

BEAUTY INSIDER

Coco de Mer Fragrances Launches in NYC

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A sensory experience in NYC that redefines luxury, identity, and scent memory through the rarest botanical on Earth.

DANIEL WATSON

Founder - Daniel Watson, executive editorial director based in DMV....

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Scent, Soul, and Seychelles: Inside the U.S. Launch of Coco de Mer Fragrances

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n a warm spring afternoon in New York City's South Street Seaport, the **Coco de Mer Collection** made its U.S. debut in an unforgettable fashion. Hosted at the lush and leafy **Gitano NYC**, a select group of creatives, activists, editors, and visionaries gathered for “**Culture & Connection**”—a sensory event celebrating one of the world's rarest botanical fragrances.

Gathered in the golden ambiance of Gitano NYC, creators and cultural voices connect over shared stories, scent memory, and sensory exploration at the Coco de Mer launch. / Photo Credit Victoria Jade Photography

At the heart of the collection is the natural essence of the **Coco de Mer palm**, a legendary seed found only in the **Seychelles**. Known for its distinctive shape and unique properties, the seed is ethically gathered from naturally fallen specimens, with fewer than 1,000 bottles available in the U.S. market. Proceeds from sales help support conservation efforts through Nature Seychelles, making each fragrance a symbol of both luxury and environmental responsibility.

Guests were introduced to five signature scents: *Fann*, *Zonn*, *Sovaz*, *Lodas*, and *Oud*, each crafted to evoke the rainforests, beaches, and sunsets of the Seychelles. As incense drifted through the air and ships bobbed in the nearby harbor, the emotional power of scent and memory became the focal point.

Scent meets storytelling—attendees immerse themselves in the Coco de Mer fragrance ritual, savoring the collection's rich botanical complexity amid a lush tablescapes. / Photo Credit Victoria Jade Photography

Celebrity stylist **Engie Hassan** shared her connection to the fragrance: “*Every time I press Coco de Mer onto my wrists before meditation, it’s like striking a match to my soul.*”

Author **Abdul Tubman** noted, “*Smelling each raw note felt like walking through generations—this wasn’t just fragrance, it was heritage.*”

AnnMarie Gajdos, a New York correspondent and content creator, described Coco de Mer as “*a love letter to scent and self.*” She emphasized how the collection redefines luxury through a new lens: “*Africa laid the foundation of the global fragrance industry. Coco de Mer is reclaiming that narrative.*”

For **Sofia Bianchi**, a writer and editor, the fragrance was both empowering and freeing. “*Coco de Mer invites us to embrace our own sensuality and shake off the limitations society places on self-expression. It’s about honoring the stories we carry and the energy we share.*”

The event, hosted by **Marcy Clark PR & Events** and **Kissing Lions Public Relations**, was thoughtfully designed to reflect the soul of the brand. From the colorful tablescapes by Architects of Experience to the garden-inspired setting at *Gitano NYC*, every detail echoed the message of scent as a bridge to identity and connection.

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Founder - Daniel Watson, executive editorial director based in DMV. He has a passion for crafting compelling content across various mediums, with expertise in marketing, magazine, web photo, branding, and digital content strategy

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