Clavis Update | Bringing Literature into the World of Fragrance

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Clavis is pleased to have advised **Project 1945** in its collaboration with Indonesian author **Dee Lestari**, through an arrangement for the commercial use of intellectual property rights from her novel, *Aroma Karsa*.

Inspired by *Aroma Karsa*, the collaboration brings the novel's universe into the fragrance industry through the development and commercialization of a perfume collection, *Puspa Karsa.* It brings together Dee Lestari's literary imagination and Project 1945's experience in perfumery to translate a literary work into a new commercial and creative expression.

Clavis supported Project 1945 in establishing the legal framework for the collaboration, ensuring its interests were appropriately protected. We are delighted to have supported a collaboration that bridges creativity, intellectual property, and commerce.

Congratulations to Project 1945 and Dee Lestari on this exciting milestone! We extend our best wishes for the success of the *Aroma Karsa* fragrance collection.



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