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Letter to the attention of:

Monsieur Jean-Pierre LELEUX, Président de l'Association
Patrimoine Vivant du Pays de Grasse
and
Madame Nadia BEDAR,
Chargée de Mission auprès du Sénateur-Maire de Grasse
Responsable de la Mission Patrimoine Culturel Immatériel
Les savoir-faire liés au Parfum en Pays de Grasse.

Paris, 12 May 2014

Madame, Monsieur le Président,

Trained at Grasse in the South of France, as a perfume-creator during the 1970s, natural ingredients, their origins and their individual histories have always been my greatest inspiration and are at the heart of the perfumes I have created.

Born and raised in India of British parents, I have since lived in England, Japan and I am now resident in France. From a background of studies in physics and art, I was seduced by the world of instincts and the subconscious that I discovered through the world of perfumery. Over the last forty years I have travelled the world for my business, to learn, to share and above all to create perfumes. For my work, I depend on my knowledge of the history of perfumes, my experience of the particularities of different cultures and my great curiosity for aromatic ingredients and of course my knowledge of the thousands of ingredients that are the palette of perfumers. My successes are often shared with colleagues however I am particularly known for my characterful and original creations. As a creator, I believe that fragrances should have a soul and that they accompany us and as such they are in symbiosis with the wearer and heighten the communication we can have with others.

Like a master chef, the quality and origin of my raw materials is of utmost importance. Like a painter, there is not a single colour that is not of interest, their perennity is essential.

Modern perfumery was born in Grasse, of the advances in technology of extraction of natural products and the research into isolation of molecules (primarily found in nature). It was in Grasse too, that the great names would come to find creativity. Every new fragrance was imagined using the noble flowers of the region such as the Jasmin, Rose, Tuberose, Orange Blossom etc. Today as ever, ingredients for the perfumery industry world-wide are mostly extracted or refined in Grasse. There has always been a synergy provoked here, by the verticality of the different perfume activities.

Grasse with its surrounding area is constantly cited in the history of the greatest perfumes, because it is our garden and our laboratory and our conservatory of know-how. Thanks to the vision and devotion of a handful of perfumers and farmers, species such as Tuberose and Geranium Rosa, that had almost disappeared are enjoying a new expansion and in other cases species such as the Iris Palida from Italy, (that has never been grown in the region before), has been planted with great success and has become a sustainable culture.

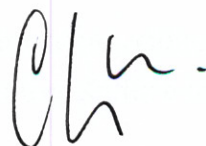
The advantage of the region, apart from its climate, is having the technology of our industry so near to the fields. This makes it possible to experiment with new extraction techniques to improve the fidelity to the character of the starting material in ever more ecological systems.

In a world where banalisation and globalisation are gaining ground, where know-how is often replaced by the unreal-virtual and robotics; the work of all those who invest their time, energy and their heart to protect and develop this real and tangible heritage of perfumery of Grasse, merit our encouragement and support. It is in this context that I felt an obligation and enthusiasm to join the "Association Patrimoine Vivant du Pays de Grasse".

The inscription to the "Patrimoine culturel immatériel de l'Humanité des Savoir-faire liés au Parfum en Pays de Grasse", will assure that future generations will be able to appreciate and profit from the cultural heritage of Grasse and its 'raison d'être'; perfume, a subject so badly understood and yet so important in the daily life of Homo sapiens. The success of this project will be a "perfume of hope" for humanity.

I remain at your disposal if I can be of help in any way.

With my very best wishes,



Christopher Sheldrake
Parfumeur-Créateur