

CREATIVE BRIEF

ON THE SCENT

Perfumer Barnabé Fillion, who has created fragrances for Aesop and Comme des Garçons, is launching his own artistically inspired line.



FRENCH PERFUMER Barnabé Fillion concocts what he calls olfactory portraits of the people who inspire his fragrances. His Portrait for Men, made for globe-trotting designer Paul Smith, features notes of green tea and Indian spices, and his recent Biography scents, created with artist Anicka Yi for Dover Street Market, reference powerful women like the ancient Egyptian pharaoh Hatshepsut, who dressed as a man, with notes of sandalwood, patchouli, cardamom and juniper.

Fillion's own line, Arpa, debuting in April, is the autobiography of a renaissance man—an ex-model and former professional photographer with interests in art, architecture, travel, music and literature. He's developed a universe of multisensory experiences around Arpa, named for both the ARP synthesizer and the artist Jean Arp. Specially commissioned songs, by Swiss electropop star Buvette and others, and sculptures accompany each scent. "We will present

a perfume not so much by its ingredients but by the music that goes with it," he says.

Fillion, 38, takes inspiration from the cosmos, from the art of James Turrell and from synesthesia, the sensory phenomenon that leads some people to see sounds and hear colors. "When I design perfumes it's very visual," he says. Each Arpa fragrance embodies a particular bygone vision of the future, including the designs of the Memphis Group. They come in colorful bottles by German glassmaker Jochen Holz.

In April, Fillion will introduce the first three Arpa scents at a party at his Paris studio/showroom, with Buvette playing an ARP. The full initial range of seven fragrances will follow in June, showcased alongside wood sculptures at a Paris pop-up shop. "It's a new take on the world of perfume," says Fillion. "We don't have a gender or an age target—more of a culture target: creative people." *arpastudios.com* —*Jay Cheshes*



SMELL OF SUCCESS
Above: Perfumer Barnabé Fillion. Top: A bottle from Fillion's new line, Arpa, made by glass artist Jochen Holz.



STRIKE A POSE

The classic bowling shirt rolls out of the alley for a stylish makeover.

From top: Salvatore Ferragamo; Jacquemus; Valentino Men's; Marni; Sandro. For details see Sources, page 114.