



perfumer

LISA ROGERS

Move over Coco Chanel and Estée Lauder, there's a new girl joining the ranks and she has a real nose for the business.

Unlike most of the perfumers in the industry today, Lisa Rogers is a far cry from the lab chemists creating the mass-produced, corporate fragrances that populate the market. She is, instead, an olfactory artist who designs unique scents personalized for each of her clients.

With a desire to share her lifelong passion for perfume, Rogers has developed a system for any woman to create her own fragrance using the same high-end elements and materials as the world's leading perfume houses.

"Creating her own scent, it's the most personal thing a woman can do. Choosing every note, building it herself with only what pleases her, it would be impossible for any other woman to be wearing the same scent," she says.

While there are more than 5,000 scent elements, or notes, to choose from, Rogers typically limits the choices to around 130. Four or five notes will compose the heart of the perfume; others are layered in to add nuance and personality. Still others bring complexity and staying power. With Rogers' adept guidance, it is impossible to create anything but an expressively personal perfume.

One of only a very few perfumers in the country creating personalized fragrances, Rogers works exclusively by appointment. Additionally, she has also developed her own line of perfumes under her Fumme label and expanded into candles and body products, which are available on her website, fumme.com.

"So much of what we remember is directly correlated with scent. If you really want to create a lasting memory, wrap the memory in a scent," Rogers says. "What could be more powerful or pleasing than the scent that is uniquely your own?" ✦



Story | JEAN CIAMPI Photography | MARK LIPCZYNSKI