



THE ESSENCE OF LUXURY

GROSSMITH REVIVES AN ERA OF CLASSIC SOPHISTICATED

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JUST A DELICATE SPRITZ OF A GROSSMITH FRAGRANCE EVOKES THE SCENT OF EXOTIC PLACES AND TRANSPORTS YOU BACK TO AN ERA WHEN A JOURNEY ACROSS FARAWAY LANDS WAS A RARE AND TREASURED ADVENTURE OF DISCOVERY. HAVING CEASED TRADING OVER 30 YEARS AGO THIS ENGLISH HOUSE OF LUXURY PERFUME HAS EMBARKED ON A NEW ADVENTURE OF ITS OWN INTO THE REALM OF MODERN DAY EXCLUSIVITY. THE CURRENT TREND FOR CLASSIC FASHION THAT PERSONIFIES ORIGINALITY AND AUTHENTICITY HAS SET THE PERFECT SCENE FOR THE RE-LAUNCH OF THE ORIGINAL GROSSMITH RANGE OF FRAGRANCES. WE TAKE A LOOK AT THE UNIQUE CHARACTERISTICS OF THIS CLASSIC BRAND AND ITS QUEST TO TAKE TODAY'S SOPHISTICATED AND DEMANDING HIGH-END MARKET BY STORM.

01 The house of Grossmith is bringing three exquisite fragrances from the original range back to life; Hasu-No-Hana, Phul-Nana and Shem-el-Nessim.

02 Staying close to the original formulae, the result is the revival of three utterly classic and luxurious perfumes.

Grossmith was one of Britain's oldest perfume houses, first launched in 1835 by the brand's namesake: John Grossmith. A classic House of Fragrance, Grossmith was one of a coterie of influential English and French perfumeries at that time, including Guerlain, Creed and Floris, a collective of brands that followed in the footsteps of the traditional and prestigious houses of Lubin and Houbigant.

Staying true to its roots, the recent revival of this iconic family business is down to Simon Brooke, the great, great grandson of its founding father. Three fragrances have been brought back to life for the launch: Hasu-No-Hana (1888), named after the Japanese Lotus Lily, Phul-Nana (1891), a bouquet of India's most precious flowers and Shem-el-Nessim (1906), an Arabian-inspired perfume named after an Egyptian springtime festival. Each hypnotising fragrance has been carefully recreated, with the help of Grasse firm, Robertet, using the same fine natural materials and processes as the original scents over 100 years ago.

This is not the first time that Grasse, the home of fragrance creation, has played a role in the formulation of this exquisite range of scents. It was when Grossmith's son, John Lipscomb Grossmith, returned from his training as a perfumer in the French town that Grossmith truly came into its own. His timing could not have been more impeccable. As the modern perfume industry dawned in the late nineteenth century, the young Grossmith returned to London to apply his creative and progressive perfumery skills and pioneering brand and product knowledge within his father's business. This was a time when synthetics and modern solvent extraction methods were being introduced, while a trend for exotic fragrances, inspired by foreign travel and exploration, took the fragrance industry into a new era.

By the 1920s, Grossmith had built a glowing reputation for producing beautiful perfumes, infused with rare and natural ingredients. Composed in London using essential oils imported from Grasse, these sensuous fragrances were further enhanced

by their presentation in exquisite Baccarat crystal flacons. Grossmith perfectly captured the mood of the epoch in what they called their 'Serie de Luxe'. These rich scents instantly attracted the highest ranks of society. The House of Grossmith held a prestigious Royal Warrant: a mark of recognition for the supply of goods to the Royal family. With the re-launch of this classic English beauty brand, Grossmith has given the Baccarat crystal a contemporary twist to appeal to modern market tastes, which are being drawn to classic vintage brands. Once again it seems Grossmith has got the timing right.

The seed of Grossmith's revival was first planted two years ago, following a chance meeting between Simon Brooke and the respected Perfumer, Roja Dove. Dove agreed to act as mentor to Brooke, who had no background in the industry. The original brand as it was known went out of family management in 1924, following the death of the third generation head of the business, Stanley Grossmith. After the Blitz bombing of the company's facilities in the City of London, two formulae books were retrieved, containing over 300 formulae for perfumes, eaux de toilettes, essential oil blends and soaps.

Dove assumed the role of Consultant Perfumer, and worked with Brooke and Robertet to recreate three of Grossmith's most popular fragrances from the original formulae books. As close to the originals as possible, the result is a trio of classic and utterly luxurious perfumes.

Adding to the allure of these rare fragrances, Grossmith have reproduced the original Baccarat flacons, having found and re-used the moulds that were first produced by Maison Baccarat in 1919. These beautiful recreations have taken the form of exceptional special edition flacons. Created using hand-blown crystal and etched with pure gold in a design with a contemporary edge these original showpieces stand apart from the rest of the range and will only be available to a privileged few to order.

www.GrossmithLondon.com

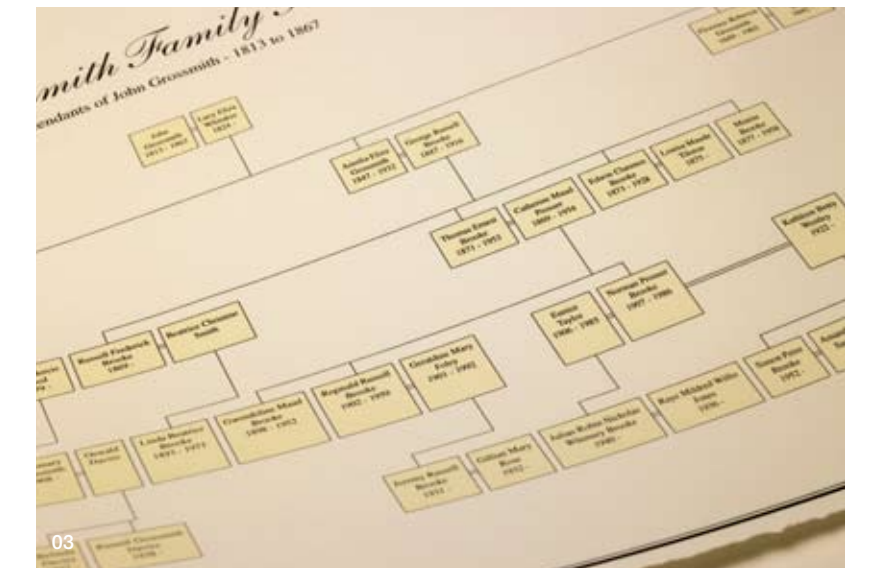


03 Tracing back the Grossmith family tree led Simon Brooke to discover his family's link to this classic English perfume house.

04 The original formulae books, containing over 300 formulae, have been harnessed to recreate the Grossmith perfumes.

05 Special editions of the original flacons have been etched in pure gold using a contemporary design, and presented in an elegant gift box.

06 Simon and his wife Amanda Brooke are the brains behind the revival of Grossmith's legacy with the recreated perfume range.





WE SPOKE TO SIMON BROOKE TO FIND OUT HOW IT FEELS TO REVIVE HIS FAMILY'S CLASSIC HOUSE OF FRAGRANCE.

GROWING UP IN THE GROSSMITH FAMILY, WHAT ARE YOUR EARLIEST MEMORIES OF YOUR FAMILY'S INVOLVEMENT IN THE CREATION OF LUXURY PERFUME?

My earliest memory of references to John Grossmith in the Brooke family was that he came from a farming family and was a social reformer.

The Grossmiths' are on my father's side of the family and our associations with this legendary perfume business came as a surprise, even to my Mother.

WHAT INFLUENCED YOU TO REVIVE YOUR FAMILY'S ICONIC RANGE OF LUXURY SCENTS?

I embarked on a sentimental journey of genealogical research which turned into a breathtaking, once in a lifetime opportunity to revive the Grossmith fragrances.

A cousin had the original formulae books and we were able to unlock the secrets of their composition and style. A number of the hand written perfume formulae had the word "Baccarat" at the top of the page. It turns out that in 1919 Grossmith had commissioned Baccarat to produce 1,000 crystal flacons. The real excitement came when Baccarat discovered that they still had the original mould.

WHERE DID THE IDEA FOR EACH OF THESE THREE ORIGINAL SIGNATURE SCENTS ORIGINATE?

It would be marvellous to have John Lipscomb Grossmith here to answer this question!

The three scents were created at a time when the British were fascinated by the cultures of Japan, the Middle East and India. Only the wealthy could afford to travel on what was known as "The Grand Tour" to distant lands.

The application of our scents could transport the wearer into one of these exotic worlds.

HOW DIFFICULT WAS IT TO RECREATE THE ACCURATE SCENT FOR EACH?

It was certainly not as straightforward as I had envisaged! The whole process took nearly a year and involved selecting the very best natural materials (made using original techniques) from the formulae, augmenting them with synthetic substitutes for materials that are no longer permitted and changing concentrations to ensure compliance with modern regulations. The result is three scents that are among the finest perfumes in the world.

WHICH IS YOUR FAVOURITE SCENT AND WHY?

My personal favourite of the three is Hasu-no-Hana, for its spicy and woody richness.

HOW HAS THE PERFUME MARKET EVOLVED SINCE THE LATE 19TH CENTURY?

Perfumery in the late 19th Century was predominantly created by perfumeries such as Coty, Guerlain and Houbigant. In the early 20th Century, fashion houses such as Chanel and Dior began to commission independent perfumers to create perfumes in line with fashion trends. Nowadays the perfume market seems to have become more celebrity focussed.

This market evolution has been underpinned by the introduction of synthetic materials which has increased the number of perfume materials available from around 3,000 to approximately 300,000 today.

HOW HAVE THESE CHANGES IMPACTED THE REVIVAL OF THE GROSSMITH PERFUMES?

We have detected a growing preference among discerning perfume buyers for scents that have a timeless appeal and are rich and long lasting. Roja Dove put it well when he wrote "naturals give high levels of complexity, subtlety and roundness, which is lacking in the rather blunt and obvious synthetics".

Our aim at Grossmith is to bring back a trend for classic perfumery. We would like to return to the cult of the Perfumer and restore the notion of using high quality natural materials.

THE ORIGINAL, DISTINCTIVE PACKAGING HAS ALSO BEEN BROUGHT BACK TO LIFE. HAS THE PACKAGING BEEN MODERNISED IN ANY WAY?

All our packaging takes its inspiration from the faceted style of our Grossmith Baccarat flacon. We chose an oval shape for our new perfume bottles, derived from the originals, which are now elegantly reeded and fitted with pumped spray fittings.

Our Grossmith Baccarat flacon, which is made from hand blown crystal using our original mould, retains its stopper. We have modernised the appearance of the flacon by etching the front faces in pure gold, providing a contemporary interpretation of the original Grossmith design.

DO YOU HAVE ANY PLANS FOR MORE SCENTS FOR THE GROSSMITH RANGE?

We certainly do! We have nearly a hundred different perfume formulae to choose from and we are currently working on a scent that has strong connections with the British Royal family.

WHAT CHALLENGES DOES GROSSMITH FACE IN THE FUTURE?

Our challenge is to constantly innovate, drawing on our past but, at the same time, creating perfumes for the future.