

PEOPLE IN PERFUMELAND – LIANNE TIO OF LIANNE TIO PARFUMS

by Olfactoria

Today we welcome Lianne Tio, founder and owner of Lianne Tio Parfums in Rotterdam, The Netherlands. Lianne is one of the lucky few who succeeded in making her dream a reality and turning her passion for perfume into a career.

I admire Lianne's style, elegance and grace. She is a successful business woman, who hasn't compromised her feminine side. I think her sense of aesthetic is very close to mine, so I feel a kinship with her.

Here is Lianne's questionnaire:

A good day starts with my morning coffee double espresso...

there is no life in me without coffee!

I'd never leave the house without... my scent of the day and my favourite lipstick.

I always feel good when... I am surrounded with true and honest people who inspire me in many ways. From clients showcasing their gratitude and trust in my advise to the loving words of intimate friends and family.

My favorite thing in the world... is to feel the silence within me and around me and being in complete serenity with myself.

The next thing I want to buy... is my time, a precious commodity, to be able to travel and discover other cultures and countries mentioned on my wishlist. I travelled a lot when I lived in Paris and I miss this activity.

The place I always come back to... is my father's place. I come from an Asian culture where there is a strong impact of family and social values.

My personal style is elegant... feminine and comfortable cashmere.

My favorite perfume... in fact I don't have favorite perfumes in my huge collection : I choose my perfume according to my mood and in line with the event to wear. But I often wear Parfums MDCI Pêche Cardinal (Cardinal Sin) a super sensual intoxicating and voluptuous perfume.

When I travel... I always have my chain of heart around my neck, a gift talisman from my father to protect me in life.

To relax I need... my one hour special anti-age facial massage in my own beauty parlour with my favourite products. After a one hour intensive massage treatment of my face I look flawless and relaxed... just like you Birgit.

I like to gift people with... Mandela's quote "Our deepest fear is that we are powerful beyond measure. It is our light, not our darkness, that most frightens us ."



When I have a bad day... I say to myself let go of today ...'tomorrow it will be better'.

I find my inspiration in... genuine people who make me think deeper and keep my mind in tune with my inner being and the Universe.

Something I would never want to miss is... my family. I hope to be able to enjoy every member of the family for a long time.

My last mistake was... trusting people who have taken advantage of my trust but I am still learning and life goes on ...

In my fridge there is always... a row of excellent bottles of champagne and excellent bottles of Bordeaux out of the fridge on my wine bin.

On my nightstand I keep... a bottle with lavender perfume which I spray on my bed before I fall asleep.

The perfect weekend starts with... the Goldberg Variations performed by Glenn Gould and my so desirable espresso looking out over the city of Rotterdam vanishing in my thoughts and dreams...

My role model is... Diana Vreeland. She was a genius. I love her remarkable quotes. And Coco Chanel as a person for what she loved and for her determination and perseverance despite her unfortunate personal life.

Something I always want to be asked in questionnaires like this is...

My passion for perfume! Why is perfume or wearing a scent so important for me?

Beautiful perfumes evoke joy, pleasure and other emotions which are kept in your library of scents that you build up during your lifetime. Sometimes it can elicit an emotional shock when it reveals your 'you'. It is a fascinating process which takes place in the limbic system, a part of the brain that controls emotions and memory. It is a kind of instant messaging system that generates your feelings and emotions beyond your control. For instance, smelling a certain note provokes a more intense emotion than watching an old photo.

Wearing a perfume is a way to express your personality as a statement to the outside world. It provides confidence and protection, it makes me happy and makes me feel attractive. What you smell like is even more important than looking good. Perfume stimulates the fantasy.

Perfume is my intimate friend, that 'liquid emotion' that accompanies me through day and night.

Art, classical music and perfume, all three are my passion and interest : beauty through the eye, beauty through the ear and beauty through the senses ! All three are ART!

Daily lipstick and Diana Vreeland, a true passion for perfume and the good things in life while never forgetting the truly important thing – human connection. Thank you for this wonderful interview, Lianne!

(Disclosure: I have no affiliation with Parfums Lianne Tio, this post showcases the person not the business.)