



# ADVENTURES IN SCENT

## French Industry Awards “Les Oscars 2011”

May 31, 2011

We're over the moon that Sartorial was victorious this weekend in Paris at the French Industry Awards “Les Oscars 2011” winning Best Niche Fragrance.



Flattered to be shortlisted in the first instance, you can see we were overjoyed at winning Best Niche Fragrance (and we had some stiff competition from *La Collection Privée* by Christian Dior, *Ninfeo Mio* by Annick Goutal and *Baume Tolu* by Esteban!)



Created by perfumer Bertrand Duchaufour in 2010, Sartorial was the vision of Head of Marketing, Emily Maben. Bertrand and Emily spent an afternoon smelling just about every single thing at the bespoke tailors, [Norton & Sons](#) on Savile Row. They sniffed cupboards, sewing machines, tailors chalk, bundles of cloth and leather scraps. They even steamed lots of different fabrics to release their scents and generally took time absorbing the atmosphere around them.

Bertrand had total creative freedom in terms of budget, ingredients and even which fragrance family this new creation should belong too. Watch our stop-motion animation which explores the wonderful story behind the creation of Sartorial.

<http://www.penhaligons.com/svideo/sartorialfragrancevideo.html>