

It's Time to Change

May I give you the heads-up on a change we are making to the FRAGRANCE WHEEL and to some of our FRAGRANCES OF THE WORLD family names. This comes after years of consultations with the oil houses, perfumers, brands, bloggers, and the Fragrance Foundation.

There has been a lot of discussion, particularly in the US and the UK where our work is used extensively, about the term *Oriental* being outdated, and in some contexts, offensive. Barack Obama enacted legislation banning the word in government documents as a description for people of Asian heritage. In the world of fragrance, there is a growing sentiment that the word is outdated and derogatory.

While many might recall the oriental sensuality evoked by such fragrances as *Opium* and *Shalimar*, younger people often feel no such connection to the description *Oriental*. Critics point out the word is a reminder of colonialism, of a time when Anglo-countries saw themselves as the center of the world and everything east was exotic.

Within the context of perfumery, the term *Oriental* was never intended to be offensive, but perceptions change. After long consultation, we have decided to use our position of influence to provide a more inclusive vocabulary.

This article from Harper's Bazaar US is a good summary of the conversation at present. <https://www.harpersbazaar.com/beauty/a36503673/oriental-perfume-and-fragrance-backlash/>

From mid-July, then, we shall implement these changes:



Fragrance groups:

Floral > Oriental > Woody > Fresh changes to Floral > **Amber** > Woody > Fresh

Fragrance Families:

Oriental to **Amber**

Soft Oriental to **Soft Amber**

Floral Oriental to **Floral Amber**

Woody Oriental to **Woody Amber**



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