



RIVER DAWN

“Arise at dawn, the Avon which is never still,  
And every day, how strong it flows,  
Into each pool and each new rill,  
It does my soul, with pleasure fill”

*Lifestyle writer Amy Wakeham explores the inspiration behind River Dawn with our Perfumery Director.*

It all started one cold, misty morning on a English river bank. The Floris perfumery team had set out to explore the River Avon as it flows through the Cotswolds, meanders through Wiltshire and onwards to the sea. They were searching for inspiration for their latest By Request fragrance, a hand-poured perfume that would number only 200 hand-signed bottles. And it was here in a quiet nook of English countryside that they found it.

“We wanted to capture the freshness of the morning, the flora that grows there, and the earthy, woody feel of the riverbank as the water flows by,” explains Edward Bodenham, Floris’s Perfumery Director. The Floris team was also inspired by the lives that are lived on and next to the River Avon, from the early morning fishermen who get up before dawn for the perfect catch, to the boatbuilders and rowing clubs that line its banks. “The river just sustains so much life,” says Bodenham. “We were really moved by that.”

It fell to Penny Ellis, one of Floris’s expert in-house perfumers, to turn this inspiration into a fragrance. As a keen wild swimmer familiar with English rivers, she knew exactly what was needed. “There’s only certain types of plants that grow on riverbanks in February, like snowdrops and hyacinths, so she started with those,” explains



WOODY GREEN  
**River Dawn**

EAU DE PARFUM  
£180 100ml  
Limited stock



Bodenham. “She got the crispness of the winter morning through the apple blossom, which produces sharp notes that are refreshing in a green, translucent kind of way. Kind of like the mist at dawn.” The woody earthiness of petrichor was then added in through base notes of sandalwood and anise.

The resulting fragrance is a sparkling eau de parfum that transports its wearer to the banks of the River Avon as the long winter slowly turns to spring. “A perfumer’s job is to ask ‘how does

that make you feel,’” says Bodenham. “It doesn’t smell like the river, it smells like the crispness of the day and the brightness of the morning, and the early shoots of green that are coming through on the riverbank. It’s takes the physical and turns it into something more emotional.”

Above all, Bodenham hopes that River Dawn will whisk its wearers away to the very same riverbank that he stood on that cold winters morning – no matter where they are in the world.