

SENSAI

Embracing the skin like silk.
The first fragrance that evokes a woman's beautiful life.



THE SILK

Silk on Skin

The first fragrance

THE INSPIRATION

Silk and fragrance have long been entwined in Japanese culture. In earlier days, silk garments were imbued with aromatic blends, which would fuse with the warmth of the skin to release a sensual and inviting scent. Both men and women took pleasure in this intimate tradition, and silk and fragrance were inseparable for the creation of a truly personal scent.

SENSAI's first fragrance, SENSAI THE SILK, is a modern day interpretation of this traditional olfactory wisdom. Like the words to a poem or the lyrics to a song, when SENSAI THE SILK embraces the skin it manifests into a poetic scent to tell the tale of the woman's beautiful life.

SENSAI THE SILK

A fresh oriental scent that embraces the wearer with elegance like sheer silk on skin.
As the fragrance mingles with skin, a personal scent is created that reveals the wearer's innate beauty and is hers to enjoy alone or together with someone special.



SENSAI THE SILK EAU DE PARFUM 50mL

A sophisticated and intimate fragrance, whose aromatic notes are brought together by a sensual amber accord that caresses the skin like silk.



SENSAI THE SILK EAU DE TOILETTE 50mL

A delicate and radiant fragrance that sparkles with violet leaf and evolves into a bouquet of white flowers, while sensual hints of amber caress the skin like silk.

Olfactory Impressions

SENSAI THE SILK opens with a burst of fresh fruit zest and spices: bergamot, pink pepper, pear and violet leaf to awaken the senses. It then blossoms into a gentle white floral bouquet with a luminosity that indulges the senses, followed by an entrancing haze of tonka beans. All the while, a warm and sensual amber accord brings each aromatic note into harmony, embracing the skin like silk.

Olfactory Pyramid



The Perfumer



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Profile of Marie Salamagne

As a child, Marie was fascinated by scent. Destiny led her to the ISIPCA perfume school in Versailles where she studied chemistry and became an apprentice at Charabot before joining Firmenich. At Firmenich, she studied under master perfumers Olivier Cresp, Jacques Cavallier and Alberto Morillas, who helped form her style. She often associates smells with colours or textures, and enjoys materials with a strong character, particularly masculine notes like amber and wood. She is responsible for numerous olfactory creations for luxury brands including Guerlain, Giorgio Armani and Yves Saint Laurent.

What was your first impression when you were asked to develop SENSAI THE SILK?

As soon as I heard about this project, I wanted to create this perfume as a texture, bringing to life the sensation of silk on skin. I was also inspired by the SENSAI woman: who she could be and how her inner beauty would radiate. I wanted this beauty to be a modern and sensible interpretation of sensuality.

How is silk expressed in this fragrance and what was the challenge during the creation process?

I shaped this perfume with contrasting elements such as amber, a noble and emblematic raw material, with a bouquet of white flowers like an outburst of light, fluttering petals. It is always a challenge to recreate a colour or texture in scents. In my mind, silk evokes something extremely light – a fabric that is delicate and refined, yet luminous. The challenge was to be able to find that balance, to create a scent that is both light and luminous.

What is unique about SENSAI THE SILK?

What is really unique about this fragrance is the alliance of tradition with modernity. Tradition is expressed through amber, which is an emblematic substance that has a strong presence but also a tenderness. The modernity comes from a feeling of lightness that flows through the amber and bestows it with transparency and softness.

What is special about the ingredients and the balance of olfactory notes in SENSAI THE SILK?

To create this alliance of modernity and tradition, the fragrance was designed around a bright amber accord. Amber is a classic in perfumes, but rarely used now because of its exclusivity, so I added ambrox, a similar molecule derived from modern science. It helps prolong the wake, while providing a smooth and incomparable sensuality. Its fragrance is very complex, with tones that are musky, woody and almost animalistic. This allowed me to add more luminous

notes in accordance with the spirit of SENSAI through "Sharry Baby Orchid", and bring a premium signature to the creation with "l'immortelle", a raw material that's rarely used but bestows a luxurious extra touch that makes all the difference.

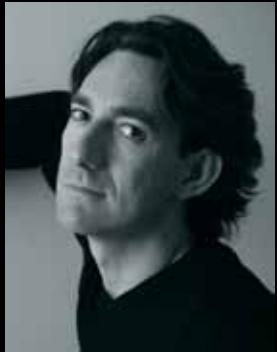
Which aspect of the fragrance is linked to the image of silk in particular?

The two elements that contribute the most to the image of silk are orchid and pink pepper. "Sharry Baby Orchid" brings a lightness to the fragrance and its texture, while pink pepper adds a sparkling effect that feels almost iridescent. It is the chemistry between these two elements that transmit the image of silk.

What does fragrance mean to you?

I personally associate scent with emotion. This is a fairly primitive sensation that we cannot control. When we smell a scent something is triggered in us. If it triggers a smile or provokes an emotion, I consider it a success. Emotion is the best expression of true olfactory beauty.

The Designer



Profile of Gwénael Nicolas

Gwénael Nicolas is a French-born and Tokyo-based designer, and a founder of Curiosity Inc. Since graduating from RCA in industrial design, he has collaborated with many international prestigious companies on perfumes, retail shop environments, installations and architecture. His recent work includes store design for Louis Vuitton London, Tokyo, Fendi and Berluti new concept store worldwide.

What images first came to you when you were asked to design the SENSAI fragrance?

The first image that came to mind was of someone holding something precious in their hand, like a silk cocoon that is soft and delicate, and follows the shape of your hand.

How did you interpret the concept "Silk on Skin" and how is that expressed through your design?

SENSAI's approach to "Silk on Skin" creates image of delicate layers that tier on your skin. This image inspired the shape of the perfume bottle and its texture. The surface is not hard like glass, but delicate as if it could disappear into your skin.

Are there any objects, visuals or personal experiences that inspired you in this design process?

Designing a fragrance bottle is challenging because you have to create something iconic that stands out among other products. But at the same time the design should express the concept of the

brand or product itself. Once you buy it and decide to have this experience, the object will gradually lose form and become part of your everyday life.

What is the design concept for SENSAI THE SILK?

For the bottle, I wanted to create something unique and intimate. The original image was of someone holding a silk cocoon in their hand. A cocoon is static but life also resides inside. We tried to create a product that owns an inner existence like light radiating from inside, and looked at many materials to do this. The thin lines on the bottle give an impression of a soft and delicate fabric, which little by little disappears and blends into your daily life.

By what type of person and in what sort of situation do you think this fragrance would be worn?

Usually a fragrance is about personal expression to the outer world. However, what is fascinating about this fragrance is that it is about inner beauty. After using SENSAI cosmetics, this fragrance is like the final touch; the ultimate element that completes your SENSAI story.

What is the purpose or intention of a designer?

The intention of a designer is to trigger emotions like passion and curiosity. I always define my process as the "art of encounter". I'm always thinking of the moment when someone will discover the product or when someone will enter the space. Beyond shape, colour and material it is about designing the virtual. You don't control the space itself but you control the emotion that people will experience when they encounter the design.

