

SCENT-SATIONAL

TRACI ARNTSEN, LADERA RANCH RESIDENT AND CO-FOUNDER OF VOLUSPA, INVITES US IN TO TALK FRAGRANCE AND DESIGN

By Jane Thomas



FRAGRANT, LUXURIOUS, DECADENT, HIGH-QUALITY and delicious are just a few of the adjectives that come to mind when you think of Voluspa. Co-founder Traci Arntsen created Voluspa out of a passion for perfuming and blending. The last ten years have made the company a household name and even with celebrity clientele including Halle Berry and Steven Spielberg, Voluspa's mantra is Affordable Luxury. Recently we sat down with Traci to talk about the company, its history, its new product line and plans for the future.

Q. YOU HAVE A NEW LINE OF SUMMER FRAGRANCES. WHAT WAS YOUR INSPIRATION FOR EACH SCENT?

We wanted our clients to have a whole line of new products to choose from this season, so we've brought summer to life with this line of five new fragrances available in bold, punchy colors. Panjore Lychee is a combination of tart and sweet, and this scent is reminiscent of my favorite morning indulgence of lychee, banana and strawberry drizzled with

honey. Blossom Blue Bloom is a simple yet elegant blue floral inspired by my love



The organic collection consists of five fragrances, three that remove cooking odor and two you can burn while cooking. Because this philosophy bucks tradition, we were so proud to receive endorsement from top magazines like Bon Appetit and Real Simple, and we also took home the illustrious "Best In Show" award at the New York International Gift Fair Show.

Q. VOLUSPA IS ALWAYS COMPLIMENTED FOR ITS BEAUTIFUL AND ELEGANT PACKAGING. HOW DID YOU COME UP WITH THE LOOK AND FEEL OF YOUR DESIGNS?

My background is in marketing, and as a graphic designer I have always been inspired by textiles and patterns. I am fascinated by the repetition of a beautiful pattern and find inspiration from across the globe. Every country uses a pattern in different ways. For example, Japan uses a lot of natural elements like trees, wildlife and florals, while American patterns are all about tradition with stripes, gingham and bright circles. If you look at the Voluspa design you'll notice that we use a wide palate of colors to match the scent and mood for each fragrance, combined with a beautiful pattern repeated continuously throughout. The look of Voluspa has always been important to me, and we put an amazing amount of care into the look and feel of each and every box, container and label.



Q. HOW WILL VOLUSPA CELEBRATE ITS 10TH ANNIVERSARY?

This month we will debut our newest collection in honor of our 10th year. Three new fragrances will give consumers just what they need to remind them why they love Voluspa. We've taken our traditional style and given it a twist for an unexpected delight. The new scents: Champagne Kir Royal, Demerara Sugar Crystal and White Copalli Amber are unique yet classic fragrances. We definitely wanted to do something to thank our loyal customers.

For more information visit Voluspa.com

60 | LRM/CDC Summer 2009



At your next dinner party, serve this salad with your favorite wine and a James Boyce collection candle lit in the background.

SALAD OF PORT POACHED FIGS WITH POINT REYES BLUE CHEESE

By Chef James Boyce
Serves 6

Ingredients

- 16 whole dried mission figs
- 1 cup port wine
- 2 tablespoons balsamic vinegar
- 2 tablespoons orange juice
- 2 tablespoons brown sugar
- 1 stick cinnamon
- 1 star anise
- 1 gala apple
- 1 tablespoon extra virgin olive oil
- 1 teaspoon chopped chives
- 2 cups assorted baby greens
- salt and pepper to taste
- ½ cup crumbled Point Reyes blue cheese

Cooking the Figs

Trim stems off figs and cut in half lengthwise. In medium saucepot, combine wine, vinegar, juice, sugar, cinnamon, anise and figs. Bring to a simmer and cook for 20 to 30 minutes, or until liquid reduces by two-thirds.

Making the Salad

Slice apple into thin slices and place them in a medium mixing bowl. Add greens and chives. Season with olive oil, salt and pepper. Mix well.

Presentation

Place equal amounts of salad in the middle of six salad plates. Remove fig halves from cooking liquid and place around salad. Drizzle liquid from cooking the figs around each plate and over salad. Top with crumbled cheese. Serve with crunchy bread.

Photo by Ted Westcott & Stephanie Adams