



ATELIER COLOGNE

New Kid's the Star!

KAREN BUR is happy and smells divine. How could she not? She's the reason Hong Kong knows ATELIER COLOGNE, a relatively new but innovative brand that's raising the bar for the perfume industry.

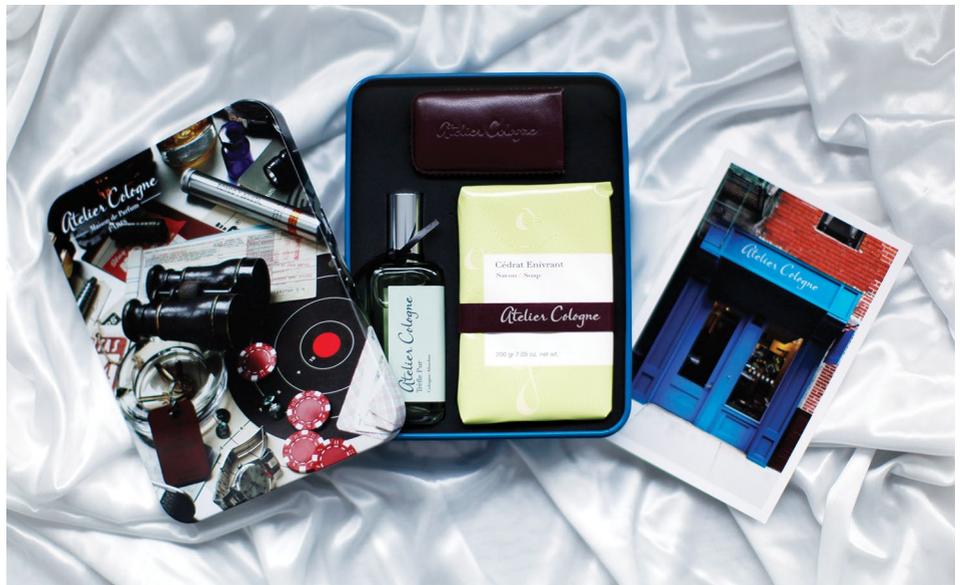
If you love yourself, Shop 1008, Podium Level One, ifc mall is a sanctuary of sensuality. The dainty store is big enough to showcase the loveliness that only perfume, candles and cologne can. A welcome addition to ifc's bouquet of shopping spoils, it draws you in with its soft flowery scents that only it can and here's why.

Established in 2009, Atelier Cologne is apparently the first Maison de Parfum creating Pure Perfumes inspired by the legendary Eau de Cologne.

The founders, Sylvie Ganter and Christophe Cervasel, gave birth to a new olfactive family, Cologne Absolué.

For the first time, citrus are blended with the most precious natural raw materials for perfectly balanced creations and exceptional lasting power.

Each Cologne Absolué tells the story of treasured emotions and powerful



memories, says the brand's website.

Cologne Calling

A straight hit with the gift market, the brand's spared no effort in terms of design of packaging not to mention the magic of the products themselves. Reasonably priced, the range's review options included the mesmerizing black and gold gift box caressing Cologne Absolué – Gold leather. Incomparable. The scent lingers to play with the senses, uplifting the mood and bringing that much more happiness to the day. In another signature blue box with a lifestyle montage on its over comes the fragrant Cedrat Enivrant soap with a small Trefle Pur cologne that takes the feeling of freshness to a new height. It's a private gift for a private person, we think. It's for a selfish evening. Yes.

The Bergamote Soleil scent is an evening outing wear, we think. It wears well on sunset colours and hints of unexpected intimacy a late evening could bring.

The brand's Jasmine Angélique body

and hair shower gel is for candlelit, lingering, contemplative bathtub pampering. After indulgence, enjoy the Orange Sanguine, moisturizing body lotion that seems to create a soft, fluffy fragrant cloud to drift off to sleep on.

For the dressing table is the unmistakable Oud Saphir (pure perfume). We think it's an intense unisex gem well worth wearing to important of high-style occasions. It's overtones are not that complex but to the less acquainted, it brings a veiled mystery.

All in all, the brand's products are a very certain challenge to the industry, as much as they are a delight to lovers of scents that make life so much more beautiful in good times and in bad, and as C. Joybell C says, "You are never fully dressed without perfume!" ■



For additional information please visit www.ateliercologne.com