

A father-daughter duo created 'Eau de Brooklyn' fragrance line

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He's a neurologist by day and a perfumer by night.

Emilio Oribe of Boerum Hill and his 10-year-old daughter, Catalina, began experimenting with scented oils in their basement as a fun project, coming up with a fresh scent they call "Eau de Brooklyn."

"I have always been fascinated with how scents bring back memories," Oribe, 52, said. "I started reading about it and set up shop to make some in the basement."

The Oribes made both memories and scents.

Father and daughter went through many different formulas until they came up with one they liked.

"It was refreshing and full of energy," he said, adding that the first form of Eau de Brooklyn was a soap, created two years ago; a spray perfume was released this summer.

"We live in Brooklyn and we love the place, so this is the best name for it," said Oribe, whose practice maintains offices in Manhattan and Queens. "It's uplifting and full of energy, just like the borough."

Eau de Brooklyn's fresh scent has notes of citrus and tea-bergamot. With the help of brother, Nicholas, 8, Catalina created the design on the packaging, using a photograph of flowers from the Brooklyn Botanic Garden. Even the family cat, Oliver, tested and approved of the smell by sleeping atop a stack of soaps.

"It was a lot of fun, we were lucky to do this," Oribe said, adding that the scents are now manufactured in New Jersey and people with disabilities do the packaging in Astoria.

Brooklyn News asked borough residents if the scent reminded them of home.

"They say trees grow in Brooklyn and it's got this natural smell. It smells like citrus and cinnamon," said Dwayne Walker, 20, of Crown Heights.

Yvonne Waldemar, a doctor from Brooklyn Heights, agreed.

"It reminds me of the Japanese section of the Botanic Garden," she said. "It's kind of like the Orient."

Desmond Eaddy, 26, of Williamsburg, liked its fresh smell.

"Some parts of Brooklyn smell nice and some don't," he said. "It makes me think of the farmer's market at Borough Hall or Prospect Park."

But there are always critics in the brassy borough, and Eau de Brooklyn had its share.

"It smells like the Gowanus Canal," said Joel Slatcher, 73, of Bensonhurst.

For a list of stores that carry Eau de Brooklyn, visit www.eaudebrooklyn.com.



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Emilio & 10-year-old Catalina Oribe show off Eau de Brooklyn products at their Boerum Hill home.