

Indie Brands

fragrance & hair

In a world of behemoth brands, these indie fragrance and hair stars are bringing back the artisanal touch. Here, a comprehensive roundup of the category's independent companies, including their brand philosophies, U.S. retail sales and best-selling products.

Compiled by Megan McIntyre

Photographs by George Chinsee & Thomas Iannaccone



Aftelier Perfumes

Founded: 1999 in Berkeley, Calif.

Behind the Brand: Mandy Aftel, former chief perfumer for Grandiflorum Perfumes

Philosophy: Artisanal natural perfumes based in the quality and integrity of the ingredients.

Star Products: Pink Lotus, Shiso, Jasmin Solid Perfume

Price Points: \$35-\$325

Distribution: Alchemy Skin Spa, Bittersweet Café, aftelier.com

2005 Est. Retail Sales: \$250,000



Anthousa

Founded: Home collection launched in 2004, personal fragrances launched in 2006 in Seattle

Behind the Brand: Maria Christofilis, former home fragrance creator for Antica Farmacista

Philosophy: Drawing inspiration from the science of botany and the Mediterranean, each product is the perfect mix of beauty, tradition and luxury.

Star Products: Fig & Vetiver, Citrus Sorbet, White Tuberose

Price Points: \$48-\$75

Distribution: Barneys New York, Neiman Marcus, select Saks, Takashimaya
2006 Est. Retail Sales: \$1 million



Antica Farmacista

Founded: 2002 in Seattle

Behind the Brand: Friends Susanne Pruitt, former owner of a stock brokerage firm, and Shelley Callaghan, a former marketing and special events promoter

Philosophy: Luxury, elegance and sophistication in fragrance for the home and body, for women and men alike.

Star Products: Grapefruit, Magnolia Orchid Mimosa, Santorini

Price Points: \$27-\$88

Distribution: Henri Bendel, Nordstrom
2005 Est. Retail Sales: \$1.8 million



Antonia's Flowers

Founded: 1985 in East Hampton, N.Y.

Behind the Brand: Florist and flower shop owner Antonia Bellanca

Philosophy: There is nothing more delicious than living with new scents and determining whether they possess the qualities that will allow them to become classics.

Star Products: Antonia's Flowers, Floret, Tiente Passate

Price Points: \$50-\$125

Distribution: Barneys New York, Bergdorf Goodman, select Neiman Marcus
2005 Est. Retail Sales: Industry sources estimate \$2.5 million



Apothia

Founded: 1978 in Los Angeles

Behind the Brand: Ron Robinson, owner and buyer of the beauty boutique Apothia

Philosophy: Evokes images of serenity and beauty with an Old World sensibility.

Star Products: Velvet Rope, IF

Price Points: \$42-\$75

Distribution: Apothia at Fred Segal, Barneys New York, apothia.com

2005 Est. Retail Sales: \$2 million-\$4 million



Aqaba

Founded: 1998 in New York

Behind the Brand: Miriam Mirani, former sales representative for Estée Lauder

Philosophy: Links the past with the present and allows the customer to experience a passionate chapter in ancient history.

Star Product: Aqaba Eau de Parfum

Price Points: \$10-\$125

Distribution: Henri Bendel, luckyscent.com, mirani.com

2005 Est. Retail Sales: Industry sources estimate \$1 million



06130

Founded: 2003 in France

Behind the Brand: Nicolas Chabert and Raphaël Haury, childhood friends and sons of renowned perfumer families

Philosophy: The finest fragrances and scented candles in minimalist packaging for trendy consumers.

Star Products: Yuzu Rouge, Cèdre, Lys

Price Points: \$40-\$90

Distribution: Aedes de Venustas, Bergdorf Goodman, C.O. Bigelow Apothecaries, Henri Bendel, Louis Boston, Takashimaya

2005 Est. Retail Sales: \$500,000



Abinoam Fragrances

Founded: 2006 in Urbana-Champaign, Ill.

Behind the Brand: Former bridal gown designer Kareema McLendon and her husband, Glenn Foster

Philosophy: Exploring the tension between light and darkness in fragrance.

Star Products: Cobice, Desejo, Corazon

Price Point: \$105

Distribution: Beauty Bar Apothecary, select Searle NYC, beautycafe.com

2006 Est. Retail Sales: Industry sources estimate \$500,000