



Axelle
Beernaert-Adde

FABRIC & PERSONAL CARE
Singapore

“ The job of a perfumer is to **ignite**
and **elicit emotions** ,”

“The smell of snow when you arrive in the mountains never ceases to thrill me,” explains Axelle, as she expands on her ability to discover scents all around her. She fundamentally believes that being a perfumer is a process of constant learning. While familiar ingredients reveal themselves in a variety of new combinations, innovative ingredients offer an exciting challenge to create something spectacular. Axelle’s experience gives her both a global and local perspective: “We never forget the specific target audience for our fragrance.” While understanding the consumer is fascinating, she believes that having a love for people is the

essence to creating ‘the final piece’ that will form a connection and touch them. So many different scents tug at Axelle’s creativity - snow-capped mountains, an arid countryside after harvest, the scents of a stable, leather or the burning of wood. “Inspiration comes from everywhere as soon as there is an emotion.” Axelle shares a bit of herself in every creation, through her taste in music, art, nature, texture, colour and poetry. These influences, quality ingredients and her knowledge of each product, brand and market often blend to form her final fragrance creation.