

January 13, 2015

Carven Relaunches a Classic Scent

By *Jayme Cyk*



Carven's new men's scents. Photo By George Chinsee A- A A+ PRINT

Head designers come and go. And although Guillaume Henry has left his post at Carven, the brand's licensee International Cosmetics and Perfumes believes the fragrance house will prevail.

And it's not wasting any time.

In February, Carven will unveil two men's scents: Pour Homme, a new pillar, and Vétiver, which is a relaunch of a fragrance originally created in 1957.

"We felt that it was fundamentally important to celebrate the debut of our newest fragrance, Carven Pour Homme, and reintroduce this timeless Vétiver fragrance in its new packaging," said Thomas Saujet, president of ICP.

While the juice will remain the same — containing a blend of bergamot, grapefruit, lavender, geranium and vetiver — Vétiver's packaging is adorned in neon green lacquer because according to Saujet, Madame Carven always said that she loved everything green.

Pour Homme is inspired by the stylish young man who doesn't take himself too seriously. Composed by Francis Kurkdjian, the juice blends top notes of grapefruit, violet leaf and orange blossom; a heart of sage, nutmeg and cedar with a base of vetiver and sandalwood.

"[Both fragrances are for] the same aged consumer," Saujet said. "Vétiver is the guy that will be a bit more classic, and Pour Homme is more about a modern edge."

Also, for the first time, ICP will incorporate a Carven men's scarf as a gift with purchase of \$100 or more at Saks Fifth Avenue.

Although ICP does not nationally advertise, education and training its sales staff at every store is a key focus for the company.

To that end, Vétiver, priced at 50 ml for \$80 or 100 ml for \$102, and Pour Homme, 50 ml for \$75 or 100 ml for \$95, will be available exclusively at Saks and Holt Renfrew starting in February. In the spring, the scents will roll out to other retailers such as Nordstrom, Bloomingdale's and Neiman Marcus.

While Saujet wouldn't talk financials, industry sources estimate that the two scents could do \$1.5 million at retail in its first year, with 10 percent of sales coming from Vétiver.

"We're not looking for the fast track in what we do," said Emmanuel Saujet, chief executive officer of ICP. "We're not looking to break all the records on this launch with Carven at Saks. We are looking to have a fragrance that will steadily grow over time for decades to come and remain a very prominent fragrance asset with retailers that we choose to carry."