

# The Wandering Dutch

*a perfumed ode to the past*

**The Wandering Dutch** – With his second perfume brand, Frank Bloem is launching a series dedicated to Dutch historical anecdotes. Avoiding ‘hero’ and ‘villain’ paradigms, Bloem shows another facet of Dutch history in an ironic but still distanced and respectful manner. The line consists of three scents: Secreti del Piemontese, Oranda Yuki and Alexine.



## Adventure, seduction, and freedom

Bloem describes his new series as ‘bearing witness to an interest in the exotic — a voyage of discovery through the centuries in search of adventure, seduction, and freedom’. Secreti del Piemontese, Oranda Yuki and Alexine are unisex fragrances containing notes of Anis, Neroli and Jasmin respectively. The packaging was also designed by Bloem himself, who considers perfumes not to be just formulas but products as a whole.

## Frank Bloem – his real name

Bloem studied visual arts at the Amsterdam based Rietveld Academy and has been working with fragrance since 2014. He did a project on malodorous whaling and reconstructed the scent of elephants for Artis zoo in Amsterdam. In the summer of 2016, he opened the perfume lab The Snifferoo for his fragrance experiments. He taught himself how to make scents — by making them.



Not for publication: for more information, high-res images or interview requests, please contact: Frank Bloem via e-mail [info@thesnifferoo.com](mailto:info@thesnifferoo.com) or call +31(0)6 44 71 80 80.

