

Lawfully Creative | Juliette Espinasse Dubois, from July of St Barth, explains her trajectory in the perfume world

About the show

**Lawfully
Creative**

With Annabelle Gauberti

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The podcast “Lawfully Creative” is a series of intimate and honest conversations hosted by Annabelle Gauberti, the founding and managing partner of London and Paris-

based law firm Crefovi, which focuses on advising the creative industries. Annabelle talks with artists, policy makers and professionals in the creative industries – to hear their stories, what inspires their creations, what decisions

changed their careers, and what relationships influenced their work. Produced by Crefovi.

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Episode n. 13: Juliette Espinasse Dubois, from July of St Barth, explains her trajectory in the perfume world



Juliette Espinasse Dubois, founder and creative director of French perfume house July of St Barth, is a determined autodidact who uses her creativity and honed marketing skills to single-handedly cut herself a slice, in the

mega-millions euros' generating perfume market. How does this new kid on the block managed to do this, in only 6 years? Which knowledge and network does she leverage and tap in, in order to add new fragrances to her perfume's house portfolio, and to open new retail points around the world?

20 January 2020 – Juliette Espinasse Dubois met Crefovi's founding and managing partner, and Lawfully Creative's founder and editor, Annabelle Gauberti, at the hotel Majestic Champs Elysées in Paris, in order to discuss her trajectory in the perfume industry, both as a keen collector and buyer of rare fragrances, and as a owner of the new French perfume house July of St Barth. Listen to the lowdown, from Juliette, on the elitist world of fragrance' makers and sellers, as well as her plans to grow and nurture her new brand July of St Barth into one of the most sought-after niche perfume brands on the French market, in this entertaining and chatty "Lawfully Creative" podcast!

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A global network

Clients praise Crefovi's lawyers for their responsiveness & ability to understand the technical, business and legal aspects of each commercial transaction and come back, deal

after deal, to be advised by them.

While London and Paris based, we routinely work across borders. The vast majority of our engagements are multi-jurisdictional. We are used to working in multinational teams, and rely on our network of specialist lawyers for support in other jurisdictions.

The team has therefore established an extensive international network of creative industries' contacts and a close association with other specialist lawyers worldwide. Our history of successes in high profile, politically sensitive matters reflects an ability to act swiftly and with the utmost discretion.

Indeed, Crefovi's lawyers are very well connected in the world of the creative industries, attending, and participating to discussion panels at, on a regular basis, each session of the professional trade shows such as CES, Web Summit, DLD & Slush, Midem, as well as the Cannes film festival and EFM and the Berlinale.

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