

**Press Release — London, Save the Date! Friday 7 December — Sneak preview party for Sarah Baker Perfumes' *Jungle Jezebel* by Miguel Matos.** For immediate release – 26/11/18.

**SARAH BAKER PERFUMES** *are the fragrances that really can claim to be art.*

Sarah Baker Perfumes announces a sneak preview party for the launch of the new fragrance, **Miguel Matos'** *Jungle Jezebel* by Sarah Baker to take place on Friday 10 December from 7-10pm at **The Queen Adelaide**. Unlike most fragrance launches, this one is entirely open to the public, in keeping with the ethos of the fragrance's inspiration and the setting.

The public are invited to come and discover *Jungle Jezebel*, the new Sarah Baker fragrance created by nose Miguel Matos, inspired by cult film star and singer, **Divine**. Both Miguel Matos and Sarah Baker will be on hand to talk about the fragrance while a suitable musical backdrop will be created by the **Kenneth Clark Civilisation**, who have dug deep into their old-school hi-energy and dance music record bags. This particular DJ duo is a fitting choice—one the twice BAFTA-nominated screenwriter commissioned by **Scott Free** to write a film script based on Divine's life story, the other a cult cabaret performer, no stranger to London nights such as Duckie at the Royal Vauxhall Tavern.



Sarah Baker Fragrances have often been inspired by strong, iconic women, but evolve into gender-optional fragrances. Ahead of the sneak preview launch party for *Jungle Jezebel*, Sarah Baker explained: “Often the creative starting point is an inspiring, strong woman, but the juices take on a life of their own. When people ask which are for women and which for men, I prefer not to comment because fragrance is about everything from personal scent memory to culture. For example, one of my fragrances

that sells almost entirely to women in the West, sells to far more men in the Middle East. And one fragrance that I personally think of as very ‘masculine’ has more women buying it. I think it should be the customer who decides which fragrance is for them without having the perfume industry prescribe a gender cliché before it even makes it out the bottle.”

Artist’s limited edition versions of the new fragrance will be available for sale on the night and the public can also try two other newly released fragrances by Sarah Baker Perfumes; *Atlante* and *Charade*. All three will be available online at <https://www.sarahbakerperfumes.com/shop> for a limited time only in the run up to Christmas in combination travel atomiser versions, the ideal seasonal stocking-stuffers.

Sarah Baker and Miguel Matos will be available to answer questions and/or for interview by members of the press/media from 6pm on Friday 7 December at The Queen Adelaide and by arrangement at other times. (please see below).

#### *About Sarah Baker*

**Sarah Baker** is a contemporary artist whose work has often interrogated, explored and simply played with the worlds of fashion and popular narratives of glamour. The work of American-born artist Baker—long resident in London— has been shown at respected institutions internationally.

Baker first began developing her perfume line with the **Institute for Art and Olfaction** (Los Angeles) in 2014 as a contemporary art project. In 2016, Sarah Baker debuted her first two fragrances at the **Hammer Museum** (Los Angeles): *Leopard*, and *Greek Keys*, made by perfumer Ashley Eden Kessler. Later that year, she launched two new juices at an immersive installation at Luton’s Storefront Gallery: *Lace*, and *Tartan*, made by nose Sarah McCartney.

*Sarah Baker Perfumes* have since taken on a life of their own, undoubtedly works of art but simultaneously **exclusive, small-batch, gender-optional fragrances** that stand their own ground in the grand traditions of the best perfumery.

Sarah Baker Perfumers recently launched its *Motif Collection* in mainland Europe at **Labels Inc.** the concept store located on the Nationalestraat in the heart of Antwerp’s fashion district. In 2019, Baker will return to Antwerp to exhibit with **Achaa Projects**, with an exhibition that will also see her launch another new fragrance.

#### *About Miguel Matos*

Miguel Matos is a fragrance critic, turned scent art curator, turned into self-taught perfumer. He is an editor and columnist for **Fragrantica.com** and he has written books on art and fragrance.

As a creative director he collaborated with German perfumer Sven Pritzkolet in a capsule collection of four perfumes (Suntanglam, Funfair, Lisbon Blues and Nowhere Fast). With perfumer Christian Carbonnel he created the Veneno project, with a provocative fragrance using IFRA-banned ingredients.

In relation to scent art shows, he curated *Making the Body Think* (Casa da Cerca Contemporary Arts Center, Almada, Portugal and Institute for Art and Olfaction, Los Angeles) as well as *Nowhere Fast* (Travessa da Ermida in Lisbon, Portugal), among others. *Jungle Jezebel* is his debut composition as a perfumer, published by Sarah Baker Perfumes. Miguel lives and works in Almada, Portugal.

### **About The Queen Adelaide**

Describing itself as “a former lap dancing bar and seafood grill scrubbed back to an East End boozier with a left field approach”, The Queen Adelaide needs no introduction to Hackney’s arty and hip sets.

With Richard Battye and Liliana Sanguino, previously responsible for Shoreditch’s legendary George & Dragon, at the helm, it has continued the artistic bent of that vaunted establishment —complete with the White Cubicle art gallery founded in the ladies toilets by art world influencer Pablo Leon de la Barra in 2005, now transplanted to the Queen Adelaide. It’s known for its unique version of a traditional pub atmosphere upstairs and underground parties, performers and generally ribald antics in the basement club beneath, enjoyed by a suitably creative and eye-catching East End set.

### **Listing info/event info:**

The Jungle Jezebel sneak preview launch party runs from 7 to 10pm on Friday 7 December 2018 and is open to the public. There is no entry fee. The Queen Adelaide will remain continuously open until its usual Friday closing time of 3am.

Venue: The Queen Adelaide, 483 Hackney Road London E2 9ED (<https://www.thequeenadelaide.com>)

### **Notes to the editor**

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***Sarah Baker Perfumes - Miguel Matos’ Jungle Jezebel by Sarah Baker images & fragrance notes***

<https://app.box.com/s/w0z1olaxza58ouzsdlhwq08zpmfr8l213>

***Sarah Baker Perfumes - Motif Collection - Antwerp activation images***

<https://app.box.com/s/ao2qngdnfzercrc5gc2353xsfihk7mydq>

***Sarah Baker Perfumes - Motif Collection - general images***

<https://app.box.com/s/ain3hxb7m2i29ntwaz8ppwa7y823mg5z>

***‘Leopard’ gallery performance images***

<https://app.box.com/s/ck4uc9sivsqndmayruoef6la2gwycg5b>

You don’t necessarily have to tell us, but obviously we’d love to know if you publish anything on the subject. For additional information, answers to specific questions to arrange interviews with or other media requests please contact Erika Loch via [erika@projectile-presence.com](mailto:erika@projectile-presence.com)