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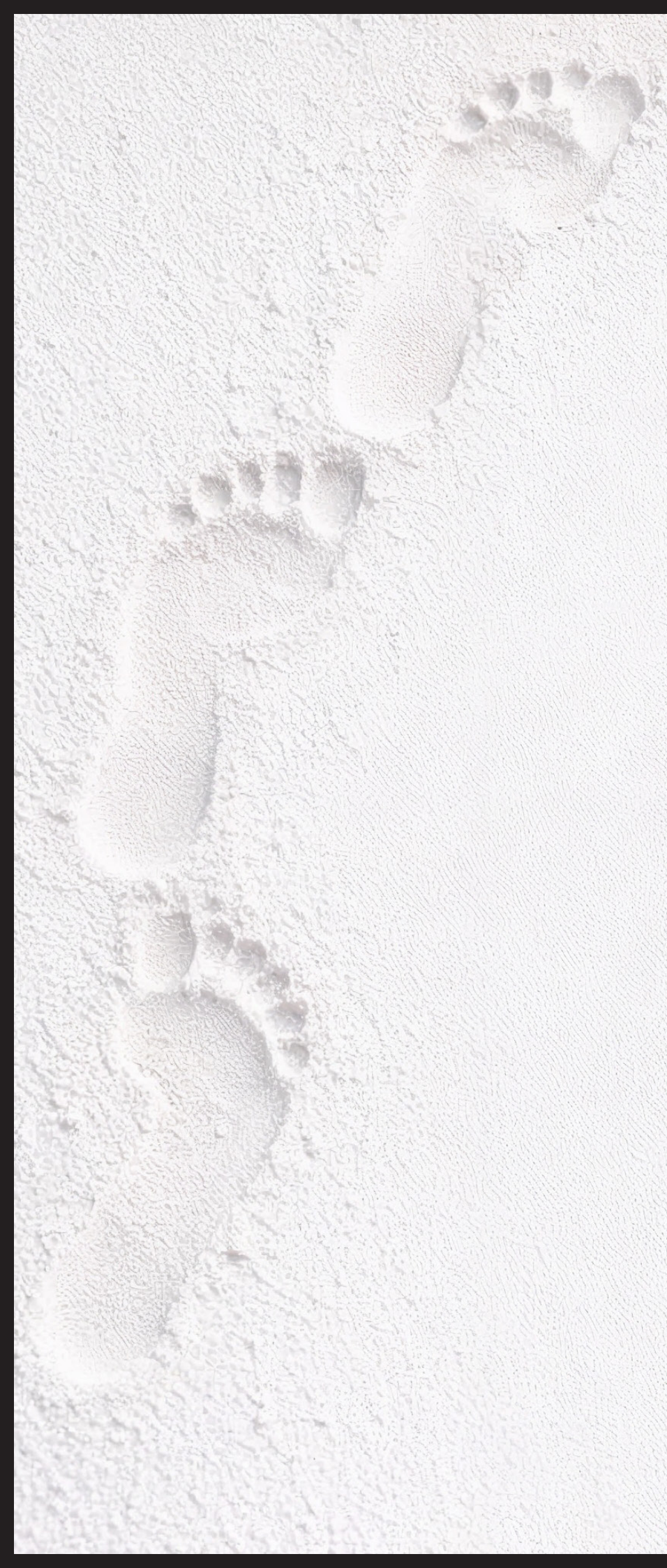
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GALLIVANT

Volume III



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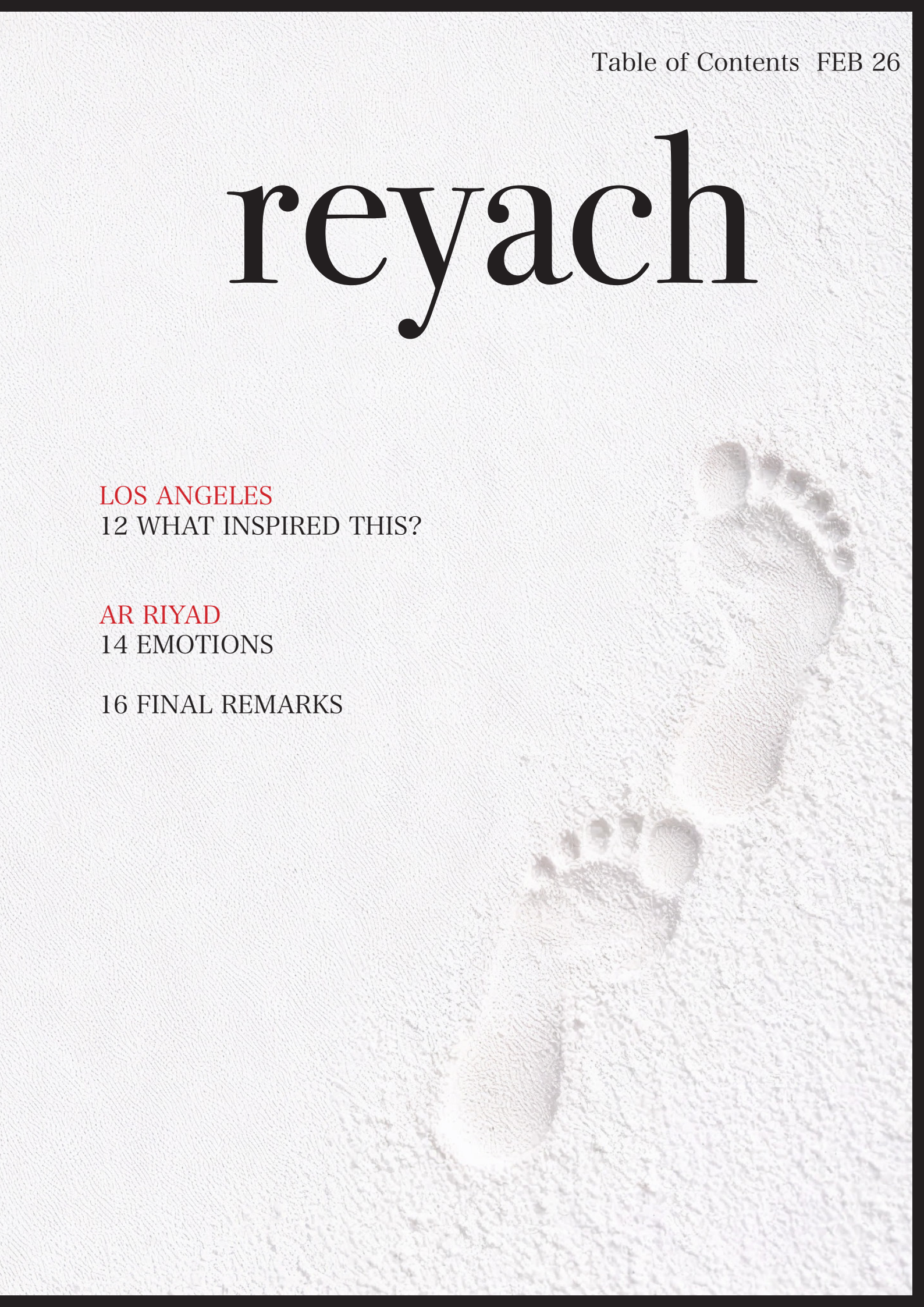
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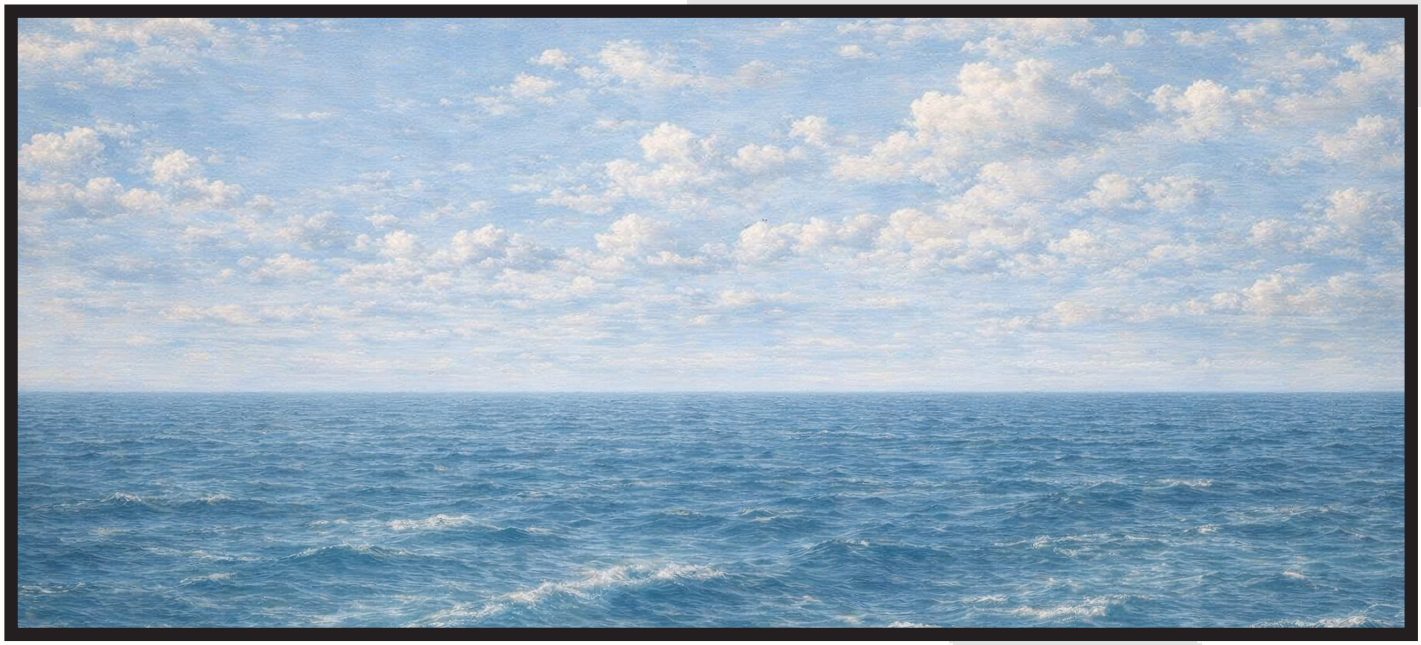
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ASSOCIATION



In our last edition, we began to unravel something quietly profound that perfume exists on a plane far beyond its ingredients, its sillage, its price point. January explored the language of scent, how fragrance communicates in ways words often cannot.

This February, we turn to something more intimate still:

Memory.

There is a particular kind of stillness that happens when a smell finds you unexpectedly. Not the scent itself, but what comes with it a room, a season, a person.

Neuroscience has long documented what we instinctively know: that our olfactory system is uniquely, almost stubbornly, entangled with memory and emotion.

Unlike sight or sound, smell bypasses the rational mind entirely and arrives somewhere older, somewhere feeling lives.

Scent does not merely accompany moments, it becomes them.

It settles into the fabric of celebrations, of grief, of ordinary Tuesdays that only later reveal themselves to have mattered.

My father introduced me to perfume. He has a vast collection now, bottles lined up like a quiet autobiography.

But the fragrance that reminds me of him most completely is not something rare or considered it is Burberry Touch. He wore it to work when I was young, a detail so unremarkable at the time, so permanent in retrospect.

That scent does not just remind me of him but brings me to a version of home I can no longer physically visit.



And here is what fascinates me: despite having no particular attachment to Burberry Touch as a fragrance in isolation, I love it. I love it because memory has made it beautiful.

This is worth sitting with.

If our emotional response to a scent can be shaped even overridden by the associations we form around it, then we have been thinking about perfume too passively.

It also answers something many collectors quietly wonder: why, amid rooms full of rare and extraordinary bottles, does that first perfume you ever wore still hold the most weight?

For me, it was Bvlgari Man in Black.

Not the most complex fragrance I own. Simply the one that knows me longest. Which leads us to the next evolution of this thinking

Intentional Imposition.

Most of us choose a perfume to suit a moment. But what if we inverted that entirely? What if we chose a perfume to create one, to mark an occasion so deliberately that the scent becomes its permanent record?

Wear a fragrance not because it fits the room, but because you want to remember the room.
The bottle does not change. But your intention does and with it, the entire relationship between you and what you wear.

Change your mindset.


GALL


IVANT

PERFUMER PROFILE



NICK STEWARD
FOUNDER OF GALLIVANT

WHO IS NICK STEWARD?

"Beyond the job title (Founder here at GALLIVANT Perfumes) I'm a Londoner – who loves to travel. Before perfumery, I had studied mastered languages such as Arabic and I've been lucky enough to have lived and worked in several different countries. That curiosity for other people, for other cultures has been a recurrent theme across my life – and across my almost 30 years in perfumery."

WHAT DOES GALLIVANT MEAN?

"The word means to go around, from one place to another, in pursuit of pleasure. Perfume can mean many things to different people – and it should speak differently to us as individuals – but my intention with our perfumes is that you get that wonderful feeling of being transported elsewhere – in time or place. Of escapism. And that our perfumes spark joy ! That they bring pleasure and beauty into our everyday.

FAVOURITE CITY YOU VISITED AND WHY?

"That's a hard question to answer ! But let's go with Tokyo: I love the food, the mix of old and new co-existing side by side, the Japanese style, their pride in their city and their history and culture. I don't speak or read Japanese – so that can be a bit of a barrier – but I'm always touched by the grace and kindness of the people I've met there. Can't wait to go back soon …"

FAVOURITE FRAGRANCE YOU COMPOSED AND WHY?

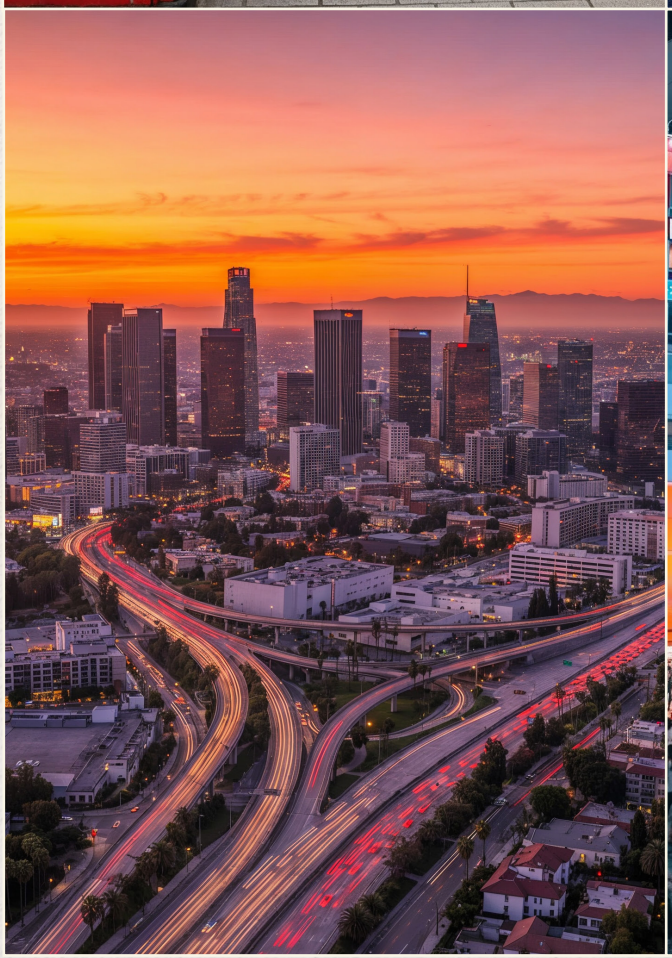
"Our award-winning Los Angeles (winner of "best niche fragrance, 2020") It's fun, it's novel (marrying tuberose with narcissus – not done before) – and it has the most beautiful evolution. From fresh and aromatic, through the floral heart, to something woody and smoky. From day to night. It feels like a real journey around Los Angeles. And it's a definite mood-booster!"

WHAT WAS THE FIRST FRAGRANCE YOU OWNED?

"It was an Azzaro pour Homme. An aromatic, woody spicy. Looking back it was probably too 'grown-up' for me as a teenager – but it was a gift from French friends of my family, so I felt very chic wearing it."


PHONE






109
H&M
Jesus



WHEN YOU BEGIN A FRAGRANCE, WHAT COMES FIRST: AN IDEA, A FEELING, OR A MATERIAL?

"Afraid there's a different answer to that every time ! Not one simple template for GALLIVANT. Sometimes all three at once.

With Los Angeles, it was a moment : watching the sun go down over Sunset Blvd. The idea of those changing colours over the city and the Hollywood Hills. With London, I wanted to capture that feeling of my garden after a rainstorm (we refer to that as petrichor).
With Gdańsk (one of our best-sellers) – it was about exploring what amber means; as that's not a raw material as such, it's an accord of perfumery. So that story is more about materiality – and going deeper into that side of our work. (The biggest source of the amber gemstone is the Baltic coast)."

DO YOU BELIEVE A FRAGRANCE EXISTS BEFORE YOU MAKE IT, OR ONLY ONCE IT IS COMPOSED?

"You can sometimes feel it, imagine it in your head – but the fragrance really only exists for me when it's composed and can be made over and over again … I'd also add that a perfume has to have skin to fully come alive, people who wear it – then it becomes real, out in the world (and it then belongs to the wearer, not the maker)"

WHAT IS YOUR FAVOURITE NOTE/ACCORD/ INGREDIENT?

"Again, hard question – there are too many, so many raw materials to love for different reasons, at different moments, in different compositions.

But I can tell you I have a special admiration for iris / orris root.
It's like a perfume all on its own – floral, powdery, earthy, chocolate tones, the smell of old books. It's very evocative and sophisticated.

Also, it's extremely rare and it's very very expensive."

WHAT DOES THE WORD "INSPIRATION" ACTUALLY MEAN TO YOU?

"Inspiration comes in many forms – you need to be open to getting the messages, the signals when they come your way!

Travel is of course a massive source of inspiration to me personally for GALLIVANT.

But I hope that our 'wanderlust in a bottle' idea goes beyond the clichés of each place – that our perfumes feel more authentic and textured. Love letters to these places I'vebeen lucky enough to get to know a little."



HAVE YOU EVER CREATED A SCENT THAT SURPRISED YOU EMOTIONALLY?

"When I talk to our customers about our Brooklyn perfume, I'm often struck by how they find an echo of childhood in it (fizzy sweets, cola drinks).

That's been a lovely surprise with this particular scent over the years; as for me it captures a certain upbeat energy and can-do attitude of that part of New York City. Just shows how we all bring our own memories to a perfume – and I love that."

DO YOU BELIEVE A PERFECT FRAGRANCE EXISTS?

"I'm not sure I believe in perfection !"

HOW DO YOU NAVIGATE THE TENSION BETWEEN CREATION AND MARKET DEMAND?

"Personally I want to think about what feels right, true for GALLIVANT, for the style of perfumery I want to create, for what our customers – present and future – will connect with.

Of course we are a business too – we have bills to pay like everyone else – but the starting point for an authentic slow-perfume brand like ours has to be original, creative perfumery."

WHAT IS LOST WHEN FRAGRANCE IS REDUCED TO TREND OR CATEGORY?

"Does it lose a bit of its soul ?

Personally, I don't want perfume to become like 'fast fashion', it should be slower and more considered than that."

DO YOU CONSIDER YOURSELF A CREATOR OR A CRAFTSMAN?

"I would say a maker, a craftsman."


LOS ANGELES
EAU DE PARFUM
BY
GALLIVANT

LOS ANGELES GALLIVANT

WHY THIS CITY?

“I first visited this city as a kid back in the mid 1980s, so it’s been a long-term love story. Los Angeles fills me with a sense of excitement and optimism every time I visit. There’s glamour, thrills and a sense of physical beauty too.”

“The idea of ‘old’ Hollywood meets the happy-go-lucky spirit of southern California.”

WHAT DOES IT REPRESENT OR COMMUNICATE TO YOU?

“Our Los Angeles perfume – one of our award-winners! - is a very original aromatic, floral, woody scent.”

“Totally unisex – which is very unusual for a tuberose perfume. It has so many different sides to it – and it evolves a lot on skin- which is how gallivanting around Los Angeles always feels to me.”

“A place of many different neighbourhoods, each with their own characters and stories.”

WHAT EXPERIENCE OR ATMOSPHERE WERE YOU ATTEMPTING TO CAPTURE?

“I definitely wanted to have an element of homage to old Hollywood glamour – not least with the rich floral notes, but also some of the smoky elements in the drydown.”

“There’s also a happy-go-lucky, free spirit side to southern California – and that’s also in this perfume, with things like eucalyptus and the aromatic notes in the opening.”

“I hope people will smell the perfume before judging this, but there are also elements of hot tarmac and rubber in this composition too...”

AR RIYAD GALLIVANT

WHAT DREW YOU TO THIS CITY AS INSPIRATION?

“I like the element of surprise when I travel. Often, I try to approach new places with very few expectations – meaning that more often than not, I’m pleasantly surprised...”

“... I’d actually been there a few times for work...then a couple of years ago, I was there for a longer visit, met some incredibly kind locals who showed me their city, their homes – and I was blown away by the warmth of hospitality.”

“That inspired the creation of this Ar Riyād parfum, which... is a translation of the Arabic name – and also gives a nod to ‘meadow’ or ‘gardens’ – and brings connotations of beauty, tranquility and abundance.”

WHAT CONTRASTS OR EMOTIONS DOES IT HOLD?

“The idea I wanted to translate was of the warm hospitality – and being welcomed into a beautiful courtyard garden in a stunning Riyadh home.”

“As is traditional across North Africa and the Middle East, you’ll often find a courtyard to receive guests – rather than into the main private home.”

“So I hope that when you smell and wear this creation, you can imagine yourself in a lush courtyard, in the late afternoon heat, being served pastries covered in orange blossom, spices added to the coffee and the subtle smell of shisha smoke in the background.”

HOW DID IT SHAPE THE FRAGRANCE’S CHARACTER?

“Ar Riyād in some ways is less conceptual than some of our other perfumes. More rooted in that particular moment in an elegant, shaded Riyadh garden. But even with such a strong image, strong memory, there is a great deal of ‘translation’ work to re-create that in the form of a perfume.”

“Coming from a languages background, I always feel this part of the perfume creation process is like the work of translation. Sometimes there are no firm rules, and then your experience and ‘feel’ must come to the fore.”

“One consistent reaction we get from customers is that this parfum has some old-school glamour. I’m very pleased when I hear that – as there is something grand and opulent about the Saudi capital.”


AR RIYĀD
PARFUM
BY
GALLIVANT

FINAL REMARKS

From the Reyach team and family we just want to thank Gallivant/Nick Steward for taking time out to interview and enlighten us and those interested in such. We look forward to building rapport with Gallivant in time.

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https://www.gallivant-perfumes.com

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E8 2DA

Following this, part of the vision of Reyach is to speak to perfume houses and perfumers and platform inspiration and raw material skill, beyond sales and short form content.

For enquiries:
admin@reyach.org

Peace be with you



Our Father, who is in heaven,
Hallowed be Your name.
Your kingdom come.
Your will be done,
On earth as it is in heaven.
Give us this day our daily bread.
And forgive us our debts, as we also have forgiven our debtors.
And do not lead us into temptation, but deliver us from evil.

Main Editor Signature:

