

BYREDO PARFUMS

M/MINK

EAU DE PARFUM

M/M  (PARIS)

e 100 ML 3.4 FL.OZ
VAPORISATEUR NATURAL SPRAY



BYREDO PARFUMS LAUNCHES NEW FRAGRANCE IN COLLABORATION WITH M/M (PARIS) FOR F/W 2010

The new EAU DE PARFUM M/MINK is a collaborative effort between Stockholm based fragrance house BYREDO and creative partnership M/M (PARIS).

Michaël Amzalag and Mathias Augustyniak established M/M (PARIS) in 1992 as an entity able to work across all creative fields such as art, fashion or music.

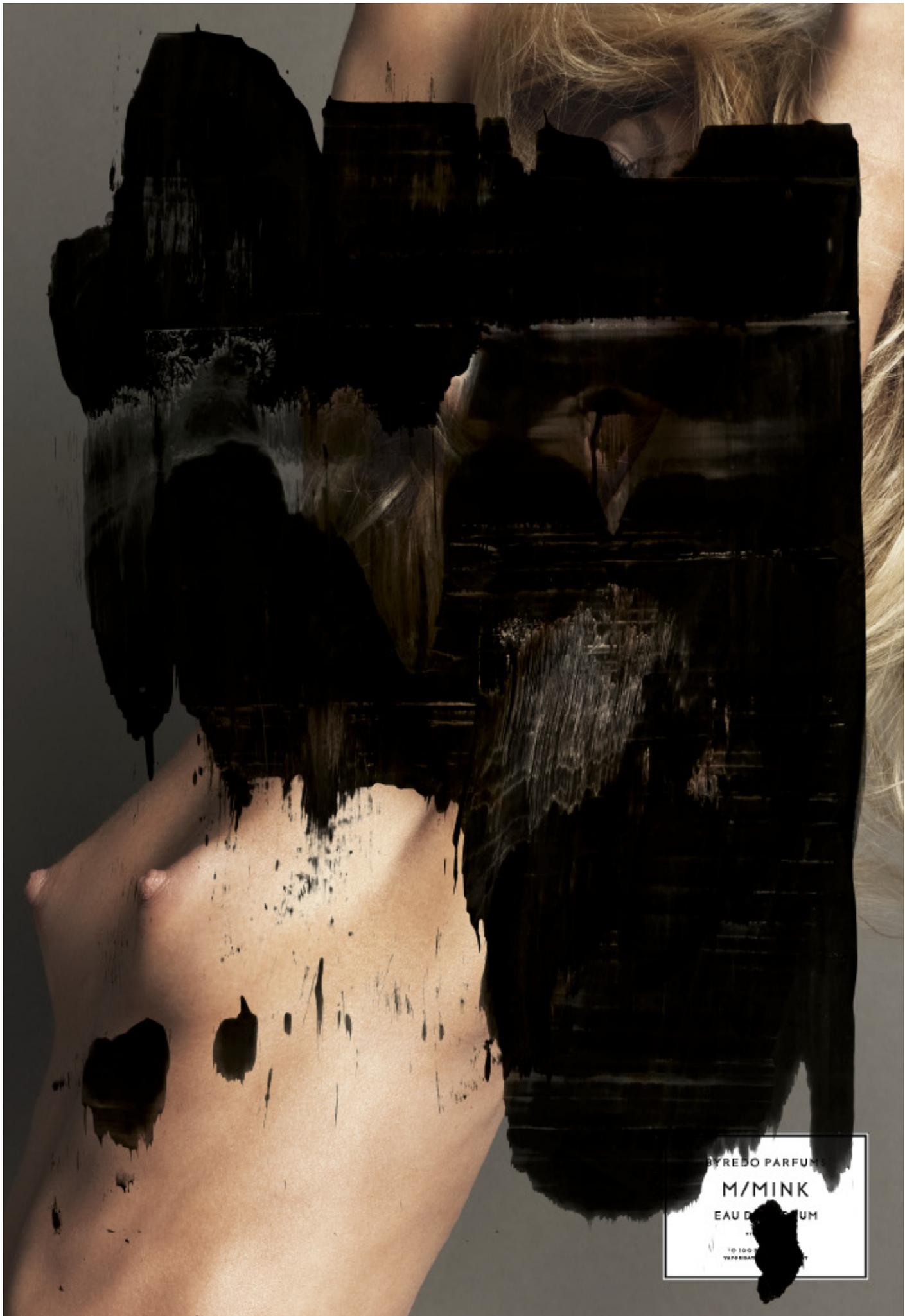
Their works have been featured in places such as the Guggenheim Museum, New York; Drawing Center, New York; Centre Pompidou, Paris; Victoria & Albert Museum, London; Palais de Tokyo, Paris; or the Frankfurter Kunstverein, Frankfurt.

In 2009, reversing the usual idea of receiving a brief from a client, they invited Ben Gorham of BYREDO to their studio in Paris and presented him a creative direction and concept — a block of solid ink purchased in Asia, a photograph showing a Japanese master practising his daily calligraphy, and a large utopian formula that Mathias drew on Korean traditional paper.

Together with renowned perfumer Jérôme Epinette of ROBERTET, Ben translated these three images into a fragrance.

The result is a truly unusual and unique composition. Opening with adoxal, the heart consists of incense with a dry-down of patchouli leaf, clover honey and amber. M/MINK EAU DE PARFUM is simple in structure but extreme in character.

To represent and promote M/MINK, M/M (PARIS) are reusing existing images of photographers INEZ VAN LAMSWEERDE & VINOODH MATADIN to develop a series of new artworks. They have together collaborated intensively over the last 15 years on fashion campaigns for brands such as Balenciaga, Calvin Klein, Givenchy or Yohji Yamamoto..., as well as working in close collaboration with musician Björk.



BY REDO PARFUMS
M/MINK
EAU DE TOILETTE
100 ml / 3.38 fl. oz.
VERONA, ITALY

Michaël and Mathias describe their experience and the process behind M/MINK.

« The common rule in the perfume industry is to create a perfume and then produce an image to promote it. It is for us evidence that a scent should be inspired by an image and not the opposite. A scent is often linked to an image. The history of literature is full of those examples. For a French reading person, Baudelaire gives a good example in *Le Parfum*:

*De ses cheveux élastiques et lourds
Vivant, encensoir de l'alcôve
Une senteur montait sauvage et fauve*

In the past we did receive in our studio several perfumes created under the name BYREDO. Everything about these products was perfectly detailed, from the box to the bottles to the evocative names given to each one of them.

It is rare in our days to find objects with a soul that perfectly fits in the trivial world we're living in. Even though perfume is totally useless, these seemed to fulfill a kind of spiritual function. They had for us the ability to recall poetical experiences, which can save, or more simply re-articulate our lives — lets think of Rimbaud or Huysmans for a minute. All those ingredients put into condensation into simple objects excited our curiosity.

After some research — not a very complicated one, as we only had to ask one of our former Swedish collaborators where those products were coming from — we found out that behind these refined articulations of thoughts was hidden a former international Swedish basketball player covered with tattoos named Ben Gorham. We were not curious at all to know if Ben Gorham was a talented basketball player, we were curious to know if Ben Gorham could produce the smell of an image.

For us the perfect image lays between a previous one and another to come. So we invited Ben a year ago and gave him one of our 3-step images. It consisted of a block of solid ink purchased in Korea, a photograph of a Japanese friend drawing an ideogram and a large utopian formula Mathias drew on Korean traditional paper on the French Riviera during the summer of 2008.

Ben returned to Sweden and came back to Paris seven months later with a scent. This was his translation of the three images he was given. When we tried his proposal, we truly wanted to call it a smell. A smell as in *Smells Like Teen Spirit* like Nirvana used to sing.

At first it truly smells like ink but slowly it turns into the idea of ink. The ink that irrigates the three images we gave to Ben in the first place. It is the blood, the spirit that gives life to this visual articulation.

It is the perfume of a spirit writing in immaterial ink under your skin.

It is M/MINK. » —

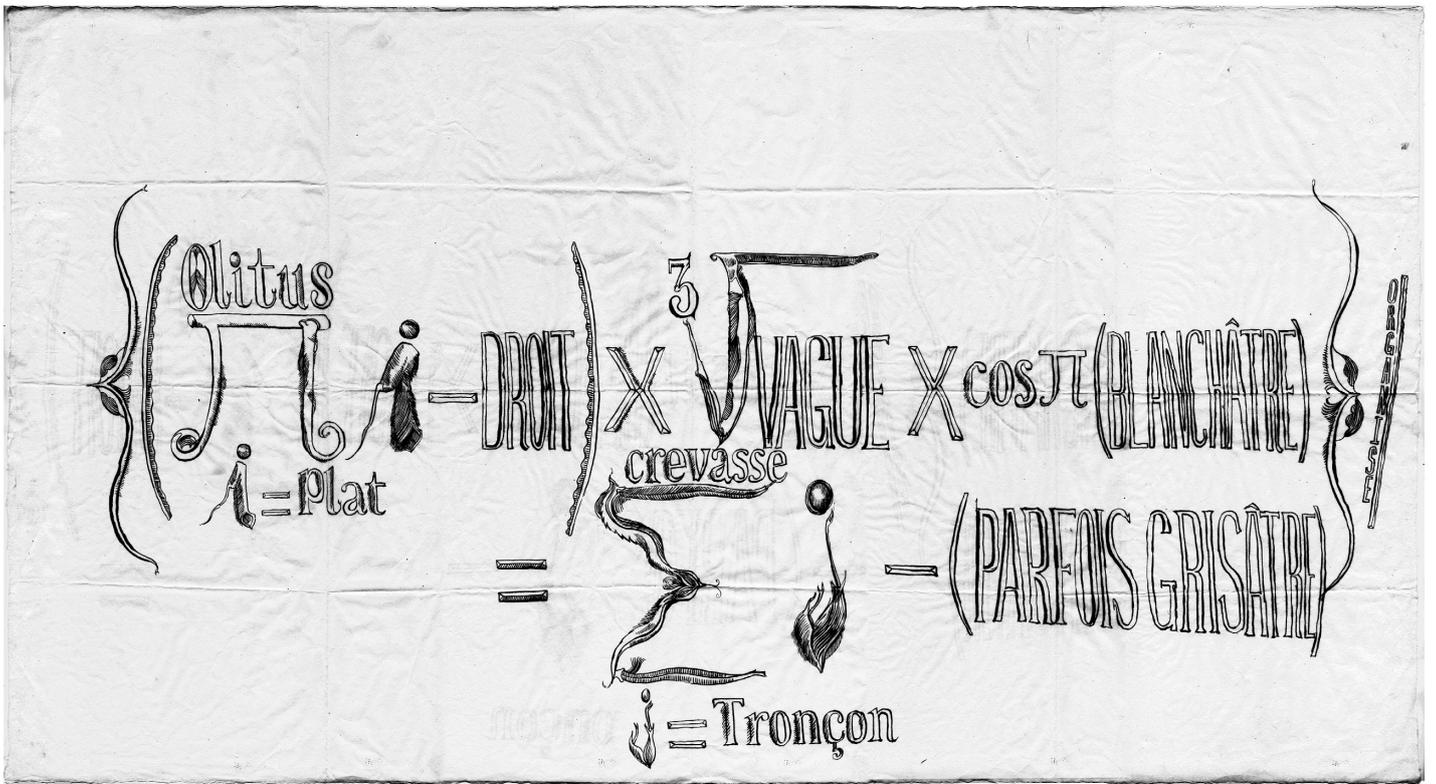
M/M (PARIS),
June 24th, 2010



PARFUMS
MINK
100 ML 3.4 FL. OZ.
VÉRODORÉ BATH & BODY



THE JAPANESE FRIEND PRACTISING HIS DAILY CALLIGRAPHY



THE FORMULA



BYREDO PARFUMS
NYMINK
EAU DE PARFUM ..
100 ML 3.4 FL. OZ.
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M/MINK — EAU DE PARFUM will be pre-launched on September 12th at COLETTE and will be available from October 2010 at BYREDO FLAGSHIP STORE, BARNEY'S, LIBERTY and select retailers globally.

The fragrance will be available in 50ml and 100ml sizes.

A collector's set containing a poster and a series of postcards designed by M/M (PARIS) will be available in limited quantities at launch at select retailers.



For further press information and images of BYREDO and M/MINK, please contact:

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