

## Press release

Shanghai (CH)/Holzminden (GER), May 22, 2023

---

# Symrise inaugurates Little Red House – its new Fine Fragrance creation hub in the heart of Shanghai

- Introducing De Laire base Piviane Impériale, an homage to fragrant China
  - Located in the heart of Shanghai in the iconic building by French architect Jean Nouvel
  - Intimate, immersive, and collaborative hub to strengthen China fragrance market expertise
- 

**The opening ceremony of The Little Red House took place on May 18, 2023. During the event, Symrise fine fragrance perfumers Alexandra Carlin and Maxime Exler, Deputy President of Fragrance Ricardo Omori, Global Fragrance President Eder Ramos, and other key team members welcomed clients, influencers, and media. Sharing information about Symrise, its heritage, present and future ideas for fragrance creation with its diverse capabilities. Guests could also take a first look and sniff of the new De Laire base Piviane Impériale.**

Symrise continues to strengthen its position in the key fragrance market of China by inaugurating The Little Red House. It is located at The Roof in the Xuhui District, the iconic building in the heart of Shanghai designed by renowned French architect Jean Nouvel. Its industrial and clean design creates a cozy and inviting ambiance, giving guests a unique and inspiring space to spark ideas, co-create and achieve modern solutions in real time. The name “The Little Red House” relates to the Symrise signature red logomark, the red walls of the chosen location, the cozy concept of a welcoming home space, and the “go to” Chinese platform The Little Red Book (Xiaohongshu 小红书). It represents the “go to” place for fragrance creation and carries the beautiful Chinese name of Xiaohongwu 小红屋.

Also, the hub offers space dedicated to market research, creative arts, and olfactory culture, featuring exclusive events and cultural programs. This includes fragrance master classes, perfumer encounters, and trend talks to learn, connect, and share knowledge, and many more. The Little Red House audience includes Symrise clients, perfume lovers, KOLs and the media, to experience a collaborative space that encourages exchanges and feel nourished by a creative energy.

“We believe in leading at the forefront of innovation and accessibility to our customers. Just like L’Appartement Étoile in Paris, the Little Red House is strategically located in the center of Shanghai and brings us closer to our customers. It also provides a modern ambiance that sparks creativity,” says Julianne Pruett, Global President of Fine Fragrance.

“We consider China a strategic market for Symrise. To support our customers in a most agile way, we opened an R&D facility in 2019, invested €200m in a factory that opened in 2020. Now, The Little Red House will give us a dedicated space to co-create with our local and international customers. Also, it will highlight many of our high-tech capabilities. Therefore, The Little Red House marks the continuation of the Symrise expansion and reinvention of the Fine Fragrance category in Asia,” explains Ricardo Omori, Deputy President of Fragrance.

### Fragrant homage to China by launching De Laire base Piviane Impériale at the opening

To celebrate the opening of the Little Red House and paying homage to the fragrant China, perfumers David Apel, Suzy Le Helley and Maxime Exler worked on the revamp of an iconic De Laire Base: Piviane. It pays tribute to China’s long love affair with Peony. The flower was considered a symbol of the country

during the Tang Dynasty (618 – 907) and became the favorite flower of the people at that time. In a survey led by The China Flower Association in 2019 Peony was voted the national flower, topping all other flowers with an amazing 79.7% of the votes. In feng shui it forms one of the most auspicious flowers and symbolizes love, prosperity, and beauty, also popularly known as the “monarch of the flowers.”

The new Piviane Impériale De Laire carries the leathery signature of the iconic Piviane and replaces the animalic undertone with a smooth smoky sensation and an intoxicating yet delicate floral bloom. A blend of exclusive synthetic and natural captive ingredients known to De Laire bases, the modern formula features Symrose, Sympep, Artichoke Symtrap Longoza and Vetiver from Madagascar. Piviane Impériale forms the quintessence of fine floral sophistication. A chiaroscuro between a blooming bright peony wrapped in a shadowy smoky leathery facet. The ultimate touch of majestic femininity. A celebration of fine fragrance and China.

"We had embarked on an amazing journey deep diving into the De Laire universe again, even more so for this special project in China. We modernized the base by elevating the leathery signature from animalic to smoky. For that I played with our new Sympep captive. I also added a touch of Longoza that refreshed the floral heart. This also results in a floral bloom, here with a unique premium touch. Exactly these traits make our De Laire bases so special," describes David Apel, Master Perfumer – New York, USA.

"After working in China for the last couple years, this new base truly pays a tribute to Chinese beauty, and their love for fragrance. I love to explore new ingredients and challenge myself. So, alongside our Symrose captive I played with the addition of the Artichoke Symtrap. It really brought something fresh, unique, and genderless," says Maxime Exler, Perfumer – Shanghai, China.

"The contrast between the delicacy of the florals and the leathery part of the original Piviane has always fascinated me. I found it exciting to play with our Vetiver from Madagascar in the revamped Piviane Impériale. It smells quite elegant and brings a smoky and sublime undertone. This enabled us to keep that amazing contrast – In a new and genderless interpretation," says Suzy le Helley, Perfumer – Paris, France.

#### **About Symrise:**

*Symrise is a global supplier of fragrances, flavorings, cosmetic active ingredients, and raw materials, as well as functional ingredients. Its clients include manufacturers of perfumes, cosmetics, food and beverages, the pharmaceutical industry and producers of nutritional supplements and pet food.*

*Its sales of approximately € 4.6 billion in the 2022 fiscal year make Symrise a leading global provider. Headquartered in Holzminden, Germany, the Group is represented in more than 100 locations in Europe, Africa, the Middle East, Asia, the United States and Latin America.*

*Symrise works with its clients to develop new ideas and market-ready concepts for products that form an indispensable part of everyday life. Economic success and corporate responsibility are inextricably linked as part of this process. Symrise – always inspiring more ...*

#### **Media contacts:**

##### **Bernhard Kott**

Phone: +49 55 31 90-17 21

Email: [bernhard.kott@symrise.com](mailto:bernhard.kott@symrise.com)

##### **Christina Witter**

Phone: +49 55 31 90-21 82

Email: [christina.witter@symrise.com](mailto:christina.witter@symrise.com)

#### **Social media:**

[twitter.com/symriseag](https://twitter.com/symriseag)

[youtube.com/agsymrise](https://youtube.com/agsymrise)

[instagram.com/symriseag](https://instagram.com/symriseag)

[instagram.com/symrise.ci](https://instagram.com/symrise.ci)

[linkedin.com/company/Symrise](https://linkedin.com/company/Symrise)

[xing.com/companies/symrise](https://xing.com/companies/symrise)

[instagram.com/finefragrancelstories\\_bySymrise](https://instagram.com/finefragrancelstories_bySymrise)

Blog: <https://alwaysinspiringmore.com>