

ISSEY MIYAKE, *EXPEDITIONS*

An inner journey

Set out
for
the very ends
of the earth
to discover oneself...

FRAGRANCES OF EMOTION, NATURALLY!

Essential luxury

An advocate of movement, (of) the lightness of the body, (of) pure radical lines and enveloping shapes, Issey Miyake has always created fragrances "for oneself": timeless, unique fragrances, which express emotion.

Since *L'Eau d'Issey* (1992), his guiding light has been absolute emotion, emotion above all else. The Japanese designer has invented fragrances of **pure emotion**, without embellishments or mannerisms, like a straightforward fantasy that is an experience every time.

Each fragrance has a simple, rigorous formula; it is clear, structured, giving free rein to pure emotion. The essential is the ultimate luxury, excellence revealed in the nothing. And, because the olfactory "writing" is visible, the emotions are strong!

After all, Issey Miyake aspires to the olfactory translation of the "essential luxury", does he not?

His fragrances lack arrogance and have a poetic modernity that captures the spirit of the quest and exploration. An exploration of oneself, firstly: one's emotions, feelings. The experience of oneself through fragrance.

ONCE UPON A TIME THERE WAS A TRILOGY FOR MEN

Self-evident fragrances, classic scents

Three men's fragrances, three scents that became classics almost as soon as they were launched. Their most admirable quality is this serenity over time, the compositions' elegant distance, always rising above the perfumery trends. We inhale this as a self-evident fragrance...

1994: L'Eau d'Issey Pour Homme. The nose Jacques Cavallier set his dreams afloat when he created this woody aquatic scent as a fragrance to breathe in. This fragrance, which has become a natural classic, introduced a new pulsating aquatic freshness (yuzu, verbena, coriander) capable of quenching one's thirst for authenticity.

The effect: "A bracing dive into a mountain waterfall."

2012: L'Eau d'Issey Pour Homme Sport. The initial structure of *L'Eau d'Issey Pour Homme* is complemented by a vibrant burst of grapefruit and mint (also created by perfumer Jacques Cavallier). In an appealing reference to high-tech sport, the smoked glass of the bottle recalls sunglasses, while the stopper looks like a non-slip grip. A great olfactory – and poetic – frisson.

The effect: "The intoxicating inhalation of fresh air at an altitude of 2,000 metres."

2014: Nuit d'Issey. This charismatic composition, created by the duo of noses Dominique Ropion and Loc Dong (IFF), succeeds in slipping a ray of light into the night by combining bergamot with grapefruit, which offers its own interpretation of the moon's radiance. The mystery comes from a leathery accord enlivened with spices, and grounded by textured base notes ("black" woods, patchouli, incense). The bottle retains its shape and acquires a deep black colour in which is reflected a halo of moonlight.

The effect: "The force and magnetism of the night."

A MAN IN TUNE WITH NATURE

Bold inspiration

According to Issey Miyake, *“Nature is the greatest perfumer in life. In the end, all you need to do is be inspired by it.”*

Intoxicating sea air, crashing waves, the promise of the freshness of a lake, the caress of the wind... Issey Miyake fragrances never imitate nature; instead, they mimic brilliantly the emotion felt by man before the spectacle of nature.

Like an echo, all these fragrances by Issey Miyake transpose into scents man's relationship with nature, the exhilarating fusion between the body and the elements. They also inspire a thirst for discovery and experience.

EXPEDITIONS, EXPLORING A WORLD OF FRESHNESS

“Always take the shortest path, that taken by nature.” **Marcus Aurelius**

What if the modern perfumer, seeking to rekindle the magic of creativity, became a sort of perfumer-explorer? A blend of Nicolas Bouvier, author of “The Way of the World”, and Jean-Louis Etienne, a seasoned traveller and storyteller.

Because the dream of a journey is already a journey, it creates the illusion, the emotion that accompanies the momentum of the departure.

L’EAU D’ISSEY POUR HOMME

EXPEDITION OCEANIC: THE FRESHNESS OF A CROSSING

Perfumer: Alberto Morillas – Firmenich

The pitch: On a ship's deck. The ocean wind. A great wave of fresh water and pure air. An entire ocean diluted in the air. Suddenly, the air IS water. That rush of air, full of ozone. You feel new, as if reinvented.

“I didn’t want any image to create the spark. I’d already experienced that maritime freshness, the ocean steaming like your breath in front of you. I felt that sensation of the blue stretching to infinity, then the white out to the horizon that merges with the blue... of the sky. I thought about the freshness that might come from the light itself. A reinvigorating freshness that makes the pure air tremor, a blast of wind signalled by the effervescent force of grapefruit, petitgrain and bergamot, and the metallic aspect of the zest (the ozone in the air). There is Cascalone® for the freshness of the sea, enriched with neroli and zingy ginger. For the muffling effect of the fog on the ocean, the immense clouds: a shot of white musks. The simplicity of the construction creates fluidity... The movement of the boat, perhaps. I’m there!” **Alberto Morillas, Firmenich perfumer**

L'EAU D'ISSEY POUR HOMME SPORT
EXPEDITION POLAR: THE FRESHNESS OF THE ICE
Perfumer: Christophe Raynaud – Firmenich

The pitch: It is several days' walk from human life. The silence is so great that it creates a limitless space. The mists that sleep in the immobile silence blanket the land in an innate coldness. The man is alone, thirstily drinking in the pure air in an instant.

"I felt a crisp coldness, on top of an extreme, biting, calm freshness, like necking back a shot of vodka. I was inspired by the documentary made by the photographer and dedicated environmentalist Sebastian Copland: "Into The Cold — A Journey Of the Soul". The backbone of the fragrance is the famous Alaska cedar, and the aromatic molecule it contains, Nootkatone, named after the island of Nootka near Vancouver, where the tree was discovered in 1793. To this I added acidic, icy finger lime, which also evokes vodka, and the ultra energising cypress. A molecule with a special effect, like an iceberg: hivernal®. And to convey this intense luminosity, the reverberation that almost blinds you, I thought of grapefruit zest." **Christophe Raynaud, Firmenich**

NUIT D'ISSEY

EXPEDITION AUSTRAL: THE FRESHNESS OF A SOUTHERN NIGHT
Perfumer: Loc Dong – IFF

The pitch: Isolated, uninhabited lands, buffeted by the wind, where there are more lakes than people, and where we find the famous giant trees of the southern forests. The ideal setting for a sort of frozen western that takes place on the Antarctic ice. We dream of names marked on maps: Possession Island... the Kerguelen Islands... the Crozet Islands.

"I wanted to recreate an icy freshness, mysterious and attractive, of the precious moment when the sky is crossed by bands of sparkling light, when the light no longer comes from the aurora australis alone. The biting freshness that grips the body and nature is lime combined with spicy coriander. There is also the bitterness of gentian and its intense blue flowers that recall the deep skies of these regions. I wanted the smell of the frozen forest: an overdose of ambery woods and vetiver explodes in the nose! I needed a visual tool: all around me I stuck photos of these lost, windswept and icy lands that we imagine at the South Pole."

Loc Dong, perfumer, IFF

THE JOURNEY IS THE MOST BEAUTIFUL EMOTION

For Issey Miyake, an expedition is first and foremost a wonderful **inner experience**, a journey to the ends of oneself, an “inner pole” as polar explorer Jean-Louis Etienne described it so well.

The brand's three core fragrances for men (*L'Eau d'Issey pour Homme*, *L'Eau d'Issey Homme Sport* and *Nuit d'Issey*) are released into the fresh air and suddenly explode with an olfactory purity and a new freshness.

“The greatest traveller is he who has taken a tour once around himself.” **Confucius**