



LIFE & STYLE

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THE SOCIAL SCENE » RED FLOWER BLENDING PARTY

Creating custom scents for a signature amenity line

The Event: A fragrance-blending party to create a custom scent from Red Flower for The Carneros Inn's signature amenity line. The unique two-year project, from start to finish, has thus far included conversations with neighbors and experts alike, as well as guest feedback through a special card asking guests to identify smells, colors, textures and feelings from their stay to support the creation of the new line. Event attendees were asked to fill mason jars with items that represent the region through their eyes. Ingredients from soil to grape vines to lemon Verbena and back again to fragrant lavender and rosemary found all over the property. A brief history of the project, the area, fragrance in general, as well as actually distilling oil from ingredients, a wine tasting and barbecue dinner were all part of the event reminding us that smell is the first sense to operate.

The Venue: The Carneros Inn, a PlumJack Resort. Nestled in a valley looking in all directions at the rolling wine country hills, the 27-acre The Carneros Inn features private luxury cottages with oversized bath-

rooms boasting unique outdoor showers and plasma televisions. The pool and hot tub lawn area overlook vineyards and provided a perfectly relaxing space to sip wine, smell local ingredients, learn about fragrance and celebrate the art of living well. The award-winning spa and two restaurants are not to be missed.

The Crowd: Friends, family, neighbors, guests, media, authors, local horticulturists, honey makers, flower distillers, perfumers, builders, olive oil manufacturers and vineyard owners all shared an evening surrounded by natural beauty and the fresh scents of Napa's Carneros region and, of course, executive chef Kimball Jones' delicious food.

The Look: Casual and creative, like the people and the venue.

The Buzz: Carneros spa's massages by therapist Magnolia; Maverick Restaurant's Southern Fried Nights; the new statewide free publication Cafe; Labor Day plans and all the fabulous fresh, local produce.

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A place near and dear to her heart and family, extraordinary scent creator Yael Alkalay, right, CEO and founder of Red Flower, knows that scents can transform simple experiences and wants Carneros Inn guests to be able to take their experience home with them. Director of spa and retail operations for The Carneros Inn Jeanne Jamot spearheaded the project with Alkalay. - ALL: Akiva Williams/Special to The Examiner

Traveling from New York to attend the event, Alexia Brue, left, a freelance writer and author of the book "Cathedrals of the Flesh: My Search for the Perfect Bath," and Chandler Burr, a New York Times' writer on scent and published author of books including "The Emperor of Scent: A story of Perfume, Obsession" and "The Last Mystery of the Senses," were delighted to be a part of something so creative in Carneros.



Leo Peck, ceramic artist and owner of Peck Tile specializing in pottery, sculpture and tile, stands with local naturalist Judy DuMonde.



Donna Burk, above left, and Dee Ferris from the notable winery Bouchaine Carneros-Napa Valley, served a deep pink Rosé, perfect for a late afternoon in the valley sun.



Susan Bartolucci, wearing a vintage fishing license turned pin, is the partner and artistic director of Madonna Estate, the closest neighboring winery to the venue. In her spare time, she produces art shows and her jar included many ingredients that supply the area's texture: clay, soil, hay, salt, blackberry, eucalyptus and licorice.

Brian Gipson, right, The Carneros Inn director of sales and marketing, looks forward to the completion of the resort's expansion project, which includes a new restaurant, larger spa, more meeting space and fractional homes on site.



The Carneros Inn founder, Keith Rogal, above, holds a jar created by a resort concierge, Laurie Gordon.

Rexanne Diehl, left, of Floracopelia, aromatic treasures for health, beauty and abundance, creates oils and perfumes in Nevada City. Jennifer Taylor is from Blue Sage Sanctuary, a spa and retreat also in Nevada City.