

INTERVIEW WITH PUREDISTANCE FOUNDER JAN EWOUDE VOS
by SERGEY BORISOV

'LESS IS MORE'

Nice to e-meet you. It's so strange that instead of personal interview we have to keep the distance, in our case - international distance. OK, could we insert some pun here? Like, about the difference or similarity between social distance and puredistance...

The similarity between social distance and puredistance **is a focus on what really matters**. As a result of social distance most people spend time with their dear ones. Family and friends. We go back to the core. We (re)discover what it takes to be happy. We feel the essence of life. At Puredistance we always have focused on a small group of customers and stores that love our products. We have always spend a lot of time, energy and love on the development of a small collection of perfumes. Quality over quantity. Less is more. Small is beautiful... So focusing on what really matters is not new to us and the very essence of Puredistance.

Therefore I am not worried about the future of Puredistance. There will always be a small group of people that love our perfumes and they will keep on buying them and supporting us. And this is all we need. **A small number of people who love us for who we are and what we do.**

Because of the Corona crisis some weeks ago incoming orders have almost stopped completely. This has changed the way we work. We now focus on 'sharpening the saw' projects we never had - or made - time for. And part of our team works from home on artistic projects. Puredistance is fortunate to have Robin and Marleen in our production team who can make beautiful paintings and illustrations. This is what they do now at home. Creating more beauty to visualise the world of Puredistance.

Financially we can weather the storm. With a small team we do nearly everything ourselves and we never spend money on advertising. So our costs are relatively low. The money we made the past years we spent on making our products more beautiful and where possible increase the quality even further and what remained we saved. We did not spend it on fancy cars, dinners or extreme salaries, so during this crisis we normally pay all salaries, quickly pay our suppliers and can sleep at night without financial worries).

I myself am also working from home, but this is what I usually do, so for me it is business as usual. I work on future projects, design, visuals, new concepts etc. What has changed for me is the way I communicate with my team. Normally we meet once or twice a week and sit around the table and evaluate new ideas, design etc. I highly value the input of my team. Now I am on the phone two hours a day with everyone individually to make sure we stay connected.

I expect there won't be much orders for the upcoming months. Many stores first need to sell their existing stock before they can afford to invest in new stock. And consumers will be careful how they spend their money. If I look further into the future I think sales of luxury in general will be down and stay down. **People will look for something really special and ask themselves twice if they really need it.**

What about production and sales of the new Gold perfume? And all Puredistance range?

Puredistance GOLD so far has done really well. It was received very well by our customers and reviewers and sales is in line with the bestsellers of our collection. If you ask me about sales right now, the answer is simple. These weeks we hardly sell anything and this could continue for a while as I explained earlier. We hear from many perfumeries that quite some niche brands now aggressively sell their perfumes through online channels, often with large discounts. This is not our style. We prefer to support the stores that always have been loyal to us and ask them how we can help them with their online sales.

I found that wearing perfumes in self-isolation mode could be useful in so many ways. Perfumes could be very entertaining and bring you new worlds, they help to distract from the news and escape from the reality, they help to comfort and cocoon... Could you name the best Puredistance remedies for you in these charts:

I find it difficult to chart our perfumes in such an oversimplified way, since our perfumes are complex and have so many different facets. On top of that every person will perceive them in their own unique way. Having said this, I will give it a try stating clearly this is only my subjective opinion and just one part of the complex character of each perfume.

1) **Entertaining** - Puredistance M and SHEIDUNA

2) **Escaping** - Puredistance WHITE

3) **Comforting** - Puredistance GOLD and OPARDU

And for very discrete and intimate comfort at skin level I would advise Puredistance I.

I still love the words Octavian Coifan once wrote about Puredistance I:

“It's not a fragrance to stare at and admire the virtuosity of the perfumer but rather it's a luxury to be worn in silence”.

The perfume business in most countries now turn to online sales only. So, how online perfume sales and promotion is changed for Puredistance?

We ask the perfume stores that sell us (only 80 stores in 40 different countries) how we can help them. We offer to send them more 2 ml samples than usual for their online customers, we sometimes help them making their online website better and don't push them to buy from us now, instead we try to help them to sell the puredistance stock they already have. Then we have our own online E-store which we started many years ago. We don't use this store to compete with our dealers. It is part of the 'old fashioned personal service' we give. To the perfume stores AND to our customers. In some cases a customer simply prefers to buy directly from us.

Another online initiative we took is the Puredistance Visual Contest on Instagram. To further support our loyal customers and fans during these difficult times we give away three 17.5 ml perfumes every week to the makers of the most beautiful and original puredistance inspired visuals. Apart from the chance of winning one of our perfumes we hope to inspire people to get creative.

When we found that Esxence-2020 will be postponed to 2021, some readers commented like niche brands should rethink their strategies, and spend this year to improve the new perfumes they were going to launch in 2020, to make a perfect perfume launch in 2021. What could you answer to them?

I think they are right - in most cases. I find many companies launch perfumes too soon, too fast and too often. In our case there is no need to rethink our strategy of improve the perfumes we are going to launch in the future. By now most people that have heard about Puredistance know that we only launch a perfume when we are 100% sure everything is right. The perfume, the packaging and the total concept. We started in 2007 with only one Perfume: Puredistance I. Now in 2020, 13 years later, we only have 10 perfumes. The development of a new perfume takes us between one and two years and all of our perfumes are personalities with a soul.

I am pretty sure the world now realises, more than ever, that we have to stop consuming things we don't really need. **People will be more selective and informed and buy quality and character.** More and more people will prefer to buy a high quality perfume they really love instead of filling the bathroom with flacons without any real character that are bought for the short kick of having something new or the excitement of the discount.

In the booklet you've sent me with Gold sample I found that the new perfume to be launched in 2020 is named Rubikona, and its perfumer is Cecile Zarokian. I think you were going to announce it in Milano. Are you still going to launch it in 2020? Could you tease our readers about it a little?

You are right. RUBIKONA will be our next launch. And instead of May this year, we will launch in October this year. What I can tell you about it now already is the fact the perfume will appeal to those who need something Warming and Chic. Think Warm Deep Red. Think Chic Midnight Blue. Earlier on you said perfumes can help you escape from reality. **Well, RUBIKONA can give you the feeling you have the lead role in a classic movie. The ultimate escape!**

And to already show your readers one visual, I have attached the 2 visuals of the soon to be launched RUBIKONA.

Let's look into the future. How you think niche perfumery will look like after the crisis?

More or less niche brands? Less. I hope :)

New business models? For niche perfumes: a growing number of online perfume stores that focus on personal service and selection instead of discount and quantity.

Price range changes? Some brands will lower their retail prices. Even more discounts.

Any other changes or innovations? **Increased demand for high quality, sustainable products where sustainability doesn't take away the feeling of luxury.**

puredistance
RUBIKONA
a master perfume



CHIC
INSIDE OUT



puredistance
RUBIKONA
a master perfume



50 ml | [Perfume Extrait 28% Perfume Cit]

puredistance

CHIC
INSIDE OUT



Puredistance I Perfume (launched in 2007) "It's not a fragrance to stare at and admire the virtuosity of the perfumer but rather it's a luxury to be worn in silence" - Octavian Coifan



February 27, 2020 - Happy together! Feels like years ago... This picture was taken shortly before the Corona crisis started in the Netherlands too. The Puredistance Team now partly works from home.



Puredistance GOLD is one of our most heart-warming and comforting perfumes. According to Sergy Borisov "Antoine Lie created a soft and warm golden shine."



'Less is More' by Robin Keupink from the Puredistance Team



Iris Vos of the Puredistance Team lives in Helsinki and is responsible for the Puredistance website and all social media. During lockdown she initiated the Puredistance Visual Contest which quickly has become a great success.



March 31, 2020 Marleen Molenaar from the Puredistance Team making illustrations at home during lockdown.



April 11, 2020 - 'Touched by Nature' created by Marleen Molenaar from the Puredistance Team.
Made at home during lockdown.