



SARAH BAKER



## The Art of Fragrance for Men and Women

*Sarah Baker creates boutique luxury fragrances that really can claim to be art.*

Artist and Creative Director Sarah Baker works closely with the world's most daring and innovative noses—all of whom are named on each bottle—in a process of mutual inspiration and creativity to create distinctive, gender optional fragrances drawing on a myriad of inspirations.

Each perfume is an insight into the imaginations and craft of today's cutting-edge olfactory talents who know just how complex, sensual and game-changing fragrances should be.

*The SARAH BAKER Collection* offers eight unique perfumes in a sculptural 50ml bottle designed by Sarah Baker. Its joyful logo and signature cap, referencing the colour of the Golden Gate Bridge, are both inspired by San Francisco. But each fragrance has a singular character of its own, whether inspired by the glamour of Audrey Hepburn and Cary Grant, the seminal work of French surrealist filmmaker Germaine Dulac, or the mysterious Scottish Highlands.



SARAH BAKER



Sarah Baker with Donatella Versace during the filming of *Baroness*, 2019

### **About Sarah Baker... and an unexpected brand story**

Sarah Baker, founder of the eponymous fragrance house, is a contemporary artist whose work has often interrogated, explored and simply played with the worlds of fashion and popular narratives of glamour.

The work of American-born artist Baker—long resident in London—has been shown at respected institutions internationally. She has also been invited to create artist projects for global luxury fashion brands and luxury hotels.

Sarah first began developing perfumes with the Institute for Art and Olfaction (Los Angeles) in 2014 as a contemporary art project. In 2016, she debuted her first two fragrances at the Hammer Museum (Los Angeles): *Leopard*, and *Greek Keys*, by perfumer Ashley Eden Kessler.

SARAH BAKER, the fragrance brand, has since taken on a life of its own, undoubtedly works of art that simultaneously stand their own ground in the grand traditions of the best perfumery.





SARAH BAKER



## Product and packaging

Each fragrance is available as:

- 50ml Extrait de Parfum in a cylindrical glass bottle with atomiser. The labels, on the signature matt grey paper by British heritage papermakers G.F. Smith, include the name of the nose who created the fragrance.
- The hand-finished, anodised aluminium caps “float” above the bottle. They have a luxurious weight and are matched to the signature International Orange colour. The top of the cap features a recessed SARAH BAKER brand sun logo.
- The cylindrical tube in natural colour card features hand-finished gold leaf and a recessed brand sun logo on top in gold. The bottle fits flush into the 125mm height x 57mm diameter cylinder.
- The tube is sealed by the front label that has an easy twist-open feature. This also makes any tampering evident. The tube is intentionally not wrapped in cellophane or plastic to reduce non-bio-degradable waste.



SARAH BAKER



## Atlante

A sense of the ocean permeates all layers of this fresh, taut fragrance. Here, it's a primordial, mythological sea, starting with the form of the sea shell; giving birth to the goddess of beauty or surrealistically symbolic in the work of French cineaste Germaine Dulac where strong desire and sexuality are never far beneath the shimmering surface. Fresh and beautiful. But not without an undertow.

In three words: Salty, Tidepool, Sparkling

Nose: Sarah McCartney



### Notes:

Yuzu  
Pink Pepper  
Orris  
Lily of the Valley  
Wet Rock  
Cedar  
Ambergris  
Seaweed  
Seashells  
Driftwood



SARAH BAKER

## Charade

Cross and double-cross. High chicanery where it's never easy to tell who's fooling who in a game where the stakes are high. The glamour of Audrey Hepburn and Cary Grant and a lingering vapour that has a whiff of old, aristocratic style mixed of with the very essence of what it is to be a fashion icon in the present tense. Impeccable taste with a few surprises.

In three words: Bloom, Sophisticated, Classic

Nose: Andreas Wilhelm



### Notes:

French Tubereuse  
Ylang-Ylang  
Styrax  
Benzoe Siam  
Leather  
Patchouli  
Honey  
Sandalwood  
Amber  
Vetiver  
Moss



SARAH BAKER

## Greek Keys

The persistent freshness of an ancient form, the waves of fragrance that flood Aegean isles from all directions in the heat of the day and shift shape under the starry sky of night. Is this the secluded island where an affair of mythological proportions plays out? Apollo or Callas? Or a bit of both? A drama that remains fresh no matter how ancient its origins.

In three words: Horizon, Refreshing, Yachting

Nose: Ashley Eden Kessler



### Notes:

Pink Grapefruit  
Lemon  
Mandarin Orange  
Elemi  
Rosemary  
Calone  
Floral Ozone  
Hedione  
Cedar  
Vetiver  
Cetalox  
Oakmoss  
Coumarin





SARAH BAKER

## Jungle Jezebel

Inspired by cult performer and singer, Divine, this is a fragrance with real attitude. A heady melange of tropical fruits, the exotic sweetness is balanced with far heavier, sexy tonalities that become more prominent as it dries down. The unique combinations are unexpected and make this a fragrance that stands apart, at once memorable and perhaps even a little shocking on first encounter. Yet, like its inspiration, the scandalous first impression reveals a craft that impresses and remains memorable. One for daring people who walk their own path.

In three words: Provocative, Tropical, Bouquet

Nose: Miguel Matos



### Notes:

Orange  
Banana  
Grapes  
Peach  
Bubble Gum  
Rose  
Tuberose  
Ylang-Ylang  
Amber  
Sandalwood  
Civet  
Vetiver  
Vanilla  
Tonka Bean



SARAH BAKER

## Lace

Not the lace of the boudoir, here the regal elegance is one ideally suited to occasions that call for discretion and restraint. Butter wouldn't melt...But, only the top layer is all buttoned up. Close up it reveals a devil-may-care spontaneity and luxuriant desire for pleasure.

In three words: Creamy, Breezy, Mellow

Nose: Sarah McCartney



## Notes:

Musk  
Coconut  
Hedione  
Ambroxan  
Vanilla  
Calone  
Jasmine  
Cedar





SARAH BAKER

## Leopard

There's no point lying about it: the premonition of an epic night on the tiles is inescapable. Heady excess and high drama in every note, this is the promise of scandal and privilege in every drop. Classic and classical, a noble beast signifying power and the right to luxury and hedonism. The only choice when good behaviour is not an option.

In three words: Haughty, Decadent, Spicy

Nose: Ashley Eden Kessler



### Notes:

Frankincense  
Black Pepper  
Cardamom  
Galbanum  
Cassis  
Rose  
Violet  
Sandalwood  
Patchouli  
Vetiver  
Labdanum  
Cetalox  
Castoreum  
Beeswax  
Musk



SARAH BAKER

## Rules of Attraction

A homage to a famed fragrance, this re-consideration of a ball at Versailles sees through the rose-tinted romantic vision to the much darker energies of dangerous liaisons at court and to their contemporary iterations in writings that are often shocking. Here, the flowers in the garden are all beautiful, but some signal danger. Romantic certainly, but hardly innocent.

In three words: Bouquet, Extravagant, Carnal

Nose: Miguel Matos



### Notes:

Cumin  
Grapefruit  
Aldehydes  
Iris  
Gardenia  
Jasmine  
Tuberose  
Neroli  
Civet  
Musk  
Leather  
Vanilla  
Woody Notes  
Animalic Notes



SARAH BAKER

## Tartan

A fire is roaring in the library while you savor a glass of Speyside Single Malt, all nestled into a tartan blanket. Warmth and refined heritage envelope you after a walk with the hounds through mossy ruins in Scotland's Highlands.

In three words: Warming, Autumnal, Mossy

Nose: Sarah McCartney



### Notes:

Virginia Cedar  
Atlas Cedar  
Cedarmoss  
Bread  
Leather  
Hops  
Tobacco  
Buddha Wood  
Hedione  
Jasmin Tea  
Labdanum





SARAH BAKER

## Contacts

Please get in touch to learn more about our brand or for retailer and distributor enquiries.

website: [sarahbakerperfumes.com](http://sarahbakerperfumes.com)

instagram: [@houseofsarahbaker](https://www.instagram.com/houseofsarahbaker)

Sarah Baker

[sarah@sarahbakerperfumes.com](mailto:sarah@sarahbakerperfumes.com)

Founder/CEO and Creative Director

Andy Hsu

[andy@sarahbakerperfumes.com](mailto:andy@sarahbakerperfumes.com)

Director/COO - Quality, Production, Logistics

Ken Pratt

[ken@sarahbakerperfumes.com](mailto:ken@sarahbakerperfumes.com)

Lead - PR, Marketing & Investor Relations