



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.



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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.



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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.



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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



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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



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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



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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



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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



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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



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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



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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



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Contacts

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

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