the auction to share his story behind the fragrance.

The event is invite-only, but those interested in spending an evening with ELLE and Kurkdjian stand a chance to win invites to the charity event.

Simply drop ELLE an email at elle_promo@mediacorp.com.sg for an exclusive invite, or visit ELLE Singapore's Facebook page for more information.

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