



INTERVIEW WITH ANTOINE LIE

about the creation of M V2Q

In December of 2021 Puredistance got a notification from Roja Parfums that they would no longer supply Puredistance M perfume oil to Puredistance due to the changes in IFRA regulations and the resulting need for reformulation. Therefore, we had to discontinue Puredistance M. We decided we would not approach another perfumer asking him to copy 'M'. Puredistance is about originality, not about imitation.

We invented a new name, M V2Q, and asked perfumer Antoine Lie if he could create a new version in the same vein as the old M, but more contemporary and emotionally sensitive. Where the old M was inspired by the raw world of Sean Connery, the new M V2Q would be placed in today's world of the latest James Bond: Daniel Craig and his future successor.

Antoine Lie gladly accepted the challenge and started to work on M V2Q. We provided him with artwork that communicates the essence of the new perfume and explained the new name M V2Q to him: V2 stands for 'version 2' of M; Q supplies James Bond with new techniques and innovations; and finally, 'VanQuish' is the name of an Aston Martin being used in a James Bond movie.

We found one of the first samples Antoine sent us very promising and four months and five modifications later we were convinced the new M V2Q will not only please many of the old 'M addicts', but as well appeal to many new perfume lovers. In the interview below you will get some interesting insights in the process of the creation of M V2Q.

In which ways could you personally relate to the brief for M V2Q?
James Bond, one of the most famous movie characters, was the original inspiration of M and the little boy I have once been, grew up with the image of this uncorruptible and invincible character. This is an almost mythical character that influenced more than one generation. Even my father was blown away by the first Bond movie, 'Dr No'. M QV2 is more than a project, it reactivates my childhood memories.

When you started creating M V2Q, what were the first steps?
The initial question I asked myself during this project was, how do I twist a very powerful and classical alpha male fragrance into a more sensitive, emotional, and contemporary but still very masculine signature, keeping its boldness.

In which ways you think M V2Q still partly refers to the old M?
M V2Q has a forceful and extravagant olfactive structure - filling up the space, imposing its presence like M - even if the message is different.

In what way you think M V2Q is different from the old M?
M relates to an extreme masculinity icon from the 70's and 80's, while M V2Q is adding more complexity and sensitivity, adding more existential truth to a very masculine olfactive statement.

Can you tell us a bit more about the ingredients you have used?
Actually, M and M V2Q have a lot of ingredients in common but their perception is altered by the way they have been put together. For example, patchouli has been reduced drastically and combined with derivatives of cedarwood and sandalwood to

create a more modern woody structure. The floral aspect is very important as well with ingredients like Jasmin Sambac and orange blossom. Then there are some exclusive ingredients selected by Atelier Français des Matières I have used; like a special quality of lavender, pink peppercorn, cinnamon and pine tar.

How about the costs of the ingredients being used in M V2Q and other Puredistance perfumes.

Jan Ewoud is always giving me 'carte blanche' on the creation and the cost is never a concern because the fragrance itself is the most important element for him, allowing me the best selection in terms of ingredients. Puredistance is providing me what I need to give my best: highly valuable and daring fragrances.

Would you personally wear M V2Q? And if so, on what occasions?
When I am on a special mission of course...

Did you have any fears before taking on this special project? (Since Puredistance customers will inevitably compare your creation with the old M that was reviewed very favourably by many.)
Not at all. I was in fact very motivated and excited to be challenged to reinterpret a very successful perfume of the Puredistance collection. When I left the standardized structure of the industrial perfumery, it was to work on projects like this, where you take full responsibility for what you create.

How does it feel for a French Master Perfumer to be inspired by a British legend?

James Bond has been saving the entire planet on so many occasions that I do not see him as a London spy working exclusively for his country: he is a global hero. So, to me, the inspiration was very obviously international and not only British.

NOTES of M V2Q

T: Orange blossom (Marocco), Pink peppercorn (Réunion), Lavender essence (Provence).

M: Cinnamon (Madagascar), Cypriol (India), Pine tar (France), Jasmine Sambac (India).

B: Patchouli (Aceh), Vanilla (Madagascar), Labdanum (Spain), Tonka (Venezuela), Cedarwood (Texas).

