Pierre Aulas is an independent Olfactory Director and has been working with the Victorinox team since 2007 on its unique fragrance creations. With his background in marketing and his wide olfactory knowledge and experience, he is the perfect match to represent the brand and to take consumers on a wonderful, surprising and breathtaking Victorinox journey of their senses.

The starting point of the new For Her Collection was the iconic red For Her fragrance, which has been our female bestseller for more than 20 years. How do you explain the success of this fragrance created by the (retired) Firmenich Master Perfumer Harry Fremont?

The long-standing success of For Her does not come as a surprise to me given the way it embraces timeless femininity as well as simplicity, naturality and strength, all part of Victorinox DNA.

The scope of this project was to create something new for women in the Heritage Collection with a strong connection to Switzerland. How did you start, what was the process and what were the challenges?

The overall challenge was to create a scent that stands apart, but is at the same time coherent with the existing For Her fragrance. To face this, we started to think carefully about different types of femininity. With Apricot Rose we wanted to highlight a woman who is blooming and full of smiles. Juicy apricot lends the fragrance a young and modern touch, whilst the unique rose accord reproduces the fragrance of the roses cultivated at the main location of Victorinox, a wonderful nod to the brand.

For Lilac Jasmine, we wanted to honor the mysterious and sophisticated facets of femininity. The scent is built on a woody base of patchouli and cedar, spiked with a modern juicy, almost gourmand touch of wild blackberries, just like the ones found all over Switzerland.

What is it that makes your fragrance unique? What can’t be missed? What’s the “secret ingredient”?

For both fragrances we created a unique accord to illustrate inimitable Swiss scents: the Victorinox Garden Rose for Apricot Rose and the Alpine Rock Jasmine for Lilac Jasmine.
“Crafting a perfume is a process of balance and finesse, but it is also about the magic of making someone happy,” enthuses Perfumer Marypierre Julien. And this sentiment rings so true in her beautiful creation Swiss Army For Her Apricot Rose; a joy-giving, hugely optimistic scent that forms a seminal part of this new Heritage For Her Collection.

Rewinding back, lavender was the ingredient that made Marypierre want to become a Perfumer. Growing up in the South of France she vividly remembers the scent of lavender on her grandmother’s linens and on the terracotta tiles cleaned with essence and Marseille soap, and on her hands when she helped her mother weave lavender baskets.

She captures this romantic, uplifting feeling in her fragrances. Her olfactory signature is bright and radiant. She also loves to reveal the unexpected in the most familiar notes.

The scope of this project was to create something new for women in the Heritage Collection with a strong connection to Switzerland. How did you start, what was the process and what were the challenges?

I was inspired by the elegant heritage of Victorinox, its authenticity and its femininity. The challenge was to find the right signature without compromising its uniqueness.

What inspired you during the creation process?

I was inspired by the Swiss mountains, especially summer alpine activity.

How would you describe the character of the scent Apricot Rose?

It is a happy, sunny, solar scent that blooms nicely on the skin and leaves a long-lasting trail of musky notes. To me, a good fragrance is a fragrance that makes you undoubtedly happier when you wear it. When your perfume fills you with positive emotion, you know you have made the right choice.

What is it that makes your fragrance unique? What can’t be missed? What’s the “secret ingredient”?

The uniqueness of the apricot velvety accord enhanced by the Garden Rose note and unique musk exclusive to Givaudan.

Can you describe the women who’s wearing Apricot Rose? Who did you picture in your mind when creating this scent?

She is joyful, positive, youthfully energetic, sociable, happy to share and romantic.
Amélie Jacquin of Givaudan, one of the global leading fragrance houses.

“Everything is possible” is how French Perfumer Amélie Jacquin views the cityscape of Paris; a cultural playground that inspires her olfactory creations. She takes the vibrancy of the metropolis and translates it into scent form. That could be a trendy restaurant, or art exhibition that sparks an idea for crafting a fragrance in a particular color. Swiss Army For Her Lilac Jasmine is a standout example of this. Fascinated by the vibrancy of life and human connection, Jacquin explains how personal and intimate her fragrance compositions feel. “Creating a fragrance is so deeply personal that it feels as if people are wearing a piece of you.” Amélie is passionate about travel and the plants, flowers, landscapes and food she encounters in her global discoveries. She explains, “I return from each destination with a desire to translate what I have seen, tasted and smelt into perfume.”

The scope of this project was to create something new for women in the Heritage Collection with a strong connection to Switzerland. How did you start, what was the process and what were the challenges?

My inspiration was the mountains and the outstanding nature in Switzerland. And more precisely, I wanted to re-create the smell of the Alpine Rock Jasmine. I imagine a very strong woman, a force of nature just like this flower.

What inspired you during the creation process?

I really enjoyed working on this fragrance and creating all its different aspects: of course, the Alpine Rock Jasmine but also, the wild berries, the lilac and the woody association.

How would you describe the character of the scent Lilac Jasmine?

For me, this fragrance is strong and sensual.

What is it that makes your fragrance unique? What can’t be missed? What’s the “secret ingredient”?

This Alpine Rock jasmine accord brings something very unique to the fragrance: a really powerful floral note.

Can you describe the women who’s wearing Lilac Jasmine? Who did you picture in your mind when creating this scent?

I pictured a really independent and adventurous woman who knows who she is and what she wants.
ABOUT VICTORINOX

Victorinox AG is a worldwide operating family business, which today is run in the fourth generation. The headquarters 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 2021, the company with its more than 2100 employees generated sales of CHF 408 million.