

DAPHNE

MNEMOSYNE

Daphne has been at various times a writer, a film-maker, a collector and, now, a perfumer, a journey led by her intuition and own creative vision. Alongside the launch of her new scent for Comme des Garçons called DAPHNE, she has made a short film with co-Director David Parker and All Day Everyday. The original art piece called "Mnemosyne" embodies her concept of scent. "I wanted to explore how I perceive scent visually," says Daphne, who describes her piece as an "anti-commercial" with no logos, no product shots and no commercial agenda.

Speaking about the film's narrative, Daphne prefers the audience to form their own associations. "Scent is directly related to memory," she explains. "It is something of a sensory path, evoking snap shots of one's past as you smell it. It has the power to transport you from the room in which you stand, to a place buried within the depths of your memory. I wanted to illustrate that scent can take you on a journey." The narrative is built around flux, fluidity, and the thought-processes that connect micro associations with macro experience. "It is a representation of the universes that exist in all of our minds; the world as we perceive it, and our relationship to it."

Daphne says, "I have always been aware that scent and visual experiences triggered memories in me. That has continually amazed me and inspires innocent wonder. Articulating that was problematic and so my solution was to make this piece." The 3 minute film will be distributed through the internet. "The prospect of strangers stumbling across my film online and perhaps passing it on is an interesting prospect. I'm not a commercial person; it is the creative process that fascinates me. This is not an advertisement for the perfume, it is a film inspired by the essence of scent."

Mnemosyne will be seen for the first time on September 3rd at Dover Street Market alongside the limited edition fragrance, DAPHNE.

Credits

Directors : Daphne Guinness, David Parker

Agency : Starworks

Agency Producer : Jauretsi Saizarbitoria

Creative Production : All Day Everyday

Creative Director : Kai Regan

Executive Producer : Ben Duhl

Production Co. : David Parker, Inc.

Producer: Ritu Paramesh

Cinematographer: Carlos Veron

Editor: Kevin Zimmerman at Whitehouse

Post Production : MassMarket

VFX Supervisor and Lead Flame : David Parker

Color : Damien Van Der Cruyssen at The Mill NY

Original Score : Gareth Williams at Human LA

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