

Wallpaper* launches fragrance with Steidl and Karl Lagerfeld

Wallpaper* magazine, the international design and style bible, has launched Paper Passion, a perfume that captures the scent of freshly printed books, with German publisher Gerhard Steidl, fashion icon Karl Lagerfeld and celebrated perfumer Geza Schoen.

The seeds of the project were sown at last year's Wallpaper* Handmade exhibition in Milan, when the magazine was inspired by a throwaway line from German publisher Gerhard Steidl in the film *How to Make a Book with Steidl*, in which he said that his favourite scent was 'a freshly printed book'. Wallpaper* subsequently asked Steidl to work with avant-garde perfumer Geza Schoen to try and bottle that scent. Into the mix came Steidl's friend and long-time collaborator Karl Lagerfeld, who designed the packaging and chose the name Paper Passion.

Schoen worked on capturing the scent and sourcing the necessary ingredients. 'It was hard,' he says. 'The smell of printed paper is dry and fatty; they are not notes you often work with.' He eventually managed to create the perfume with just four or five ingredients, including ethyl linoleate and a selection of woody components to add dryness. Most perfumes contain between 20 and 100 ingredients, but Schoen stuck to his vision of simplicity.

Meanwhile, Steidl turned to Lagerfeld for advice on a packaging concept. Lagerfeld instantly visualised a real book with pages and a hidden cut-out compartment to house the perfume bottle in the middle. In the front of the book are short essays on the subject of paper by Lagerfeld, Schoen, German author and artist Günter Grass, and Wallpaper* editor-in-chief Tony Chambers. 'Beautiful paper is for me the top of luxury,' writes Lagerfeld. 'I am a paper freak. It's a physical passion. I cannot live without paper. Touching perfect paper has something sensuous about it.'

The end result, which is featured in the annual Handmade issue of Wallpaper* (out 12 July), is now going on sale online and in selected concept stores, bookshops and perfumeries across the world.



Top, the perfume is presented as a book within a book. Above, Karl Lagerfeld's sketch detailing the fragrance packaging concept

Paper Passion perfume, by Geza Schoen, Steidl, Wallpaper* and Karl Lagerfeld

UK £68 / US \$98 / EC €85
Available at steidlvillem.com



German publisher Gerhard Steidl with perfumer Geza Schoen

About Wallpaper*

Truly international, consistently intelligent and hugely influential, Wallpaper* is the world's most important design and style magazine. It attracts the most sophisticated global audience by constantly pushing into new creative territories and ensuring its coverage of everything from architecture to motoring, fashion to travel, and interiors to jewellery remains unrivalled. Wallpaper* has readers in 93 countries and has enjoyed unparalleled success in reaching the design elite right across the globe. To Wallpaper*, the world is one seamless marketplace, where consumers flit from one destination to the next, easily cross physical borders and cultural divides, and flirt with a variety of different brands, both established and undiscovered. With 12 themed issues a year, a limited-edition cover by a different artist or designer each month, over 695,000 Twitter followers and a monthly iPad edition, Wallpaper* has evolved from style bible to internationally recognised brand.

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