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I am here,
to tell you my
story, which is
part of yours.

JASMINE KLAPIA INNOVATIVE DESIGN

MESSAGE THROUGH THE BOTTLE™

My name is Jasmine Klapia.

I am here to tell you my story, which is part of yours.

When a friend suggested to share with all of you part of my journey, I asked myself, what am I going to tell people?

After a little while, I said to myself, tell the truth! Tell your story as it is. That's your job. To speak from your heart and let people either judge you or be inspired. Either way, you've done your job.

The truth is, I've suppressed my creative talents for many years. Instead of pursuing art and design, I went into a wellbeing field, and psychology was my main interest. I didn't know which of these two I should pursue as a career, because both were significant. Creative work was my passion, but the healing talents were really needed.

Until one day I realized these are connected and I should not try to separate them. Art as a therapy which has to do with expressionism that served me personally, I later utilized in assisting clients I work with, and people around. When we think of art and design, we should not forget that it has to do with expressions of what we think and feel. Every musician, architect, writer, painter, landscaper, plastic surgeon, etc. knows that. This is how I feel about my work. Everything we do in life has to do with psychology. The way we treat others, the way we look, the way we speak and express ourselves.

I've decided to use my own methods and inspire others to do the same. The message is: Stop being afraid of expressing your emotions. Choose any way that suits you the best, but don't hide how you feel. Sometimes all we need is the right ear so we can be heard, other times all we need is the right voice to speak for us. I am here to share messages through perfume bottles.

I chose to send a
MESSAGE
THROUGH THE
BOTTLE™ to not
only women, but
everyone who
needs to hear it.
Since perfumes
make us and
others feel
something about
it, I wish for every
person who
touches the
bottle that I have
designed, to feel
free of
discomfort, and I
want them to
feel loved.

We all know that the beauty industry is all about how we look and how we feel.

What we wear, starting from apparel, footwear, accessories, cosmetics, and fragrance. Then no matter what we wear, scent is that people remember you mostly for.

As a child, one time in the hospital, a nurse came to visit me that I will never forget; because of the perfume she was wearing. All the other nurses were also wonderful, but I don't remember their names, their looks, or what they were wearing. I only remember this person. The scent remained in my subconscious and still is. I could not explain unless an expert and I figure this out and create that magic. I don't necessarily have all good memories from that time, but I recently was wondering if things happen for a reason, as some people say. Maybe. Here is why. I stopped creating innovative art for several years. And because of that I suppressed all the thoughts, ideas, possibilities, and emotions which caused lots of anxiety. I started feeling almost sick without having an illness. Running from doctor to doctor trying to find something that was not there. My doctors kept giving me good results, and kept saying you need to empty yourself, speak to a therapist, you're hiding something but it's bothering you. I simply refused to do my work due to some challenges in the past. Those I dealt with years ago know what I am talking about. People were waiting for me to help them, but I was struggling with my own severe anxiety. I wanted to be there for them, but I couldn't. I visited several times Emergency rooms due to panic attacks.

One night, nurses, several of them, one after another came to me asking what perfume I was wearing. It made me wonder, how this is more important than my anxiety?! As flattered as I was, it woke me up. There were signs everywhere for me to do what I am supposed to do and forget about my anxiety. Then, when there is no other answer, you realize, no matter how much we know and who we are, how rich or poor we are, healthy or not, tall, or short; no matter what shapes of our bodies are, how we look and how we smell, we are just humans. Humans living on this earth together to fulfill our purpose. Each one of us, whether we are aware of it or not.

I finally told myself, Jasmine Klapia, stop fooling yourself. Go back to your purpose; tell your story through creative work and speak in the name of those who are also struggling to express their emotions. I chose to send a MESSAGE THROUGH THE BOTTLE™ to not only women, but everyone who needs to hear it. Since perfumes make us and others feel something about it, I wish for every person who touches the bottle that I have designed to feel free of discomfort and I want them to feel loved.

