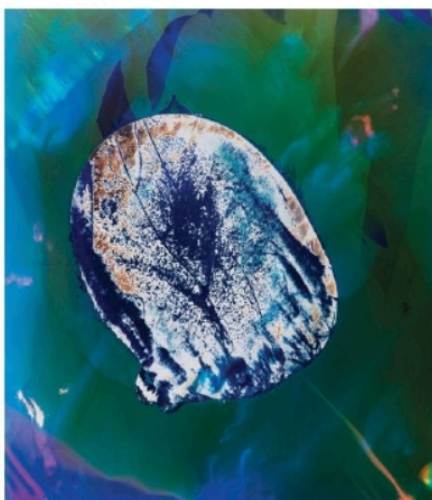


Show & Smell

THROUGH ART AND FASHION, MAISON FRANCIS KURKDJIAN PARIS IS TAKING HOW WE EXPERIENCE FRAGRANCE TO THE NEXT LEVEL. BY MEIRAV DEVASH



Clockwise from top left: "Acqua Universalis 2.," "Oud.," "Acqua Universalis" and "Oud Silk" by Christelle Boulé.

If, like 2 to 4% of the population, you have a neurological anomaly called synesthesia, you can already taste sounds, smell colors or see odors. If you were born without this superpower, visit the Miami Design District to perceive reality in an uncanny way at the *Expanded Drops* art exhibition during Design Miami/. Maison Francis Kurkdjian Paris, in collaboration with experimental Swiss Canadian photographer Christelle Boulé, invites everyone to experience scent visually through vibrant depictions of his most treasured fragrances. Boulé's process is a delicate endeavor—she applies a few drops of perfume directly onto archival silver halide photographic paper and watches them bloom into a unique "fingerprint" before developing them in total darkness. Kurkdjian's fragrances start out invisible to the eye, transforming into abstract color portraits that call to mind metaphysical aura

photos. "It is incredibly emotional to see the visual imprint of my olfactory creations," he says. For ultimate immersion, patrons can examine each print as they take a whiff of its corresponding fragrance.

This isn't the first time Kurkdjian has dabbled in the fine arts. The celebrated nose behind the indie perfume brand and other familiar scents (Jean-Paul Gaultier *Le Mâle*, Narciso Rodriguez for Her and Green Tea for Elizabeth Arden, to name a few) is known for thinking outside the bottle: In 2006, he transformed Versailles' Orangerie basin into a colossal fluorescent orange wafting the fragrance of orange blossoms through the parterre. In 2010, he released violet-scented bubbles at Shanghai's Lille Europe Pavilion, located at a Taoist temple. In 2015, he created a sfumato visible from the Palazzo delle Stelline's main entrance that enveloped visitors in notes of banana, orange, lotus and coffee blossoms.



FASHION SCENTS Life gets so busy. It's important to stop and smell the handbags—particularly this one, the first scented leather baguette ever available for purchase. To craft the limited-edition Selleria bags, Fendi treated the leather with ancient Roman saddlery techniques, infused it with Kurkdjian's secret sauce (aka FENDIFRENSIA perfume) and imprinted it with Boulé's beautiful visuals. The bag's sillage, with notes of leather and musk, will last up to four years. Women's and men's scented baguettes and nano-baguette with eau de parfum mini will be on view with Boulé's portrait of the fragrance, starting Dec. 4 in the Fendi Design District store. —MD

From left: Women's FENDIFRENSIA scented baguette, FENDIFRENSIA scented nano baguette and men's FENDIFRENSIA scented baguette, all price upon request, Fendi, Design District.