

FOR IMMEDIATE RELEASE

The Peace Innovation Initiative Thanks Laurice Rahmé and Bond No. 9 and Celebrates the Launch of *Scent of Peace for All*

With gratitude for a generous gift in support of active peace — and congratulations to Bond No. 9 on a fragrance that carries the spirit of peace into the world

NEW YORK, NY — October 16, 2026 — The Peace Innovation Initiative (PII), a 501(c)(3) nonprofit founded by Barbara Winston and Gordon Winston to build “active peace” through its DNA of Peace framework, today thanked Laurice Rahmé and Bond No. 9 for a generous philanthropic donation in support of its mission, and congratulated them on the launch of Scent of Peace for All, the newest fragrance from the New York perfume house Rahmé founded.

Made by Laurice Rahmé and Bond No. 9, the gift reflects a shared belief that peace can be advanced through creativity, collaboration, and shared purpose, and will help sustain PII’s work to build active peace around the world.

Created by Bond No. 9, Scent of Peace for All is inspired by the belief that peace can live in everyday life. Laurice Rahmé, a Global Ambassador of PII’s Cooperative for Humanity, has long believed that peace is shaped not only by policy and institutions but by the creativity, generosity, and everyday choices that bring people together — a spirit her gift reflects.

“At the Peace Innovation Initiative, we believe that peace can only be built together — across disciplines, across industries, and across the everyday choices that shape our world,” said Barbara Winston, Founder & President of the Peace Innovation Initiative. “We are deeply grateful to Laurice Rahmé and the entire Bond No. 9 family for their generosity, and we celebrate the launch of Scent of Peace for All with great joy. It reminds us that the DNA of Peace lives in every act of shared purpose, and that peace can be carried into the world in the most human of ways.”

“Everyone wants some kind of peace,” says Bond No. 9 Founder Laurice Rahmé. “And New York as a global city can and should be proactive in promoting peace. This scent is inspired by NYC itself: a city built by generations of people from every corner of the globe. Just as the city thrives because of its rich heritage of diversity, the fragrance celebrates the beauty of many voices coming together in pursuit of a common purpose. At a time when the world feels increasingly divided, the Scent of Peace for All offers a simple but powerful invitation to lead with empathy, acceptance, and hope.”

PII extends its sincere thanks to Laurice Rahmé and Bond No. 9, and is grateful for supporters like them as it carries the work of Peace in Motion and the Cooperative for Humanity forward through 2027.

About the Peace Innovation Initiative

The Peace Innovation Initiative (PII) is a 501(c)(3) nonprofit founded by Barbara Winston and Gordon Winston, committed to creating and enabling a global practice of peace by connecting diverse minds and advancing cross-sector collaboration. First presented at the United Nations in 2021 and developed through years of dialogue, research, and partnership, PII advances its DNA of Peace framework across four interdependent pillars: Health and Wellbeing, Education and Culture, Environment and Energy, and Innovation and Infrastructure. Rooted in the belief that peace must be actively designed, built, and sustained — not treated as a passive aspiration — PII works to establish active peace as a pillar of innovation worldwide. For more information, visit www.peaceinnovationinitiative.org

About the Cooperative for Humanity

The Cooperative for Humanity is a global community of leaders, practitioners, and innovators convened by the Peace Innovation Initiative to broaden the circle of those who see themselves as peace actors. Publicly launched in 2026, it draws distinguished voices across sectors — from science and education to media, energy, and the arts — to advance peace not as an aspiration, but as a living practice embedded in society. Its Global Ambassadors carry this work into their own industries and communities, strengthening the relationships through which the DNA of Peace is understood, lived, and advanced together. To join the Cooperative for Humanity, visit www.linkedin.com/groups/11805298/

About Bond No. 9

In business for over twenty years, Bond No. 9 is an edgy downtown perfumery, committed to designing artisanal scented evocations of the neighborhoods and streets of New York—from Riverside Drive to Chinatown to Coney Island. Bond No. 9 has a dual mission: To **restore artistry to perfumery**, and to mark every **New York neighborhood with a scent of its own**. Each fragrance represents a specific downtown, midtown, or uptown locale or a city-wide sensibility. An impassioned client base advises us on which parts of town they'd like us to do next. What we are doing is scenting the entire island. Founded by Laurice Rahmé, Bond No. 9 is a New York-based fragrance house celebrated for its perfumes inspired by the neighborhoods, landmarks, and spirit of New York City.

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