



## Larice Rahme

Member, Peace Cooperative

Larice Rahmé is a French born American businesswoman and entrepreneur. She holds an abiding belief that fragrance has the power to enrich one's lives. She has realized her ultimate dream to share her passion for the authentic perfumery experience.

Ms. Rahmé is the founder, creator and president of Bond No. 9 New York Fragrances. She launched this edgy, taboo-breaking fragrance collection for women, men and unisex in 2003 to restore artistry to perfumery and to create a scent for each neighborhood in New York. Today, Bond No. 9 is a top selling globally recognized luxury brand and it is still the first and only niche New York Fragrance Company. As of 2013, Bond No. 9 has produced over 60 fragrances that encompass many New York neighborhoods, beaches, places and also exclusive co-branded fragrance productions for Saks Fifth Avenue and Harrods. Bond No. 9 has 5 eponymous boutiques in New York and is also sold at Saks Fifth Avenue, Harrods, Nordstrom, Hudson's Bay, Isetan and Sephora.

The company also offers Custom Bond No. 9 Blending to customers crafted by master blenders who are referred to as Bond Perfumistas. This super-luxe offering invites consumers to have a customized consultation that allows them to blend and bottle their own customized metro-fragrance, and is the ultimate in exclusivity and desirability. Ms. Rahmé is a passionate businesswoman with an uncompromising nose. She operates on feelings ... intuition ... instinct, supported by a deep knowledge of the fragrance industry. As an international executive in her early career with such companies as Lancome-Paris and Annick Goutal, she traveled to all corners of the world discovering innovative ingredients, artisans and perfumers. She has always celebrated the unexpected.

Ms. Rahmé's fragrance philosophy is simple: give the consumer freedom of choice; never attempt to dictate. When it comes to scent, Rahmé believes in the power of the individual. "A woman should always strive to be herself, never outrageous, never outré ... but always singular," notes Rahmé.

Prior to starting Bond No. 9, Ms. Rahmé assumed the position of US Distributor of Creed in 1995. In 1973, Ms. Rahmé joined Lancome-Paris as International Training Director, tripling the Company's skincare business in the Middle East. In 1976, she assumed the role of Director of the Lancome Institut de Beaute, and relocated to L'Oreal USA's (then Cosmair, Inc.) headquarters in New York. Later in Paris, she met with fragrance designer Annick Goutal and became Partner and President of their operations in New York. From 1989 - 1995, she was responsible for introducing the small French company to the US, and creating a unique niche marketing approach focusing on the brand's jewel-like boutique allure. Recognition and rapid growth followed, and her strategy transformed a small-scale business into the international success story it is today.



Ms. Rahmé has sat on the Board of Directors for the Fragrance Foundation and was named Business Woman of the Year by The Fragrance Foundation's Business Advisory Council Committee. In January 2006 she was given the Beauty / Fragrance Entrepreneur Rising Star Award by the Fashion Group International. In November 2012 she received the CEW Innovator of the year award. Ms. Rahmé has received a lot of recognition in the press for her work, including The New York Times, Women's Wear Daily, W Magazine, Vogue and Bloomberg TV.

Ms. Rahmé was born and educated in Paris. She studied art at The Museum of Louvre in Paris and is a graduate of The University of Vincennes. Prior to becoming a renowned nose in the fragrance industry, she was a successful antiques dealer. She enjoys various cultural pursuits, including art, architecture, travel and cooking. Her driving force is her insatiable curiosity, her romantic spirit and sense of adventure. She is a loving resident of New York for over 30 years, which she considers her home.