

Puredistance GOLD Press Release October, 2019

puredistance GOLD a master perfume



PUREDISTANCE GOLD

After the beautiful BLACK and WHITE, Master Perfumer Antoine Lie has created GOLD to finish a trilogy showcasing the 3 signature Puredistance colours, using only the finest ingredients. The visual inspiration for GOLD has been our 'Golden Mondriaan': a palette of mainly golden colours created to illustrate the timeless concept of chic gold that naturally harmonizes with its surrounding. Elegant shades of gold - varying in intensity and warmth - are harmoniously laid out in a well balanced pattern.

PERFUMER

This is the fifth perfume Antoine Lie has made for Puredistance and just like his other creations for Puredistance, GOLD exactly matches the feeling we had in heart. We have given Antoine carte blanche to use the very best ingredients and so he did. GOLD is a veritable feast of the rarest and most precious natural ingredients.

'A RICH & HARMONIOUS FUSION OF GOLD TONES'

INGREDIENTS

Top Notes

Green Mandarine Essence - Italy, Bergamot Essence - Calabria, Pink peppercorn Essence - Reunion Island, Rosemary Essence - Morocco, Clove buds Essence - Madagascar

Middle Notes

Jasmin Absolute - India, Ciste Absolute - Spain, Geranium Essence - Morocco, Cinnamon Bark Absolute - Madagascar

Base Notes

Styrax Essence - Honduras, Benzoin Resinoide - Laos, Myrrhe Resinoide, Patchouli Essence - Indonesia, Vanilla Green Beans - Madagascar, Tonka Beans Absolute - Venezuela, Castoreum Absolute, Vetiver Essence - Haiti.

PURE PERFUME EXTRAIT

The combination of the highest quality raw materials and a perfume oil percentage of 36% will ensure a rich and long lasting sensorial experience.

PERFUME SIZES & PRICING

Puredistance GOLD will be available in November 2019 in 3 different sizes: the 17.5 ml perfume spray, a 60 ml perfume flacon and a 100 ml perfume flacon. All perfumes are packaged in a beautiful giftbox and come with a certificate that is personally signed by the founder Jan Ewoud Vos. The suggested EU retail price will be 175 euro for 17.5 ml, 295 euro for 60 ml and 490 euro for 100 ml.

LEARN MORE ABOUT PUREDISTANCE GOLD

If you are interested to know more about Puredistance GOLD, please contact Nele Tammiste at: nele@puredistance.com or go to our website, facebook, instagram or twitter.

The Story

Jan Ewoud Vos:

"March 2017 I started working on GOLD and approached a well known perfumer we had not worked with before. For more than a year we received many perfume ideas and he tried hard to match the concept of GOLD I had in mind and I did everything I could to fine-tune my concept in a way things would 'click'. After many attempts we decided that the way I always use synesthesia to sense if a certain perfume matches my concept did not work in this case. Very unfortunate, since we both put a lot of time in this project and also had developed a good relationship. So we stopped and I forgot about GOLD for a couple of months to clean my mind and find the energy to start all over again.

October 2018 I met Antoine Lie in Paris to talk about AENOTUS. Antoine had just started to work as an independent perfumer, teaming up with an old friend who owns L'Atelier Français des Matières, one of the best addresses in the world for raw materials. I asked Antoine to create GOLD and what's more - to make a statement. A statement of fine ingredients. To show once more that Puredistance only uses the best raw materials and never compromises. A statement we feel like making in a world with more and more empty claims about quality, passion and exclusivity.

April 30, 2019 Antoine and I met again in Paris and he showed me 3 possible beginnings of GOLD. But after smelling the first one, there was no need for me to smell the other two. Antoine saw the look on my face when I smelled the first perfume and said: forget about the rest, let's focus on this one. After 3 reworks the final formula of GOLD was ready in June 2019. And now I hope everyone who will smell GOLD will close their eyes and feel the same as I do, and sense the beauty, the harmony and the natural depth of this perfume."

Antonie Lie:

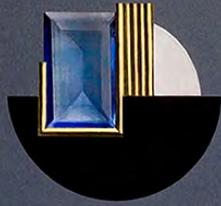
"Having access to the best ingredients that nature has to offer nurtures the excellence of the greatest cuisines, wines, or exceptional spirits... The same is true of the Haute Parfumerie and given carte blanche by Puredistance I could create GOLD in full freedom using the rarest natural jewels. This perfume extrait for me is a veritable feast of ingredients. Puredistance GOLD is naturally rich, warm and harmonious ... For me it feels like coming home."

Rémi Pulvériel from L'Atelier Français des Matières:

"We are always in search of the rarest natural jewels for our perfumers. The excellence of our raw materials stems from our constant research for rare 'terroirs' selected all over the world. In each country, we partner with only one trusted source of fine ingredients who both masters the agricultural activities, and at the same time the extraction techniques. These two conditions are key to ensure we source the best possible extracts qualities, but in limited quantities.



puredistance
GOLD
a master perfume



CREATED BY
ANTOINE LIE
IN PARIS

36%
PERFUME
EXTRAIT

RICH & HARMONIOUS

This 'Golden Mondriaan' made by Jan Ewoud Vos served as visual inspiration for the creation of Puredistance GOLD and illustrates the timeless concept of chic gold that naturally harmonizes with its surrounding.

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A RICH & HARMONIOUS
FUSION OF GOLD TONES

This perfume extract (36% perfume oil) is a veritable feast of the rarest and most precious natural ingredients.





After the beautiful BLACK and WHITE, Antoine Lie has created GOLD to finish a trilogy showcasing the 3 signature Puredistance colours.



Puredistance GOLD is available in 3 different sizes: the 17.5 ml perfume spray, a 60 ml perfume flacon and a 100 ml perfume flacon.



All perfumes are packaged in a beautiful giftbox and come with a certificate that is personally signed by the founder of Puredistance.



Puredistance GOLD 60 ml perfume flacon including an elegant giftbox with a ribbon that is done by the Puredistance Team. We assemble and finish all of our perfumes by hand.



The complete Puredistance Master Perfume Collection now consists of 10 different perfumes.



PUREDISTANCE: ONE OF THE MOST EXCLUSIVE PERFUME HOUSES IN THE WORLD

Puredistance was founded in 2007 by Jan Ewoud Vos. His dream was to create a small Perfume House that offers true exclusivity and timeless beauty. He feels privileged his dream has come true: Puredistance has become one of the most exclusive Perfume Houses in the world.

PURE PERFUME ONLY

Puredistance offers only Pure Perfume Extrait: the most precious version of fragrances. Apart from that each Perfume has its own strong personality. In many reviews customers and perfume bloggers praise the fact that each of the Puredistance Perfumes has a genuinely unique soul and signature.

MASTER PERFUMERS

Puredistance works with the world's most renowned Perfumers in Paris, London and New York. The noses behind the 10 Puredistance Perfumes are Annie Buzantian in New York, Antoine Lie and Cécile Zarokian in Paris and Roja Dove in London.

PERFUME SIZES AND ACCESSORIES

Currently, the Puredistance Master Perfume Collection consists of 10 Perfumes which are available in 3 different sizes: a 17.5 ml Perfume spray, a 60 ml Perfume flacon and a 100 ml Perfume flacon with a chic leather holder. All Perfumes are finished by hand and packaged in the beautiful Puredistance giftbox which comes with a certificate of authenticity that is personally signed by Puredistance founder Jan Ewoud Vos.

AN INDEPENDENT COMPANY WITH A COSMOPOLITAN BACKGROUND

While the Puredistance Perfumes are made in London, Paris and New York, the main office and design centre of Puredistance is located in a historical building in the Netherlands. Here an international team enjoys designing the Puredistance Collection and giving good old fashioned personal service to its international customers in more than 40 countries. Puredistance is a 100% independent company and can afford to stay small, personal and special.

SMALL IS BEAUTIFUL

Our motto is: 'small is beautiful'. In today's world of fragrances, where big luxury powerhouses rule, it seems we have become a rare bird, which is something we cherish. It is our wish to continue creating understated elegance and timeless beauty, hand in hand with true exclusivity. The best proof of our exclusivity is the fact that less than 100 carefully selected perfumeries worldwide are authorised to sell Puredistance. This kind of exclusivity is hard to find today. As is our personal touch. We take great pride in offering high-end luxury that includes good old fashioned customer service.

LEARN MORE ABOUT US

For more information about Puredistance go to www.puredistance.com or enjoy our rich visuals on facebook, instagram, pinterest and twitter.





**PUREDISTANCE
MASTER
PERFUMES**

**TRUE
EXCLUSIVITY**

HANDMADE

**PURE
PERFUME
ONLY**

**CREATED IN
PARIS, LONDON
& NEW YORK**

**ONE OF THE WORLD'S MOST
LUXURIOUS
PERFUME COLLECTIONS**