

Press release

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Symrise Fine Fragrance celebrates master perfumer Maurice Roucel – one of its creative luminaries

- Celebrating Maurice Roucel's 50+ years of innovation in perfumery
- Special event to honor achievements in perfumery
- Celebrates creative excellence and industry leadership in fine fragrances

Symrise Fine Fragrance honored one of the fragrance industry's and one of its own most renowned talents, Maurice Roucel, with a special jubilee. The event marked his over 50 years of creative mastery in perfumery.

A brilliant and humble creator, the Normandy native embarked on his journey into perfumery in the early 1970s. At the tender age of 23, Maurice began training at Chanel. This exposed him to the intricacies of perfume creation. Guided by his insatiable curiosity, he immersed himself in the molecular science of olfaction. For the first time, he was trying his hand at his own compositions.

In the years since, Maurice has demonstrated a unique ability to inspire and surprise with a catalogue of iconic industry signatures. They include *Be Delicious* by Dona Karan, *L'Instant de Guerlain*, *24, Faubourg* by Hermès, *Tocade* by Rochas and *Musc Ravageur* by Frédéric Malle. Maurice has also received the François Coty Prize (2002) and a Knight in the Order of Arts and Letters (2012).

When asked about his approach, Maurice notes: "A perfume must include affection. So, some of this must go into the creative process". Indeed, the theme of affection has run deep in his career. Maurice's convivial approach to craft along with his commitment to quality and professional rigor have made him a cherished member of the fragrance community. They venerate him as a generous and patient man with boundless enthusiasm for his craft. Maurice has been both a beloved collaborator and mentor to countless young perfumers.

A true visionary in every sense of the word, his remarkable talent and selfless creativity has left an indelible mark on the fragrance industry.

About Symrise:

Symrise is a global supplier of fragrances and flavors, cosmetic active ingredients as well as functional ingredients. Its customers include perfume, cosmetics, food and beverage manufacturers, the pharmaceutical industry and producers of dietary supplements and pet food.

With sales of around €5.0 billion in the 2024 financial year, the company is one of the world's leading providers. The Group, headquartered in Holzminden, Germany, has more than 100 locations in Europe, Africa and the Middle East, Asia, the USA and Latin America.

Together with its customers, Symrise develops new ideas and market-ready concepts for products that form an indispensable part of everyday life. Economic success and corporate responsibility are inextricably linked.

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