

# Seize a Daisy

IF "CARPE DIEM" LIES BEYOND YOUR GRASP, WHY NOT SEIZE A DAISY? DISCOVER WHAT'S FRESH OR UNIQUE IN BOOKS, WEB SITES, THOUGHT-PROVOKING QUOTES AND ANYTHING ELSE THAT MIGHT BRIGHTEN YOUR DAY. SO PLUCK A POST TO SEIZE A DAISY. LIVE LIFE IN THE MOMENT...FOR A FEW MINUTES!

WEDNESDAY, SEPTEMBER 10, 2008

## Remembering Ellie

Almost one year ago in the Thursday, September 27, 2007 post, "Three Women in Unique Careers," a link to the Smithsonian.com interview -- [FOR HIRE: Perfume Nose](#) -- featured Celiné Ellena, a third-generation fragrance expert. And, although creating a new perfume is a fascinating career and talent, the task is anything but easy.

So what were the odds that thirty-two year old Jessica Dunne, a former psychology major with a concentration in neuroscience at Haverford College, could successfully realize her dream of producing a perfume with "a soft ladylike scent that would remind her of her grandmother's dressing table, laden with bottles of Joy, Shalimar, and Chanel No. 5?"

If you read the *The New York Times* article, [An Underdog Pursues the Scent](#) By Natasha Singer, Published: August 20, 2008, you'll learn that:

"In 2005, Dunne decided to research what it would take to make her own perfume. She sent an e-mail to Michel Roudnitska in Grasse, France, one of the select perfumers behind the spicy niche fragrance Frederic Malle. Roudnitska comes from a long family of perfumers; his father, Edmond Roudnitska, created Christian Dior's Eau Savage.

"Roudnitska, who said he receives at least one e-mail per week from someone who wants to collaborate with him, said he decided to work with Dunne because he sensed her passion."

Ah, sound familiar -- a la David Wroblewski's story? This young wife and mother had a dream, a passion and a loving backstory for [The Inspiration](#) of Ellie. And, according to the *Times*, "The result is a modernist rendition of old-school perfumes with a vintage ladylike properness to it. If Ellie were a Broadway musical, it could be called "'Thoroughly Modern Grannie.'"

With focused determination and precise attention to every detail, Ms. Dunne's creation debuted early last year at Henri Bendel's in New York primarily due to Claudia Lucas, the store's perfume buyer, who liked the scent, but "also had a hunch that her clients would respond to the brand story: an authentically sweet tale of a young woman who dreamed of creating a fragrance based on her olfactory memories of perfumes worn by her grandmother.

"Indeed, even among such rarefied fragrances, the advent of a one-woman do-it-yourself fragrance house that has already sold several hundred \$180 bottles of perfume is an unlikely success story. Ms. Dunne's trajectory from Villanova to the shelves of one of America's most discerning perfume counters is a tale of pluck, luck, word of mouth and exquisite timing.

"Fortuitously for Ellie, it plays into two recent beauty trends: consumers looking for niche products their friends don't have; and scent nostalgia, the fragrance equivalent of comfort food."

This June, Ms. Dunne's second scent, Ellie Nuit, was introduced at Bendel's and both fragrances now are available at Fred Segal in Los Angeles and London's Harrods. You might also like to visit the [Ellie Perfume](#) website.

Again today, this post is not necessarily a recommendation for Jessica Dunne's creation. However a caption under one of the article's photo reads: "SMELL OF SUCCESS: For Jessica Dunne, Ellie is a dream come true." Yes, dreams do!