



## Philippe Starck to launch perfume collection



Alice Morby | 22 August 2016 | 5 comments

Philippe Starck has become the latest designer to venture into the fragrance industry, adding three eau de toilettes to his extensive catalogue of products.

The French designer will be releasing the fragrances – named Peau de Soie, Peau de Pierre and Peau d'Ailleurs – under his new perfume label, Starck Paris.

Starck based each of the scents on childhood memories of his mother's perfume shop, and how it inspired his creativity.



"I loved to take refuge in this place," he said. "Because of the aromas, the exponential sum of the perfumes, beauty creams, lotions and shampoos, I travelled through an uncharted territory filled with incredible riches."

"What I did not know at the time was that I was growing up inside the most powerful vehicle for the mind and the unconscious."



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Starck worked alongside his wife and three master perfumers to create the scents, which [he claims](#) contain molecules that have never been used before.

Starck was less focused on the packaging – his only request being that it was minimal and able to hold the fragrance. "The object is not what is important," he said.



Design companies are increasingly launching fragrances, [scented products](#) and cosmetics to diversify their brands into new markets.

Brands and designers including [Mooodi](#), [Kartell](#) and [Tom Dixon](#) have all unveiled olfactory products – including scented candles, soaps and diffusers – for the home.

Meanwhile, Jamie Hayón, Nendo and Front have each experimented with [scent-themed installations](#).

Starck Paris will launch the three fragrances internationally in September 2016.

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