

FREY&LAU 

explore your senses

Fine Fragrances at F&L

Agent Meeting 2023



cùbhraidheachd parfym םשבו profumo 香水
perfume عطر parfum सुगंध Parfüm парфюм el
perfume దుఱు perfumy cùbhraidheachd parfym
םשבו profumo 香水 perfume عطر parfum सुगंध
Parfüm парфюм el perfume దుఱు perfumy
cùbhraidheachd parfym םשבו profumo 香水
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PERFUMUM

History

Incense
Myrrh
Labdanum

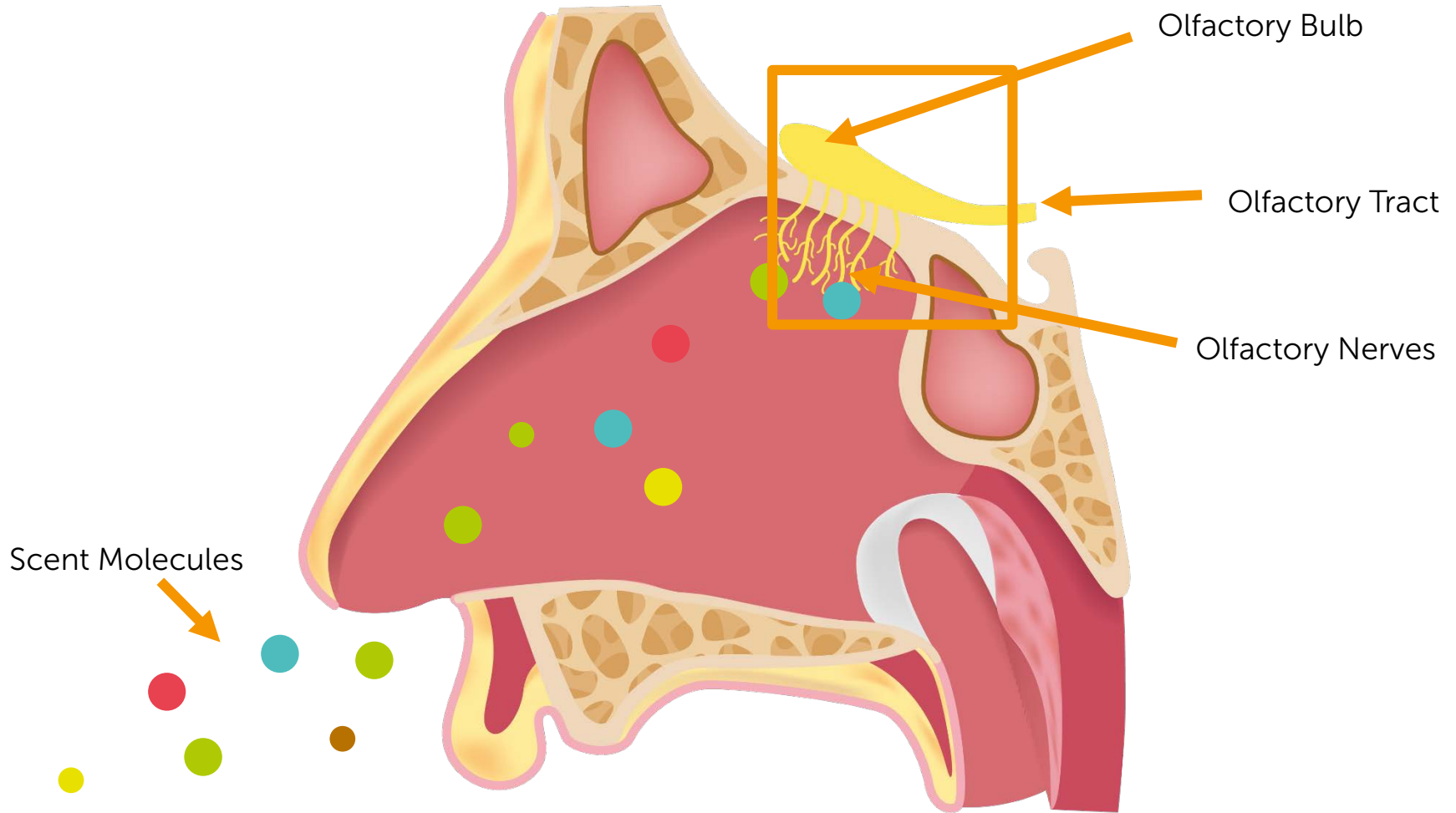
What is a scent?

ANYTHING OUR OLFACTORY SYSTEM CAN REACT TO

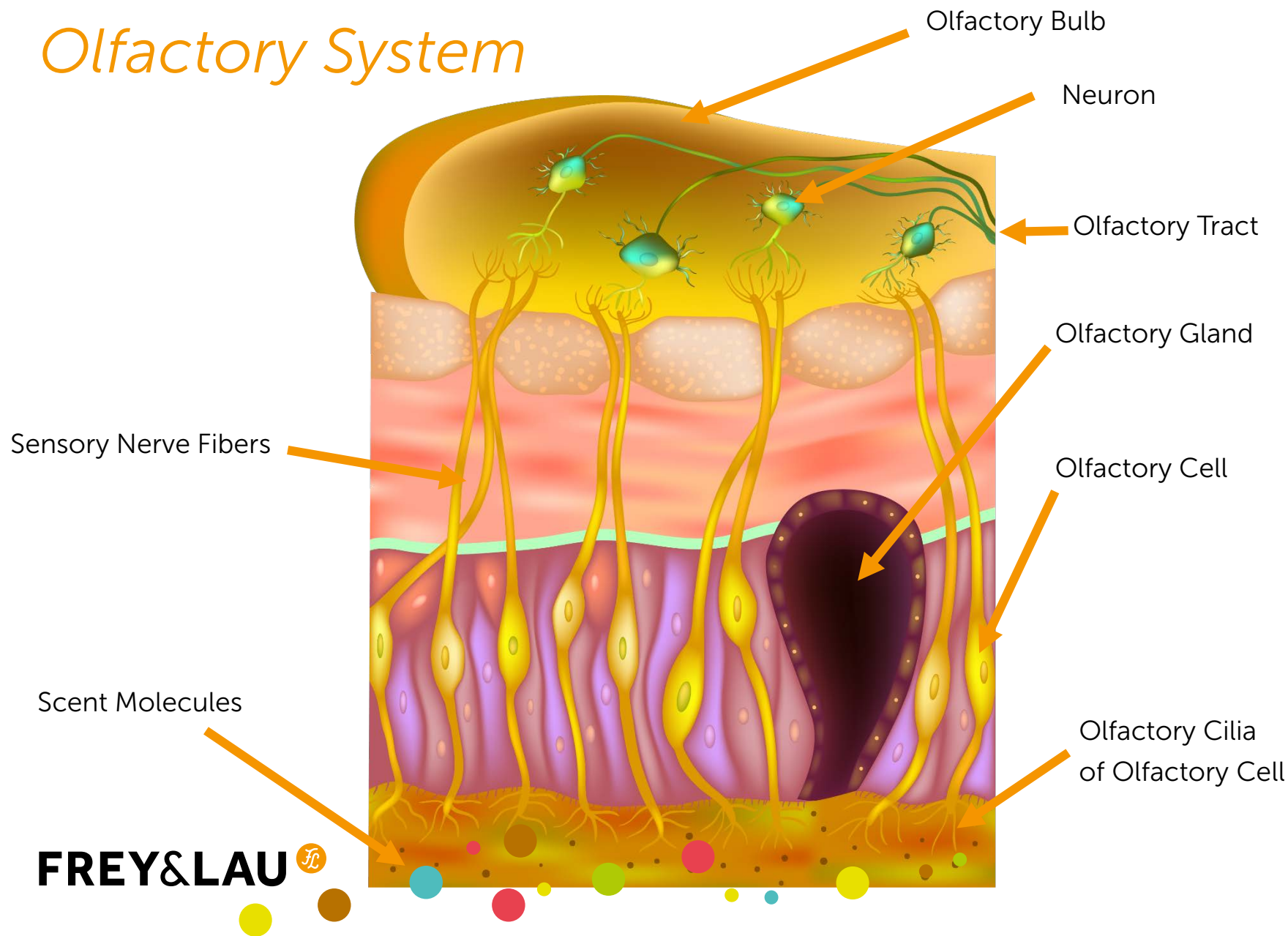
While "odor" and "smell" can refer to pleasant and unpleasant odors, the terms "scent", "aroma", and "fragrance" are usually reserved for pleasant-smelling odors and are frequently used in the food and cosmetic industry to describe floral scents or to refer to perfumes.



Olfactory System



Olfactory System

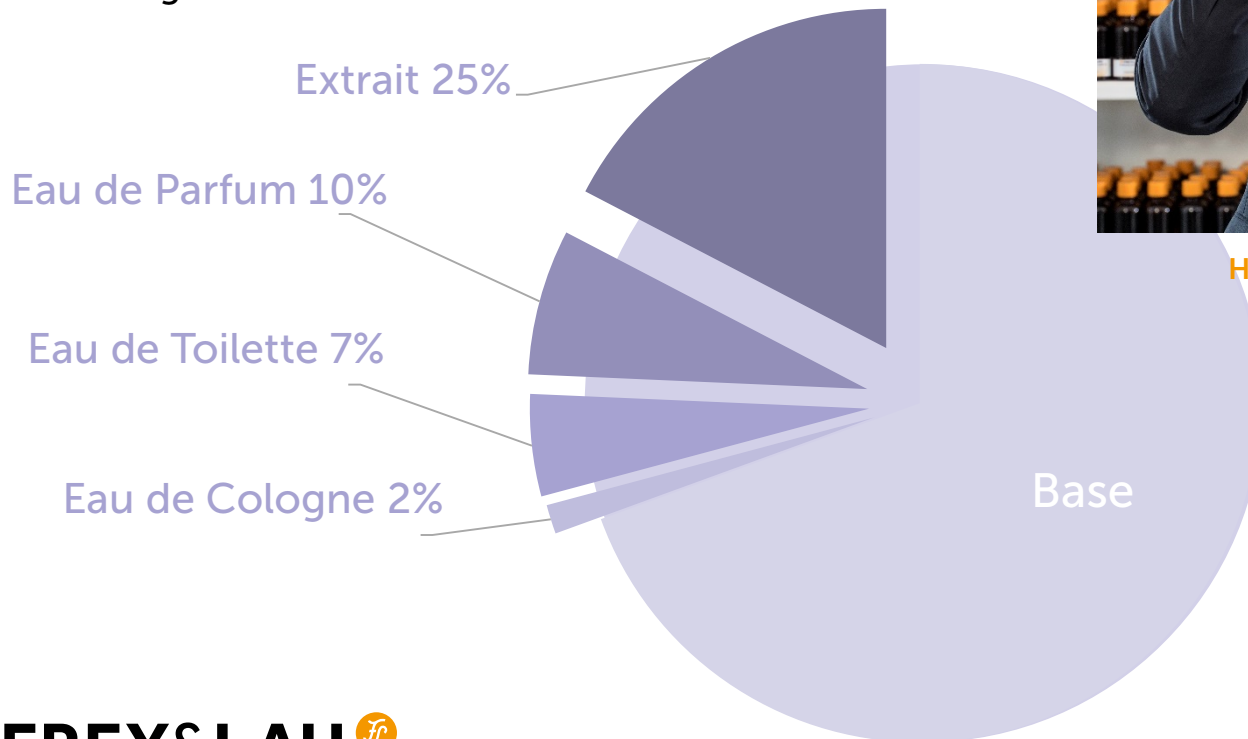


What is a perfume?

CHEMISTRY MEETS CREATIVITY

A perfume is a complex mixture of different raw materials (molecules) created by a perfumer.

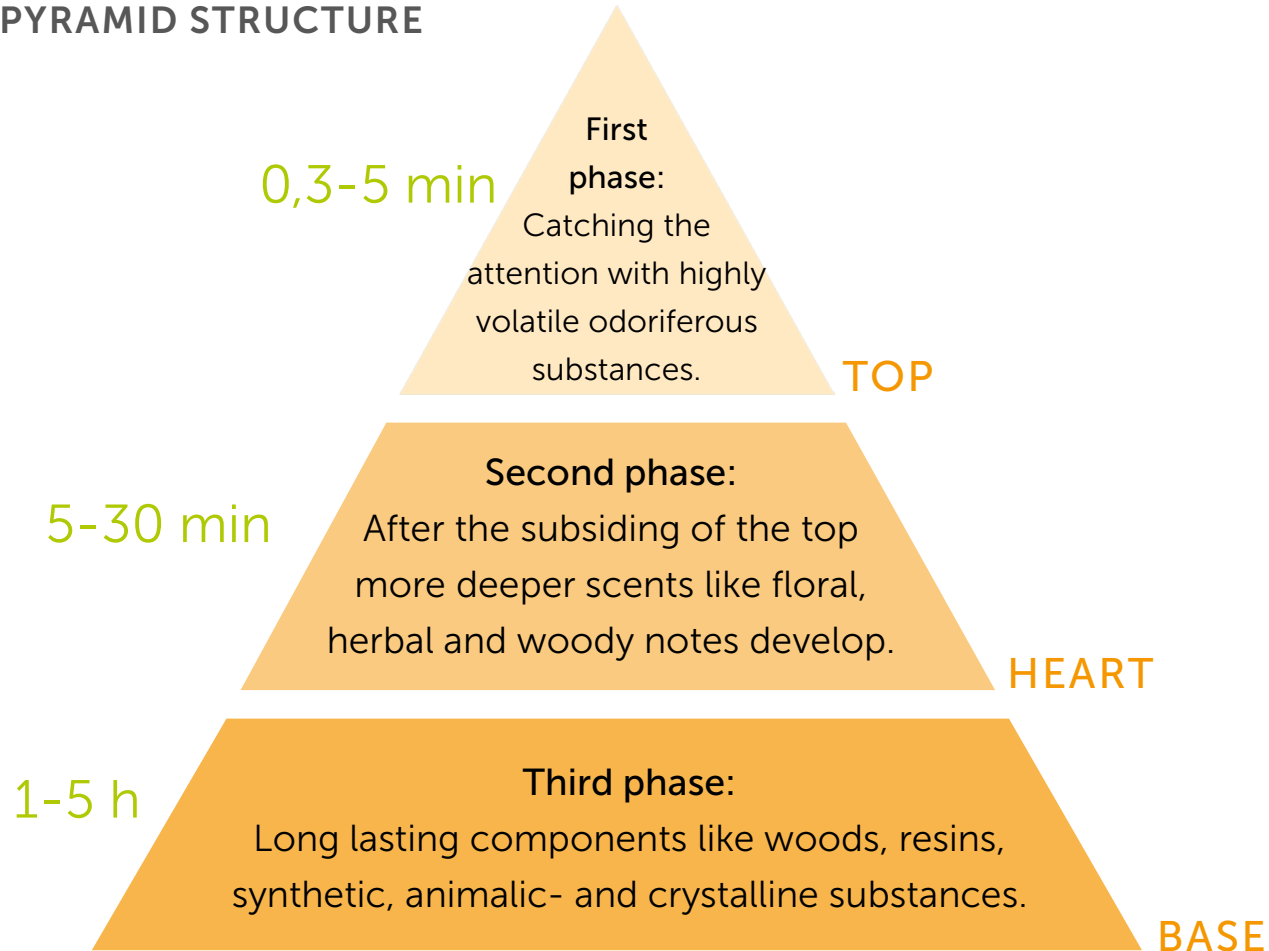
Percentage of Perfume Oil in Base:



Head of Perfumery at FREY&LAU
Fred Naraschkéwitz

The fragrance phases

PYRAMID STRUCTURE



Old Spice Chanel No 5 L'Air du Temps Paris Arpège Madame Rochas
Calandre Rive Gauche Ma Griffe Cabochard Chanel No 19 Shalimar
Vanderbilt Opium Poison Obsession Pino Silvestre Drakkar Noir Cool
Water Fougere Royale Kenzo Homme Polo Fahrenheit Tom Ford
Versace D&G Old Spice Chanel No 5 L'Air du Temps Paris Arpège
Madame Rochas Calandre Rive Gauche Ma Griffe Cabochard Chanel
No 19 Shalimar Vanderbilt Opium Poison Obsession Pino Silvestre
Drakkar Noir Cool Water Fougere Royale Kenzo Homme Polo
Fahrenheit Tom Ford Versace D&G Old Spice Chanel No 5 L'Air du
Temps Paris Arpège Madame Rochas Rive Gauche Ma Griffe
Cabochard Chanel No 19 Shalimar Vanderbilt Opium Poison
Obsession Pino Silvestre Drakkar Noir Cool Water Fougere Royale
Kenzo Homme Polo Fahrenheit Tom Ford Versace D&G Old Spice
Chanel No 5 L'Air du Temps Paris Arpège Madame Rochas Calandre
Rive Gauche Ma Griffe Cabochard Chanel No 19 Shalimar Vanderbilt
Opium Poison Obsession Pino Silvestre Drakkar Noir Cool Water
Fougere Royale Kenzo Homme Polo Fahrenheit Tom Ford Versace
D&G Old Spice Chanel Rive Gauche Ma Griffe Cabochard Chanel No
19 Shalimar Vanderbilt Opium Poison Obsession Pino Silvestre

FREY & LAU 

A row of glass perfume bottles on a silver tray, each with a cork stopper and containing a different colored liquid. The bottles are arranged in a line, and the liquids range from light yellow to dark brown. The background is softly blurred, showing more bottles and a warm, golden light.

*Classification of
Fine Fragrances*



Women

FREY&LAU 



Men

CITRUS

FRUITY

FLORAL

FLORIENTAL

ORIENTAL

WOODY

CHYPRE

FOUGERE

Citrus

BERGAMOT • LEMON • GRAPEFRUIT • ORANGE



CK ONE
Calvin Klein
1994



AQUA DI GIÒ
Armani
1996

CITRUS

Fruity

APPLE • PEAR • MANGO • PEACH • MELON • ETC.



MOON SPARKLE
Escada
2007

FREY&LAU 

FRUITY

Floral

ROSE • VIOLET • ORANGE BLOSSOM • JASMINE • LILY OF THE VALLE



GUCCI BLOOM
Gucci
2022



DIOR HOMME
Dior
2011

Floriental

FLORAL NOTES • SWEET • BALSAMIC NOTES



SCANDAL
Jean Paul Gaultier
2017

FREY&LAU 

FLORIENTAL

Oriental

FRESH CITRUS • BALSAMIC (WOODY, VANILLA, AMBER)



Flowerbomb
Viktor & Rolf
2005



NOIR
Tom Ford
2012

Woody

CEDAR • SANDAL • PATCHOULI



WOMANITY
Thierry Mugler
2010



OMBRE NOMADE
Louis Vuitton
2018

Chypre

CITRUS TOP • WOODY • OAK MOOS • PATCHOULI



COCO MADEMOISELLE
Chanel
2001



AVENTUS
Creed
2010

Fougere

CITRUS • LAVENDER • TONKA • OAK MOSS



SAUVAGE
Dior
2015

FREY&LAU 

FOUGERE



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your
senses

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