



GOLDFIELD & BANKS

AUSTRALIA

GOLDFIELD AND BANKS AUSTRALIA
FOUNDER: DIMITRI WEBER

THE OFFER

GOLDFIELD AND BANKS OFFERS A LUXURIOUS AND PRECIOUS COLLECTION OF GENDER-FREE FRAGRANCES FEATURING PURE AND RARE AUSTRALIAN ESSENCES UNEXPLORED BEFORE IN MODERN PERFUMERY.

FOR THE FIRST TIME, BOTANICALS FROM ALL OVER THE WORLD ARE BLENDED WITH THE MOST EXQUISITE ESSENCES EXTRACTED FROM AUSTRALIAN NATIVE SEEDS, GUMS, WOOD, FLOWERS, LICHEN, ROOTS, RESINS, LEAVES, PODS AND FRUITS. EACH FRAGRANCE AROUSES THE AUSTRALIAN DREAM, A TREASURED VOYAGE FROM THE DAZZLING AND INVIGORATING COASTS THROUGH THE BURNING HOT RED DESERT TO THE ENDLESS DEEP SCENTED FORESTS.

GOLDFIELD AND BANKS IS A QUEST FOR THE ULTIMATE OLFACTORY EXPERIENCE MADE IN AUSTRALIA.





A STRONG STORY

GOLDFIELD & BANKS IS A TRIBUTE TO THE EXTRAORDINARY BEAUTY OF AUSTRALIA AND AN HOMAGE TO JOSEPH BANKS, THE FIRST NATURALIST. THE BRAND CELEBRATES THE BEAUTY AND THE WEALTH OF NATIVE PLANTS. **DIMITRI WEBER** STARTED OFF THE CREATION OF FRAGRANCES BY IMAGINING AUSTRALIAN **UNEXPLORED** AND **UNRAVELLED** PLANT AND FLOWER EXTRACTS NEVER USED BEFORE IN FINE FRAGRANCES BLENDED WITH THE WORLD'S MOST PRECIOUS NOTES.

NATIVE TO THE AUSTRALIAN OUTBACK AND RICH COASTAL LIFE, ALL FRAGRANCES ARE DESIGNED WITH **UNIQUE HIGH-QUALITY** ESSENCES AND WITH A HIGH STANDARD OF FRENCH « SAVOIR-FAIRE ».

GOLDFIELD & BANKS IS A **PIONEER IN THE PERFUME INDUSTRY**, ESTABLISHING ITSELF AS THE FIRST LABEL OF PREMIUM PERFUME **MADE IN AUSTRALIA** THAT EQUALS THE FRENCH QUALITY.

DIMITRI WEBER CEO & FOUNDER

BOTTLE DESIGN

A JOURNEY

THE CAP EVOKES A LATE 30'S WOODEN CIGAR CASE FOUND IN THE OUTBACK. THE DEEP DARK BROWN COLOR LOOKS AS IF THE CAP WAS STILL SMOLDERING AFTER A BUSHFIRE.

THE NAME IS DEBOSSED ON THE TOP AND SECURES THE BOTTLE LIKE A SEAL.

THE GOLDEN SPRAY REVEALS A HISTORY OF GOLD MINING IN WESTERN AUSTRALIA. GOLD IS THE COLOR OF RICHNESS, THE SUN, PRECIOUS, TIMELESS, COMFORT AND SEALS A UNION.

THE SMOOTH LABEL ON THE SQUARE AND ELEGANT CRYSTAL CLEAR GLASS BOTTLE AROUSE THE FEELING OF A LEATHER SADDLE OR A TRAVEL CASE.

THE LABEL IS INSPIRED BY VINTAGE AUSTRALIAN STAMPS AND THE EDGES REMIND US OF THE SPIKY BANKSIA LEAVES.

A COLOUR

EACH FRAGRANCE REFLECTS THE BRIGHT COLOURS OF THE COUNTRY FROM THE RED DESERT TO THE BLUE OCEANS

A QUEST FOR THE ROAD TO THE SCENTED TREASURES, A HIDDEN NATURE.





MADE IN AUSTRALIA, THE TREND

MORE AND MORE EMERGING BRANDS IN FASHION AND COSMETICS ARE BORN IN AUSTRALIA AND EXPERIENCE A GLOBAL SUCCESS.

AUSTRALIA HAS ONE OF THE STRONGEST NATION BRANDS IN THE WORLD, WITH A REPUTATION FOR CLEAN, GREEN, QUALITY PRODUCTS MADE AND GROWN TO HIGH QUALITY SAFETY STANDARDS.

POWERFUL MARKET ADVANTAGE:

TODAY MADE IN AUSTRALIA ATTRACTS LOCAL AND INTERNATIONAL CUSTOMERS (MAINLY ASIAN AND AMERICANS) WANTING TO EXPERIENCE A PIECE OF AUSTRALIA AND ITS CRAFTSMANSHIP, CONSUMABLES AND WISH TO SUPPORT LOCALLY MADE PRODUCTS.



beauté
WISH-LIST



En octobre, SOPHIE ALBRECHT, notre journaliste beauté, mixe nouveautés et valeurs sûres. De quoi nous inspirer.

Crush of the day: les parfums Goldfield & Banks

Par Bélen Uctros, le 15/10/2017



Un coup de cœur pour Goldfield & Banks, la toute première ligne de parfums australiens créés, produits et fabriqués à Melbourne. Et on la doit à Dimitri Weber, un franco-belge et australien d'adoption.



Un caractère et une formidable ascension à émotions, ils ont aussi l'immense capacité de nous faire voyager en pensée. Et c'est là que l'australien rentre en scène. Pour Dimitri Weber,

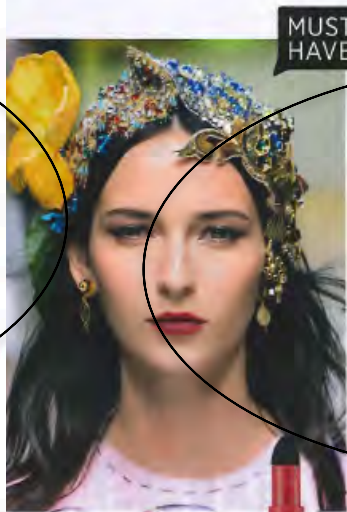
Les articles les plus

ces architectes s'en tiennent à la ville autrement. Il se agit d'un jus radical signé Concrete. Comme des Gr les 80 ml (disponible chez

FRANÇAIS
Avec son style effortle version parisienne à rêver. Cela méritait à piquant comme le citron et la sauge, sur fond de Le Frenchy, Guerlain, au (disponible à la boutique

HISTORIQUE
Affranchis du mot « peau », Trudon restent e de la maison créée en gion et la révolution mêlent encens, cuir, b Révolution, Trudon, 180 (disponible chez Senteur

AUSTRAL
C'est depuis l'Australi Weber crée des fragrances hommages à la nature de son pays d'adoption. Une matière locale peu utilisée en parfumerie est au centre de chaque création, ici le bois de Boudha. 117. Desert Rosewood, Goldfield & Banks, 149 euros les 100 ml (disponible chez Kroonen & Broun).



MUST HAVE



LUXE UNISEXE

Matthew McConaughey & Kiehl's

Si le comédien le plus sexy d'Hollywood s'associe à la marque de cosmétiques Kiehl's, c'est qu'il y a une bonne raison. Parce que 1 % de la population mondiale souffre d'autisme, la star a accepté de signer le packaging de l'Ultra Facial Cream

LÈVRES MATES

Cette saison, le rouge mat est un passage obligé. La preuve: toutes les marques ont lancé le leur. J'ai un faible pour le Pop Up Shadow Cushion Matte Lip Powder de Clinique. Et tout particulièrement pour le coloris Crimson Pop (23,80 €) au rendu naturel. Non seulement il ne dessèche pas les lèvres, mais vous pouvez facilement moduler son intensité.



MELANIE, T

Dans ce numéro de G nous consacrons un o aux plus jolies coupes courtes du moment.



surviving initiatives – notably in India and Australia – that hoped, which was critically endorsed and a quarter of a century ago, to support a resourcer in a cultural Amsterdam-based company. After, admirably with classical lighting, justice in Court, White Amber (€20 for 50ml EDP), from the by each Luxe and "soft skin" white musk family. Next, Surf & Arpeti arm Réver de Collinette (€25 for 75ml EDP). However, industry to opportunity in the perfume world one day and inevitably suggest a great number of synthetic alternatives to replace or simply natural products. Nevertheless, with its power to dry, amberish note, it like "woods on steroids" in terms of fragrance. Co-founder of niche perfumery Joelle has a Gem, and so has another. Next, Copper (€20 for 50ml EDP) a big, strong, dating trail. The inspiration, as I have described as a "bag in a bottle", has not a mostly one-sided comparison that G&B's. Next, Rain (€23 for 100ml EDP); it's also there in amber – along with its and customers – in Bush Meadowbrook. And in CRIS, a minimalist tag, newly created notes. Other houses are set to bring a real predatory animals, only in their natural newness on the block. It strikes a particularly striking note. Deeply medicinal and aquatic, at the heart of Tom Dittmer's Oak (€105 for 50ml EDP), which sounds like "Bleign hand in it." "Oak trees are loaded with wholeness" (I think it altogether more lush). Next, Stone (€20 for 100ml EDP) opens new woody cologne (€88 for 100ml EDP) from G&B's Oak & Redwood – have their roots in English Oak & Redwood – have their roots in English Oak & Redwood, the brand's head of fragrance known for her immensely creative

significant, but even more magnificent in the subtle and mooring space between them. ... The quality of space between us and nature and our future beings is, of course, the very point of every perfume. "Creating a space around you should be a shelter, a protection, an experience where emotions can flourish," says Filippou. "His mindful approach is evident in their packs, the "Forest bathing." He cites studies that show how fragrance in the

FRAGRANCE INSPIRATION

EVERYTHING IN THE COUNTRY IS IN EXTREME. THE WAVES ARE MORE MAJESTUOUS, ANIMALS MORE DANGEROUS, NATURE IS MORE LUSH AND DIVERSE THAN ANYWHERE ELSE, SKIES ARE MORE BLUE, FLOWERS MORE COLOURFUL, THE BIRDLIFE IS MORE EXTRAVAGANT, THE SCENERY IS MORE DRAMATIC AND THE SCENTS ARE MORE INTENSE THAN ANYWHERE ELSE IN THE WORLD.

SEEDS, GUMS, BARKS, FLOWERS, LEAVES, RESINS, BRANCHES, SPICES, FRUITS, PODS, LICHEN, ETC., AUSTRALIA HAS MORE TO OFFER IN TERMS OF BOTANICALS AND RAW MATERIALS FOR THE FRAGRANCE INDUSTRY THEN WE CAN IMAGINE. ONLY A FEW HAVE EXPLORED AND EXAMINED THE WEALTH OF ESSENCES AND SCENTS THAT SURROUND THIS BEAUTIFUL COUNTRY AND MAGNIFY THEM BY TRANSFORMING THEM INTO PRECIOUS COLOGNES.

IT TAKES A FOREIGNER AND AN AUSTRALIA LOVER TO REALIZE THIS GIFT AND CAPTURE THESE EMOTIONS AND FIND THE WAY TO PAY THEM TRIBUTE BY LAUNCHING A COLLECTION OF COLOGNES MADE IN AUSTRALIA WITH A FRENCH EXPERTISE AND THUS CREATE THE PERFECT FORMULA.