



Prêt-à-Porter: Perfume "Couturiere" Jane Hendler Launches Ready-to-Wear Scent Line at Ajne Parfumerie and Apothecary

At a secret address nestled in a Carmel, California courtyard, scent-seekers in the know have been lining up for the luxury of a private blending appointment with perfume "couturiere" Jane Hendler. Now, Hendler is making some of her most swoon-worthy blends available in a "prêt-à-porter" collection of perfumes, lotions, shower gels, and more.

At her Ajne Parfumerie and Apothecary, Hendler rejects the synthetics and aromachemicals that are used in the vast majority of today's commercial fragrances. Instead she uses her incomparable collection of rare and precious oils made from real plants and flowers, some of them grown on her own lavender farms and distilled by her husband Rex in Ajne's own alambic still, with others hand picked from small, but elite growers around the world. Both artisan perfumer and artist, Hendler combines these ingredients into elegant and complex perfumes.

A whiff of the difference

While the one-of-a-kind custom perfumes Hendler creates for individual clients can cost from \$500 to \$5000, depending on the rare and precious ingredients used, Ajne's ready-to-wear collection offers an indulgent yet affordable way to take in the difference between synthetic and genuine scent. "There is simply no comparison," says Hendler. "Our noses have been fooled by synthetics for years. But you will understand immediately when you experience real oils such as Bulgarian rose, Australian boronia or rare Hawaiian kewda oil, whose complexity cannot be replicated in a laboratory or described in words."

The Ajne prêt-à-porter line offers a variety of styles to suit every fragrance preference. If a client likes a particular formula, but would prefer it with a little more citrus, or wood, or green for instance, Hendler and her knowledgeable staff are happy to provide on-the-spot customization.

Calme (calm)—A deep and ancient blend of amber-musk, spice and earthy grounding notes such as West Indian ambrette, frankincense and myrrh. \$140 in .5 oz. signature black glass bottle or \$160 for 1 oz. spray



Désir (desire)—An Ajne best-seller, this seductive floral oriental begins with luscious blood orange and intoxicating Moroccan jasmine, followed with rich cacao and smoky ancient oudh (mentioned in the Bible and other early texts and more costly than pure gold) \$110 in .5 oz. signature bottle or \$125 for 1 oz. spray.

Solaire (solar)—A fresh citrus blend with hints of floral and Mediterranean notes. It is uplifted with tropical ylang ylang and grounded by the ancient heart note of sandalwood. \$110 for .5 oz. signature black glass bottle or \$125 for 1 oz. spray.

Sacré Coeur (sacred heart)—A bouquet of soft florals that combines rose, jasmine and violet with a sultry vanilla base note. \$190 for .5 oz. signature black glass bottle or \$210 for 1 oz. spray.

Verité (truth)—A soft floral with a herbal undertone showcases lavender, carnation and styrax derived from the liquid amber tree. \$160 for .5 oz. signature black glass bottle or \$190 for 1 oz. spray.

Savoir (knowing)—Another top seller that is a sophisticated oriental blend combining a fresh note of Italian bergamot with the rare scents of Tasmanian boronia and exotic West Indian champaca. The precious top and heart is completed with fragrant woods and a hint of spice. \$140 for .5 oz. signature black glass bottle or \$160 for 1 oz. spray.

Divin (divine)—A heavenly poetic combination of nature's most ultra-rare and precious tropical essences. Breathe in the sacred scents of West Indian Jasmine, Hawaiian kewda & ylang ylang from Madagascar. \$280 for .5 oz. signature black glass bottle or \$370 for 1 oz. spray.

In addition to perfumes, the Ajne prêt-à-porter collection also features soaps, bath and massage oils, lotions, scrubs, shower gels and bath salts. Ready-made soaps and other body care items make perfect inexpensive gifts for \$7 to \$10. Oils and lotions are priced at three levels: single notes, rare and precious, and ultra rare and precious and range from \$20 to \$100. Each can be customized in moments to the client's specific skin, body or hair type.

Ajne perfumes, body care, skin care and home fragrance products contain no animal products and absolutely no parabens or sulfates. Many allergy sufferers who cannot wear commercial



perfumes are delighted to find that they can wear Ajne in part because the pollen molecules are removed during the distillation process.

Ajne Parfumerie and Apothecary is located on San Carlos Square in fabled Carmel, California. Scents can also be purchased online at www.ajneperfume.com and soon at select boutiques and specialty stores. For further information, please call 831.624.2100 or write to info@ajneperfume.com.

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