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A LAB ON FIRE - HOSSEGOR



A Lab on Fire presents Hossegor, a spiritual, introspective, and ‘gypsoul’ fragrance that evokes meaningful instants spent embraced by the beauty of nature.

This captivating new scent is a 180-degree turn from last year’s California Snow, which was inspired by the decadence, rampant drug use, and conspicuous consumption of the young urban Hollywood.

Hossegor is the brand’s latest collaboration with talented perfumer Mackenzie Reilly, who was born and raised in New York but has lived in a variety of countries, including France, Italy, Singapore, The Netherlands, and the US. Sophisticated, authentic, and almost Zen, this new scent could be described as dawning and of a masculine nature.

Describing her creation, Mackenzie Reilly said:

“Hossegor was developed around the smell of water, notably while surfing in Indonesia. The concept of wet woods, sea salt, mineral notes, rocky seaside cliffs, ocean evaporating on skin, and the elusive scent of ambergris. The scent is clean, fresh, elemental, and mineral, while also being a true sensual skin-scent. A key note for the green top is Mastic, resin from a Mediterranean tree, which grows by the sea in rocky, saline environments.”

Imagine getting lost as you watch the the sun rise over the deep blue sea; then walking through a pine forest to reach a completely deserted beach. The balsamic scent of pines merges with sea salt, in a mesmerising and indelible dejavu. You are alone, yet surrounded by the powerful sounds of nature, a unison of voices speaking to a place deep inside your soul. The whole universe reveals itself in the movement of the waves, whispering peaceful melodies as the wind brushes through the trees. In a special place, far from civilization, you finally become whole, absorbing profound meanings that words cannot express.

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This is the essence of Hossegor, a soulful scent that evokes the beauty of spiritually connecting with nature in its most raw and uncontaminated form.

"You walk through woods wet with spray and alive. Your fingertips, the tendrils of a fern, reach into the deep foliage, dissolve into the infinite. Why do you travel to where the sun shakes your hand? What good is devotion if it cannot combine body, land, sea, sky into equal parts loneliness and love? Lie down and rest here. And be made whole."
(Hossegor, France: 43°39'52.6"N 1°23'51.7"W)

Notes

Top Notes - juniper, lentisque (mastic), black pepper, sea salt

Middle Notes - clary sage absolute, orris root, olibanum resin, solar accord

Base Notes - ambergris, vetiver, mineral musks, wet woods, Ambrox, sea moss

Olfactive Family

Woody aromatic

Mackenzie Reilly has been fascinated by fragrances since a very young age. After attending IFF's Perfumery School, she went on to pursue her dream of becoming a perfume creator. She is intuitive, passionate, and loves to experiment in the lab, developing raw and virginal ideas that divert from market trends.

"Perfumery is an exceptionally abstract form of art, which gives perfumers lots of creative license," she said. "It's also incredibly intimate, touching memories and the emotional part of the brain."

Limited-production fragrance brand A Lab on Fire brings together some of the brightest and most promising talents in the industry, on the shared mission of creating authentic, original, and high-quality fragrances. Every scent released by the brand is designed by a renowned contemporary nose and placed in a unique packaging, which emphasizes simplicity and industrial chic.

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Celso Fadelli

Artistic perfumery pioneer and founder of Intertrade Group, Celso Fadelli has always been driven by the mission of creating artistic fragrances and projects that stimulate olfactory experiences. He has been leading Intertrade Group for thirty years while also working as its Fragrance Curator, building the most evolved International platform of contemporary perfumery. Today, under his artistic, curatorial, and strategic direction, Intertrade creates, develops, and places exclusive brands in the research perfumery landscape. The company oversees brand development in all its aspects, from the creation of each fragrance to their naming and packaging, their positioning on the market, marketing, and communication.

Over the years, Fadelli has ensured the continuous expansion of Intertrade through the acquisition of licenses, participations, and the development of its own brands. Now, with the same devotion and enthusiasm, he continues to guide the group towards innovative, creative, and disruptive horizons, with 22 AVERY PERFUME GALLERY stores and distribution in 52 countries worldwide.

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