



Penhaligon's Artemisia ©

Meadham Kirchhoff X Penhaligon's

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[MEADHAM KIRCHHOFF](#) has called upon [Penhaligon's](#) to provide the fragrance for their spring/summer 2012 show at London Fashion Week next Tuesday, and have given some hints about the new collection along the way. The fruity floral fragrance will be used to scent the venue and invitations, and to spritz the models with before they head onto the runway.

"For our spring/summer 2012 show, A Wolf In Lamb's Clothing, we chose Artemisia because it is a very light and pretty perfume, it has something youthful about it," Ed Meadham told VOGUE.COM today. "We imagine it would be a girl's first perfume. Artemis was the ancient Greek goddess of the hunt, animals, virginity and a protector of young girls, so it seemed like a perfect choice for this season."

The young London design duo and the 140-year-old perfume house might not seem like the most obvious of pairings, but this is in fact the fifth collaboration between the Meadham Kirchhoff boys and Penhaligon's.

"Ed and Ben were actually the ones to approach us," Emily Maben, head of marketing at Penhaligon's, explained. "I think some people would say that Meadham Kirchhoff and Penhaligon's seem like polar opposites, but what we have in common is a passion for great craftsmanship, whether you're working with fine fabric or fine fragrance."