

THE STORY OF PUREDISTANCE NO.12

puredistance
N°12
a master perfume



The story of Puredistance started in 2002 with the concept of Puredistance I - the signature scent of Annie Buzantian. And with the upcoming launch of No. 12 - almost 20 years later - we have come full circle. A circle filled with many beautiful stories. The story of No.12 is one of them.

In 2018, the 5th. of June, I received an email from Lana in Zagreb. She is a dear friend and represents Puredistance in the Balkans. She told me the well-known Parisian perfumer Nathalie Feisthauer would like to create a perfume for Puredistance. The next day I called Nathalie and asked her to come over to our headquarters in Groningen for a first meeting.

July 9, Nathalie stepped off the train in Groningen and I drove her to our old 'church' in the heart of Groningen. She was welcomed by our team and in the afternoon we sat around the table smelling 11 different scents Nathalie had made. While smelling the first one - labeled 'Gold Taffeta' and described as a "a sophisticated and rich Chypre note" - Nele and I instantly looked at each other, and our eyes exchanged the same message: "I LOVE THIS PERFUME!". Although the 10 remaining fragrances were also given our full attention, it was Taffeta that left an indelible emotion.

August 12, I wrote to Nathalie:

'From all the perfumes you have shown us, Taffeta left an emotional imprint on my scent memory that is lasting. I cannot forget it. So we tried it again and again and found it to be equally beautiful as the first time. To me it is 100% Puredistance. Long lasting, rich, different, stylish, special and full of character.

But it is NOT GOLD to me (at that time we were still looking for a perfumer who could create Puredistance GOLD for us). Therefore I propose to you to forget about Puredistance GOLD and use Taffeta for the last Puredistance Perfume in our collection of 12. The name will be 'Puredistance No. 12'.

The idea behind is that we started with Puredistance 1, which was the signature scent of Annie Buzantian. Now we complete the collection of 12 perfumes with no. 12, which is more or less your signature scent, or dreamscent, or whatever you want to call it, since you told me you have been envisaging this scent very clearly in your mind and then, after a long time, matched this dream perfectly, one-to-one, in reality. Which never happened this way with other perfume ideas. So this is a unique perfume to you and a beautiful story to tell. And in line with our first perfume. To me a grand and great and beautiful way to complete the MAGNIFICENT XII COLLECTION (this will be the name of our collection of perfumes).

The way I see it now is to launch Puredistance No. 12 late 2020. I hope I have not disturbed your holidays with this message, but I thought better write you now before you give Taffeta to someone else :)

Kind Regards, Jan Ewoud '

And so Taffeta became Puredistance No.12. A perfume Nathalie has dreamed of for many years and with the creation of No. 12 this dream has come true. A grand perfume that wraps around you like a cashmere veil, leaving a feminine, mysterious trail. A perfume like no other, in many ways timeless and hard to describe with words. I feel that Nathalie has perfectly captured the universal harmony, the timelessness and the magic of the concept of '12' in her creation.

NOTES

T: Bergamot oil, Mandarin oil, Cardamom oil, Coriander oil, Ylang Ylang oil, Narcissus abs

M: Jasmin abs, Rose oil, Geranium oil, Lily of the Valley, Orange Blossom, Osmanthus abs, Orris butter, Heliotrope, Hedione HC

B: Vetyver, Sandalwood oil, Patchouli oil, Oak moss, Tonka, Ambrette note, Ambroxan, Vanilla, Musks.



Nathalie Feisthauer from Paris

Nathalie Feisthauer is an independent perfumer with a long and rich experience in creating perfumes. Perfumes for the happy few and world famous perfumes created while she worked in leading perfume companies. She was trained in the prestigious Givaudan Roure Perfumery School in Grasse. Nathalie began her career in New York in the '90s, opening the door of Estée Lauder for Givaudan, as well as working with the famous perfume consultant Ann Gottlieb. Two of her passions and inspirations echo the world of fragrances: gardening and cooking. In 2015 she decided to go independent and created LAB scent. She lives and works in the heart of Montmartre in Paris.

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A GRAND PERFUME,
A PERFUMER'S DREAM

A grand perfume that wraps around you like a cashmere veil... A perfume like no other, in many ways timeless and hard to describe with words.



Like all Puredistance Perfumes No.12 will be 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.



Puredistance founder Jan Ewoud Vos instantly felt No.12 would be the perfect perfume to complete the Magnificent XII Collection, since it perfectly embodies the DNA of Puredistance: timelessly beautiful, elegant and very distinctive in character.

Jan Ewoud nicknamed No.12: 'Beauty in Blue'. It is a perfume he immediately loved when he first smelled it. Dressed up in a rich tone of blue, he found it the perfect perfume to complete the MAGNIFICENT XII COLLECTION. To him Puredistance No.12 is complex, rich, hard to define, full of character, long lasting in every way and aristocratic without arrogance or pretension.

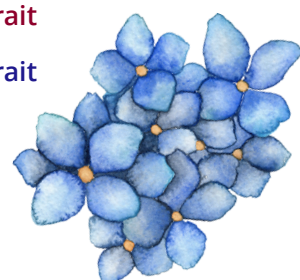
LAUNCH OVERVIEW PUREDISTANCE MAGNIFICENT XII COLLECTION

The launch of No.12 upcoming September this year will mark the completion of 'THE MAGNIFICENT XII COLLECTION'. 12 perfumes in almost 20 years ... At Puredistance we always take our time and only release a new perfume when we are 100% satisfied with the perfumer's creation and its packaging.

PUREDISTANCE THE MAGNIFICENT XII COLLECTION

All future displays and presentations will always consist of 12 perfumes only and showcase the Magnificent XII Collection. At the same time we will NOT discontinue perfumes that are taken out of this collection, but keep them in our 'Private Collection' that is not actively marketed, but sold on request only.

2002		Registration of the trademark 'Puredistance' and first flacon design.	
2003		-----	
2004		-----	
2005		-----	
2006		-----	
2007	No. 01	Launch Puredistance I	32% perfume extrait
2008		-----	
2009		-----	
2010	No. 02	Launch Puredistance ANTONIA	25% perfume extrait
	No. 03	Launch Puredistance M	25% perfume extrait
2011		-----	
2012	No. 04	Launch Puredistance OPARDU	32% perfume extrait
2013	No. 05	Launch Puredistance BLACK	25% perfume extrait
2014		-----	
2015	No. 06	Launch Puredistance WHITE	38% perfume extrait
2016	No. 07	Launch Puredistance SHEIDUNA	27% perfume extrait
2017	No. 08	Launch Puredistance WARSZAWA	25% perfume extrait
2018		-----	
2019	No. 09	Launch Puredistance AENOTUS	48% perfume extrait
	No. 10	Launch Puredistance GOLD	36% perfume extrait
2020	No. 11	Launch Puredistance RUBIKONA	28% perfume extrait
2021	No. 12	Launch Puredistance No.12	25% perfume extrait





THE MAGNIFICENT XII COLLECTION: OUR UNIQUE SOLUTION FOR THE PROBLEM OF TOO MANY DIFFERENT PERFUMES AND TOO MUCH STOCK.

The MAGNIFICENT XII COLLECTION will be our main perfume collection. This collection will always include a selection of 12 perfumes. No more, no less. Every one or two years one perfume from this collection will be replaced by a new creation. Future displays and presentations will always consist of 12 perfumes only. The perfumes we replace will be part of the 'PRIVATE COLLECTION', available for those who know and only sold on request. These perfumes will not be actively displayed or promoted anymore. This is our elegant and simple contribution to help to solve the worldwide problem of overproduction and choice overload. A solution completely in line with our motto: 'Less is More'. To communicate the concept of the MAGNIFICENT XII COLLECTION we have developed a luxurious and characteristic series of displays.