

FFF ZINE

WORLD'S DISHIEST MAGAZINE



"I'm very vocal about what I like when it comes to food."

— RINKO KIKUCHI

Plus Torbjørn Rødland, Angela Dimayuga, Humberto Leon,
Eric Wareheim, Stoya, Charlotte Collet, a therapy snake,
tips for hiding, nutritious cocktails & more.



RINKO KIKUCHI wears CHANEL
Shot by ZAC BAYLY
& Collaged by KALEN HOLLOMON

SARAH BAKER

Art Direction, Still-life Photography & Interviews **SARAH BAKER**
Portrait Photography **JAMES NELSON**



London-based multimedia artist Sarah Baker is obsessed with two things: the glamorous late novelist Jackie Collins, and luxury fragrances. In fact, she is so obsessed with scents that she is desperate to imbibe them. She dreams of guzzling Frédéric Malle's *Lipstick Rose* like champagne, and who are we to stand in her way? In her quest to quench this burning thirst, Sarah interviews three brilliant men working in the world of perfumery. With each question and answer, she comes a step closer to realising her decadent dream... Read on!



Make-up: ADAM DE CRUZ Hair: TAKUYA UCHIYAMA

ANDREAS WILHELM: perfume-world provocateur develops high-class bubble gums

When is the last time you chewed a fantastic gum? Not Hubba Bubba or Nicorette, but a truly distinctive and flavourful gum? These days gum purveyors value selling points such as “long lasting” or “breath freshening” over anything half-interesting to taste. Perfumer Andreas Wilhelm is about to change all of that. He designed three super-strange chewing gums especially for the 2017 Scent Festival, each inspired by historical scenes and characters from the festival’s location, the Wildegge Castle in Switzerland. The festival commissioned a handful of world-renowned perfumers to design site-specific scent installations. Included were Ralf Schwieger, who created fragrance blockbusters such as Marc Jacobs *Men*, Yves Saint Laurent *Baby Doll*, and Frederic Malle *Lipstick Rose*; Christophe Laudamiel, the nose behind classics such as Ralf Lauren *Polo Blue*, Tommy Hilfiger *True Star Gold*, and Mugler *Le Parfum*; and, of course, Andreas Wilhelm.

Andreas has been a mainstay in the industry for nearly two decades. His clients range from Hyundai to artist Shirin Yousefi, and in 2016 he launched his own perfume brand, Perfume.Sucks. While the medium of gum itself is so amusingly appropriate for the rather irreverent ethos of Andreas’ own perfume brand, I must confess I was slightly sceptical when he first told me about it. I pictured him forming wads of messy gum by hand in his perfume lab, and while I love the spirit of experimentation, I didn’t think I would want to put it in my mouth. But when I saw a photo of the perfectly formed gums produced in a bona fide gum factory, something struck me: desire. I wanted it badly. Chewing gum with flavours designed by a perfumer? It’s brilliant! If perfume is like a symphony because it has a beginning, middle, and end — chewing gum can be as well.

SARAH BAKER: So, you’ve created these three perfumed chewing gums. Was it difficult for you to transfer your ideas into flavours, given that you’re used to thinking in terms of scent?

ANDREAS WILHELM: Yes, but we spent most of the time dealing with the regulations around creating something edible, which are ten times more complicated than the regulations around creating a perfume.

Was transferring fragrance to flavour with food-grade regulations difficult?

No, no. It was just trial and error, as I like it. It was like being a child at play again.

So, can you describe the ingredients listed? The notes?

I find it easier to explain how they smell, but when I give a “scent description”, it doesn’t mean they contain all of the things I list. As with a scent description, it may say it smells of oud but the perfume doesn’t necessarily contain oud. Of course, there is no “leather pants of unwashed warriors” or actual soil in any of the three flavours, even though one of them is described that way.

Okay, so what would I experience when I chew the yellow one?

The yellow one is called “Sophie”, who was a real person that wrote the chronicles of the castle [Editor’s note: Sophie Von Erlach wrote *Small Castle Chronicle of the Castle Wildegge*, which describes the castle, the lives of her ancestors, and her life at the beginning of the 19th century]. She tasted a bit like powder, a bit innocent. The notes are oris, white peach, and mimosa. And actually the longer you chew “her” — the gum — the more you discover something that tastes almost like skin smells. It’s as if, while you chew it, you first experience the silhouette, or the trace this lady leaves behind. But then after maybe half an hour the fragrance — I mean, flavour, is almost gone but there is still something left. That effect comes from the mimosa raw materials, and this, for me, is what gives the skin effect, and it should give the impression of intimacy; that you get closer to the person the more you chew the gum.

What about the red gum?

The red one is inspired by the stew the warriors of the castle would eat. It’s an abstract version of stew, because chewing gums are strongly regulated. It’s cardamom and fenugreek. There is a whisper of potato and some white thyme.

And the brown one?

The brown one was inspired by the smokers’ room, where the men went after hunting. There is an impression of tobacco. Of course, I didn’t use tobacco because it’s not approved for use in flavours. There is a bit of clove, a bit of smoke, and a hint of wet leather pants. And a bit of forest but in a humid way.

Why did you decide to make something edible, instead of making a room fragrance?

I wanted to create something more intimate. I do a lot of art olfaction creations and fragrances for artists. Usually these fragrances are, I think, rude, you know, because the artists want them to have a shocking effect or something. But applying a fragrance to a room is impolite, because

if you don’t want to smell it, the only option is to not enter this room. So I wanted to create something more intimate.

I think gum is interesting because you don’t swallow it. You hang onto it for longer than you would a candy, so you get to have that beginning, middle, end, like a fragrance. And it’s interesting that each gum has a time-based transformation, like perfume.

Yes, I like that idea — that you can get an intimate relationship with each flavour, in the way you would with a fragrance.

Are you selling them?

Yes, we have quite a demand already! They will be sold via my brand Perfume.Sucks.

Have your kids tried the gums?

Yes! I mean, they are crazy for chewing gum, so this was really fun for them. My son for example really loves the brown one — he goes crazy for it! And my daughter really loves the yellow one.

Oh my god, that is so stereotypically gender based.

Exactly, it’s terrible! [Laughs]

Are your kids giving it to their friends — are they dealers in chewing gum now?

Yes, exactly. Every week they ask me...

So, you’ve enjoyed this project, then?

It was great! It was like being a child again, especially since I could share it with my children. For me this was one of the best parts. Because when I create perfumes, they just smell them briefly and either say “I like it” or “I don’t like it”. But with the chewing gum I finally had something to share at home.

