

# Natural Perfumes LA FLEUR BY LIVVY



## Olivia Larson AKA Livvy

La Fleur by Livvy was founded in the summer of 2013 by Olivia Larson aka Livvy in Colorado, USA who is a self-taught Artisan perfume maker. Each perfume is hand crafted in small batches. Botanical plant based natural perfumes using quality ingredients that are free of synthetics, chemicals and cruelty free!

Since the main ingredients are derived from flowers and plants, therefore, the name "La Fleur" or "The Flower". My love for flowers led me to create a fragrance line using what nature has to offer us. My fragrances are not intended to overwhelm the presence in the room. They are meant to accentuate but not take away from the wearer. They are soft, subtle and sensuous and more of a personal and intimate experience". I think in today's world there is a growing awareness and appreciation for natural perfumery.

### Where did the journey begin? What inspires you?

"Memories of my childhood in India: of Indian women in the market place with fragrant jasmine garlands in their hair. The scent of attars, tuber roses, rose waters, and sandalwood incense sticks wafting through the air as they burn. The various flowers that bloomed at night, the smell of earth after it rained on a hot summer day. The smell of fresh mint leaves being crushed into juice at a vendor's stall. The frangipani (plumeria) flowers which grew outside our home by my grandmother's bedroom window.

I love travel and connecting with people so my line is themed around 'Journeys and Travel'. The 'Fleur' Collection is about a woman's journey in life, it's about her dreams and aspirations, faith, innocence and seductiveness. It is the first series of perfumes that were created. 'White Lotus' is a spiritual journey to India. 'A Parisian Affair' as the name suggests and 'Forbidden Love' are a few examples."

*"Scent is tied to Memory and I love when I can help relive a particular memory especially a beautiful one for a client"*

### Where are you based?

"La Fleur by Livvy was founded in the summer of 2013 in Colorado, USA."

### How did you start? What was the first scent that made you decide to become a perfumer? When was that?

"I started making perfumes for myself, then family and friends because I cannot wear most fragrances which cause me to get headaches and sometimes I feel nauseous from wearing a lot of mainstream fragrances. The first scent I made and released is called Fleur d' Innocence which is a part of a Collection of 5 fragrances themed around a woman's journey in life. After that I decided this is what I want to do. I simply love flowers and I wanted to create a line using florals as my focal point and La Fleur by Livvy is a 100% plant based line of Natural Perfumes."

### You are a natural perfumer, so when did you made the choice to become a natural perfumer instead of following the majority of the brands making synthetic perfumes. What led you to make this choice?

"Right from the start! I love fragrances but was limited in wearing most of the mainstream brands so wanted to create a line that would be natural and healthy to wear without the chemicals and synthetics used in so many others. Our skin is the largest organ and it absorbs everything. There is a growing awareness of holistic and natural living and I want to be on this path and offer people a better choice."

### Where can we find your perfumes? Are you distributed worldwide?

"I have an online storefront at [www.lafleurbylivvy.com](http://www.lafleurbylivvy.com). I currently sell in The US and Canada only."

### Can you give us an idea of what type of person buys your product? From which country are most of them from? Do you have many European clients?

"A typical customer would be one who has concerns for his/her health and is active and likes nature. Must love flowers! I hope this line can appeal to all Fragrance lovers. I sell online within the US and Canada at present and I'm proud to be certified Natural Perfumer by the International Perfume Foundation so I hope to increase my visibility in the EU, hopefully meeting European customer's expectations"

### Do you think the use of social media can spread the message of natural perfume as a healthier alternative?

"Definitely, social media is excellent for connecting people from all over the world. With the use of Social media we can convey our thoughts and express what we want to say or share. So I think it can reach those who are concerned and perhaps convince others that there is a healthier and natural alternative to perfumes; the way it began originally in France using what nature has to offer us! Working with Essential Oils."

