

# BYREDO

## De Los Santos, a scent created in celebration of life

"Over the past year, I started to explore how different cultures approached the idea of loss in order to shift my personal perspective. I didn't want to 'move on', or 'move forward', because that implied forgetting. Instead, I wanted to create a way to celebrate my memories, to honor the beauty of life, and to translate that into scent." – Ben Gorham, Founder & Creative Director, Byredo

Conceived after a transformative period of loss, De Los Santos is a scent designed to incant memories, to acknowledge the fleeting and to celebrate life. In homage to the traditions of Día de los Muertos and All Saints' Day, it honors the transcendent power of coming together in collective ceremonies, and translates scent into a new ritual of remembrance.

An aromatic cloud of musk pierced by the clarity of sage. The splendor of amber and incense grounded by iris root and mirabelle. Earthen notes of cistus flourish in dry heat.

## Campaign

The campaign for De Los Santos features imagery captured by Estevan Oriol. The legendary photographer and director is renowned for his insider perspective on Los Angeles' subcultures – from Snoop Dogg and 50 Cent, to lowriders, urban and gang culture – and here spotlit his community: musicians, girlfriends, local models, documented around Los Angeles River and Silverlake.

"My background is in hip-hop, streetwear and lowriding," Oriol explains. "And recently here, there's been a resurgence of young girls in lowrider culture bringing back 80s and 90s Chicana style in how they dress. The whole team on set was from the culture, from the scene over here. Everyone did their thing effortlessly. And we took Byredo into our world."

A series of portraits reflecting the contemporary reality of Chicana style celebrates the beauty and lives of the women documented. "The people I choose to photograph, you can always tell that they have a good story just from their face," Oriol reflects. "Most people have a good story if you dig deep enough, but with the people I choose: their face tells the story."

## About Ben Gorham, Founder & Creative Director, Byredo

A native Swede, born to an Indian mother and a Canadian father, Ben Gorham grew up in Toronto, New York and Stockholm. His original and very serious dream was to play Basketball professionally. As a young athlete he excelled at the game, playing for his high school in New York and then college in Canada before leaving to play professionally in Europe. Unable to obtain the correct paperwork to continue professionally, Gorham reluctantly gave up the game. He eventually found solace in the arts and enrolled in art school in Stockholm. Upon graduating, a chance meeting with a perfumer convinced him that he'd rather express his creativity through fragrances than paintings. With no formal training in the field, Gorham sought out the services of two world renowned perfumers explaining his olfactory desires and letting them create the compositions. As an outsider in the beauty industry, Gorham is somewhat of an anomaly and has been recognized for his personal style and connection to fashion and art in several international magazines.

## About Estevan Oriol, Photographer & Director

Estevan Oriol is an internationally celebrated professional photographer, director and urban lifestyle entrepreneur. Beginning his career as a hip-hop club bouncer turned tour manager for popular Los Angeles-based rap groups Cypress Hill and House of Pain, Estevan's passion for photography developed while traveling the world. With an influential nudge and old camera from his father, renowned photographer Eriberto Oriol, Estevan began documenting life on the road and established a name for himself amid the emerging hip-hop scene.

Nearly 20 years later, Oriol's extensive portfolio juxtaposes the glamorous and gritty planes of LA culture, featuring portraits of famous athletes, artists, celebrities and musicians as well as Latino, urban, gang, and tattoo culture lifestyles.