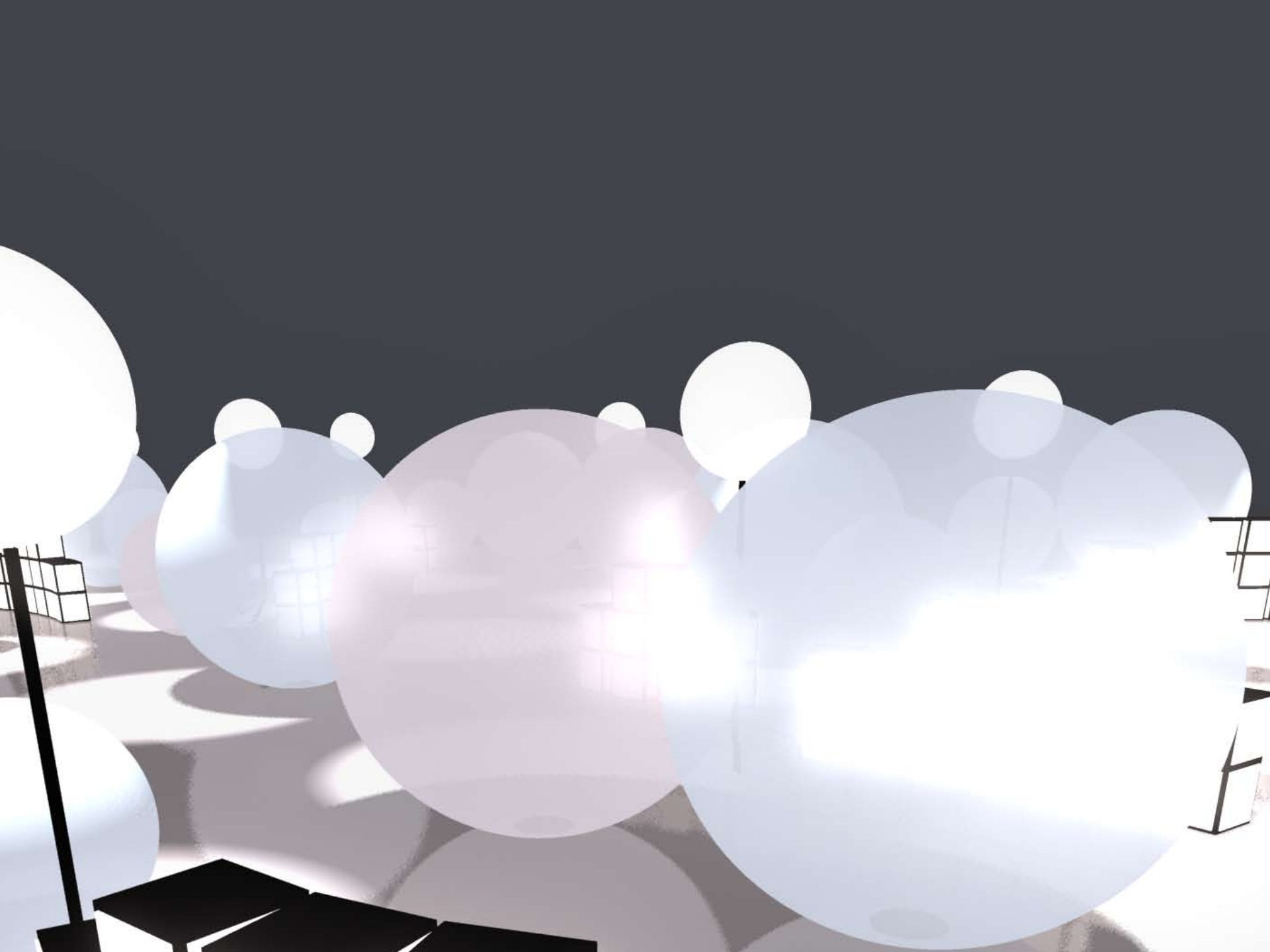




*ELEMENTS*  
*SHOWCASE*

*ELEMENTS SHOWCASE 2018 (%) & 2018*



*Es*

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*SHOWCASE*

Sunday, January 30, 2011 12 pm–9 pm

Monday, January 31, 2011 11 am–7 pm

Skylight West

500 West 36th Street | New York, NY 10018

Premiering January 30, 2011, The Elements Showcase presents curated offerings in the art of fragrance design. Happening from January 30 to 31, 2011, The Elements Showcase is an innovator—from its custom-designed space to its cutting-edge fragrance installations. The Elements Showcase is the definitive new experience for established and emerging visionaries in the field of fragrance, including perfume, personal care, and home ambiance.

The Elements Showcase will be held at Skylight West in Midtown Manhattan. With interiors conceptualized and designed by New York's foremost design firm, Reddymade Design, and a floor plan transformed by New York architecture firm Steven Learner Studios, The Elements Showcase focuses on amalgamating the relationship between exhibitor and space, truly crafted to highlight the most innovative fragrance brands and entrepreneurs.

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She carries her memories like her scent. They surround her, they endure, and they speak her name. She is a collector, and among her souvenirs can be found the beauty of beginnings, the ache of endings. In the sanctuary of her heart lie the sacred and the profane, they come together like the notes of her fragrance. She doesn't linger long at the altar of regret. She lights the candle and burns the incense at the shrine of remembrance and expectation, pleasure and pain, in anticipation of the glorious memories yet to create.

**Pleasure is the flower that passes; remembrance the lasting perfume – Jean de Boufflers**

*Composition : mandarine, baie rose Co2, feuille de piment, orchidée & pruneau JE, encens, camphre, benjoin, patchouli, musc.*

## *Special Projects*

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### *Disaster / Reconstruction, in Collaboration with The Fashion Institute of Technology*

The Elements Showcase has collaborated with the Fashion Institute of Technology on a series of fragrance installation projects. Led by Virginia Bonofiglio, chairperson of Cosmetics and Fragrance Marketing at FIT, Cory Ingram of DayNa Decker, and Andreea Diaconescu of Lighthouse Beauty, students in the Cosmetics and Fragrance Marketing program at FIT generated concepts using visual and olfactory elements to create a three-dimensional art installation that incorporates the abstract theme of "Disaster / Reconstruction." A series of leading fragrance and industry executives chose the winning project by Team Ascension.

For The Elements Showcase, Team Ascension has created Aqua Energy, a fresh and clean fragrance assimilating ozonic and salty notes. The fragrance is clear blue in color and has a misty texture. Aqua Energy's message highlights the benefits and importance of wind energy.

#### *Team Ascension*

Shana Finkelstein  
Melanie Margeson  
Kelly McCann  
Virginia Peandro  
Heidi Rastadt  
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*Special Projects*

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*Petite Mort*  
*(Parfum d'une Femme)*  
*by Marc Atlan*

For the inaugural edition of The Elements Showcase, Marc Atlan is launching his first perfume under his own name. The fragrance is called *Petite Mort (Parfum d'une Femme)*, which translates to Little Death (Scent of a Woman). The title is a reference to both little death, a metaphor for the orgasm, and to the 1974 Italian film *Profumo di Donna*, in which an irascible and blind retired soldier recognizes women only through their scent.

*Petite Mort*<sup>™</sup> is directly inspired by the only bodily fluid secreted solely through desire and brain chemistry: the elusive substance that is created by a woman when she is about to climax. The project will be presented as a work of art using fragrance as the medium—as a fragrance created in the manner of a work of art. Only 100 bottles of *Petite Mort*<sup>™</sup> will be produced, each engraved with its own edition number and accompanied by its signed certificate of authenticity.

*Petite Mort*<sup>™</sup> is the brainchild of Marc Atlan. Marc is a creative director and designer with 20 years of experience working with Rei Kawakubo and Comme des Garçons, Helmut Lang, Tom Ford, Prada, Dior, Oliver Stone, and Philippe Starck as well as many uncommon personalities in the art world.

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