QUESTIONS TO THE PERFUMER

Coralie Spicher of Firmenich, one of the leading global fragrance houses.

How did you start, what was the process and what were the challenges in creating a flanker of such a legendary and popular scent like Swiss Army Classic?

The biggest challenge was to create a flanker as distinctive, unique and memorable as the original Swiss Army Classic scent. Swiss Army Classic is a historical perfume by the Victorinox brand; it is so recognizable, so timeless, so empowering. Its clean lavender scent, comfortable dry down and ambery and vanilla notes make for a very elegant, iconic and timeless fern. My father used to wear it, so I have a personal memory of this fragrance. I really enjoyed overcoming this challenge; it led to much pleasure and creativity, and I felt so proud to further build on the Victorinox fragrances story!

What inspired you during the creation process of the Swiss Army Classic Red Edition?

Creating this scent for Victorinox was an opportunity to challenge myself. I composed this Red Edition with a bold state of mind, creating a duality between the modern red fruits of the top notes and the classical woody base notes of incense and vetiver. It is an audacious contrast for this new chapter in the story. Also, to me Victorinox is a unique brand with Switzerland blended into its DNA. I am especially close to it because of my Swiss origins. The country provides us with limitless inspiration; it is a place where people live in harmony with nature thanks to majestic mountains, crystal-clear waters, and overall natural beauty.
How would you describe the character of the scent?

This scent is a thrilling blend of raw materials. I wanted this fragrance to represent what Victorinox means to me. The top notes evoke the color of red with vibrant red fruits which lend the fragrance its addictive and unique nature. The heart of the fragrance reveals an aromatic top-quality lavender diva. This beautiful raw material mingles with the crispiness and freshness of a mint piperita cascade. The aromatic symphony brings a strong masculinity imprint to the fragrance. This elegant signature is sublimated by comforting notes of vetiver and incense. Finally, the fragrance unveils a mystical touch thanks to incense, a nod to the Classic fragrance of Victorinox.

Born in Geneva, Switzerland, you might also bring that extra touch of Swissness into this vibrant Swiss Army Classic flanker. Was your origin of any help?

Being Swiss helped me a lot to transcribe the most pure and intact feelings conveyed by this perfume. I feel these emotions deep inside my heart and it was very natural for me to express them. I know the smell of the mountains, the water, the fresh air, the snow, the trees, the fruits, the herbs, the soil. Switzerland belongs to my first olfactory memories and is my most familiar playground for inspiration. Creating this fragrance was an intimate, intense, and exciting experience. This is the creation closest to my roots.

And how would you describe the “touch of red” in this Victorinox scent? What epitomizes this?

I brought the touch of red into this scent thanks to unique Firmenich ingredients: Wild Berries Nature-Print® and a red apple accord inspired by an apple which grows in Switzerland, the Redlove. What is so special about it is that this variety only exists in Switzerland; and its particularity is that it is entirely red with a white line down the middle! It obviously was the natural choice since it’s perfectly emblematic of Switzerland. I created a new accord that unveils the delicious scent of the Redlove apple. In perfumery, it’s quite rare for fruits to be used naturally since it is very difficult to extract their essence. So, to capture the smell that emanates from Wild Berries, I used Nature Print®. This advanced technology enables us to take the very best out of the fruit’s scent. We analyze the natural fragrance from the vivid berries that only surrender their scents into the ‘headspace’ around them – then use advanced technology to “recreate” nature while not damaging it.

For the packaging, the brand’s iconic red color fuses with elements refined with the so called “Alox” pattern well-known from the famous Swiss Army Knives. Did you already have a certain connection, association (maybe from childhood memories) with the brand Victorinox?

Victorinox is part of our shared Swiss DNA. It’s a brand that is so emblematic and woven throughout Swiss identity, starting from childhood. When I was 10 years old, I received my first red Victorinox knife with my name engraved on it. My parents gave it to me as a precious object which I still have today. In Switzerland, we see it as passing a symbol from generation to generation, so I was so proud to have my first one. And since this day, I never go on hikes or on holidays without my Swiss Victorinox knife!
What makes a good fragrance in your opinion?

A good fragrance in my opinion is a fragrance which empowers you, gives you confidence, strength, and comfort, and makes you feel unique. For me, fragrances are all about emotions; it is very personal how we perceive scents, but the fragrances which bring you the most positive emotions, which move you, are definitely the best fragrances for you.

What is it that makes your fragrances special? What can't be missed? What’s your “secret ingredient”?

When I started creating the Classic Red Edition, my aim was to translate the fascinating and very natural smell of wild berries. I knew exactly which ingredient would be my secret one: the Strawbinone. This captive molecule from Firmenich had been extracted from red fruits and has this gourmand and jam scent that the red fruits have with a hint of tanginess. The wild berries accord was the starting point of my composition, the beginning of a new story. This fragrance is daring, as the red fruit notes are usually used for feminine scents. It was my way to rejuvenate this beloved and iconic fragrance.

What kind of perfume would describe your personality best?

A perfume which has a duality of strength and sensitivity. I think it is what describes me the best. I like paradoxes, I like opposites and love to try to marry them to connect what seems at first sight unconnectable. I like perfumes with strong personalities which surprise me.

ABOUT VICTORINOX

Victorinox AG is a worldwide operating family business, which today is run in the fourth generation. The headquarter of the company is located in Ibach, canton Schwyz, in the heart of Switzerland. This is where the founder of the company Karl Elsener I set up his cutlery business back in 1884 and, a few years later, designed the legendary «Original Swiss Army Knife». Meanwhile, the company produces not only the world-famous pocket knives, but also high-quality household and professional knives, watches, travel gear and fragrances. In 2005, the company took over Wenger SA in Delémont. The Wenger pocket knives were integrated into the Victorinox range in 2013, so that the Wenger product portfolio today consists of watches and travel gear. Products are available online, in own stores as well as via a widespread network of subsidiaries and distributors in more than 120 countries. In 2019, the company with its more than 2100 employees generated sales of CHF 480 million.