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ICP Plots Growth, Launches Acqua Originale Collection

By Jayme Cyk

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With its new Acqua Originale collection of five unisex fragrances, Creed is unveiling what it bills as its biggest launch ever.

In August, International Cosmetics & Perfumes Inc. will launch the scents — Asian Green Tea, Cedre Blanc, Aberdeen Lavander, Vetiver Geranium and Iris Tubereuse — exclusively at Neiman Marcus.

“The inspiration is based on Olivier [Creed’s] living fragrance journal of travel throughout the world,” said Thomas Saujet, president of ICP. “It is inspired by different places that he’s fallen in love with.”

For instance, Asian Green Tea was inspired by the culture and art of Japan. Each retails for \$300 for 100 ml. “We anticipate [Asian Green Tea] will be our number-one seller in the collection,” noted Saujet, adding that Acqua Originale goes back to the traditional way of making perfume with the brand’s infusion technique.

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Emmanuel and Thomas Saujet

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