



FRAGRANTICA

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# Son Venin: Our Poisons from Norway

I learned about the independent Norwegian brand **Son Venin** from a review by a colleague, Nicola. She included it in [her personal list of Esxence 2022 discoveries](#), consisting of brands new and rather small, but full of impact. I love such brands, too, especially since one of the brand's fragrances, **Post-Hume**, became the best indie fragrance in 2020, according to the **Art and Olfaction Awards**.





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The brand name **Son Venin** is translated from French as "His-Her Poison." Who are "he" and "she"? I believe that's you and me, the customers. The brand was created in Oslo in 2016 by three designers from the Norwegian creative studio

Bleed: **Svein Haakon Lia, Dag Solhaug Laska and Kjell Reenskaug.**

At first they wanted to create a collection of leather accessories, each of which would have its own fragrance, but then the idea was simplified to bottles. The packaging and fragrance bottles in black and white reflect the Scandinavian origins of the brand. Inside the bottles are olfactory images of Scandinavia, packaged in Oslo, but created in Grasse. (They say that Bjorn Christian Hilberg of Malbrum introduced the perfume companies to fellow countrymen designers, which means that some of the fragrances could have been created by Delphine Thierry.)



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0905



So, for example, **Son Venin** promises a strong charismatic image with a masculine character in **0905**. The fragrance itself appears as the edge of a pine forest, with a green coniferous aroma mixed with a breath of fragrant herbs like lavender, sage, thyme. The smell is transparent, despite the woody-leather and waxy-amber facets in the base, and does not resemble some perfume-like smell you can buy in a perfume shop, but the aromas and colors of nature, from light green to dark brown with red randomly mixed in the forest. Herbs, resins, pine needles, undergrowth, a lumberjack's waxed jacket... All the smells of the forest we (or lumberjacks) would enjoy during a forest trip mixed masterfully. The name resembles someone's date of birth. (I think it's one of the founders, but I did not find exact information.)

## 0905 Son Venin

**Top notes:** Sage, Cardamom and Ginger;

**Middle notes:** Pine, Lavender and Leather;

**Base notes:** Cedar, Woody notes and Amber.



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## 3007



**Son Venin 3007**, on the contrary, seems to be a perfume-y perfume composition for women. Perhaps because I have not yet seen jasmine, lily-of-the-valley, and orange blossom in nature blooming at the same time, and therefore any bouquet of white flowers seems to me to first of all be a work of perfumery art, mind and human hands. Jasmine in the composition is sweet and slightly indolic, which creates a poisonous aftertaste, but not before you bring this seductive sweetness to your lips. And 30.07 is exactly the birthday of the wife of one of the founders of the brand.

### 3007 Son Venin

**Top notes:** Orange blossom and Neroli;

**Middle notes:** Jasmine and Vanilla;

**Base notes:** White musk, Sandalwood and Cedarwood.





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## Le Voleur



At first, it seems that **Le Voleur** was created by **Son Venin** as a masculine half for **3007**. Like, let's surround the white floral bouquet with masculine spices and an austere woody accord. For greater rigor and elegance of white, add a cold chord of incense and orris. But by this time, almost nothing remains of white flowers breath, so the fragrance is just white, woody, and powdery. The fragrance is fresh white at first and warm white in the base, but rather multigender, without gender preferences. Why it's named "thief" is a mystery to me. Did it manage to steal someone's heart before it was launched?

### Le Voleur Son Venin

**Top notes:** Saffron and Pink pepper;

**Middle notes:** White flowers, Iris, Frankincense and Nutmeg;

**Base notes:** Sandalwood, Blonde woods, Woody notes, Guaiac wood and Amber.



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## Post-Hume



**Post-Hume**'s award-winning fragrance, which put **Son Venin** on the perfume discovery map after winning **The Art and Olfaction Awards 2020**, is defined by its creators as the scent of Norway and its history, a thousand-year history of man's struggle with extreme cold. The smoke of an open fire that has permeated into the smoked walls of buildings has become a thin layer of tar. Sweetish spices, cinnamon with a hint of licorice, and sinful cumin. Some tobacco and coumarin, smoked leather. I think that in Russia or Canada this fragrance can also be called their own native aroma; in the northern part of these countries, the frosts are no less, and the smoke smells the same all over the planet because people have common traditions to warm themselves with fire. Call it the smell of an Indian leather workshop or the smell of a Russian "black izba" (the wooden peasant house without a chimney), and that's it. But you can also follow the choice of the Norwegians, who asked the perfumer **Rosin Courage (Sozio)** to make the national Norwegian smoke for them.

### Post-Hume Son Venin

**Top note:** Cinnamon;

**Middle notes:** Tobacco and Clove;

**Base notes:** Smoke, Leather, Vanilla, Vetiver and Tonka bean.



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## PUR 01



The transparent fragrance **PUR 01** was created as the aroma of the Mediterranean countryside in May. Smells of blooming roses, lavender, thyme and eucalyptus, merging into one fresh and warm scent of the Mediterranean wind. The aroma is really subtle and transparent, reminiscent of the fragrant fields of Provence or wild thyme-picking on the sunny slope in Taiga. Wearing such a fragrant natural wind with the scents of nature in a sterile city office means provoking others to think about a vacation. Actually, I would recommend wearing it to the office 11 months a year, so to be in contact with nature. The base, however, is brought from a perfume shop, especially the accord of saffron and patchouli; the fragrance is just divine.

### PUR 01 Son Venin

**Top notes:** Cardamom, Saffron, Bergamot and Eucalyptus;

**Middle notes:** Rose petals, Lavender and Thyme;

**Base notes:** Lavender, Guaiac wood and Patchouli.





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## PUR 02



**PUR 02**, on the contrary, seems to be an exclusively artificial fragrance created from Hedione, Iso E Super, and musks, which we all know well and have met in other fragrances for a long time. With the help of resinous and aromatic notes (elemi, patchouli), perfumers managed to bring a lively and energetic smell into the perfume, and they made it successfully. But anyway, the aroma is pleasant, but we have already smelled something similar.

### PUR 02 Son Venin

**Top notes:** Watery notes, Bergamot, Mandarin orange, Mint and Elemi;

**Middle notes:** Basil and Jasmine;

**Base notes:** Vetiver, Blond woods, Cedarwood, White musk and Patchouli.





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## Santal Super



What does sadness by exclusive Norwegian niche brand **Son Venin** look like? For example, like **Santal Super**. Exclusivity and uniqueness are forgotten by the brand, and the awards of the indie perfume community for originality are pushed aside. Because **Santal Super** is the favorite of most designers, urbanists and creators of the world for some years, it's the structure of the Santal 33 Le Labo bestseller – but under a different name. Obviously, there are subtle nuances in this fresh sandalwood cloud, embellished with green cardamom and a powdery accord, and the price is more democratic. In any case, it looks like good sales have become more important for the brand than originality.

### Santal Super Son Venin

**Top notes:** Green notes, Bergamot and Pepper;

**Middle notes:** Eucalyptus, Cardamom, Jasmine and Olibanum;

**Base notes:** Sandalwood, Cedar and White musk.



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**Son Venin fragrances** are available on [the brand's official website](#) as Eau de Parfum, and 50 ml bottles cost 135 euros. The 7 x 2 ml sample pack is only available in Norway or from the brand's representatives for the price of 40 euros.