

Pacitti today, and
in Balanchine's
Agon with Pacific
Northwest Ballet



Jordan Pacitti

FRAGRANCE DESIGNER

When Pacific Northwest Ballet dancer **Jordan Pacitti** broke his right foot in 2004, he was devastated. When just two years later he suffered the same injury to the other foot, his doctors said he was eerily calm. This time Pacitti knew what would be required for recovery. Feeling the toll that ballet was taking on his body, he decided to use his recovery time investigating another longstanding interest—fragrance. He read about how to make cologne, body creams and candles and how to blend oils.

“Like ballet, fragrance was just in my blood. It has been a passion since I can remember,” says Pacitti. When he was a student at the School of American Ballet in New York City, he often spent a good portion of his food allowance on spray cologne.

When he got back to dancing full-time he started hand-making fragrance products for friends. The following year, he launched his own business, Jordan Samuel Fragrances. He applied for and received \$8,000 in financial assistance from Second Stage, PNB’s career transition program, to cover start-up costs, including trademarking his company’s name, business licensing and obtaining supplies.

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In the next few years, Pacitti introduced three fragrances in the form of colognes, bath and body oils and room aromas. He later expanded into 100 percent soy-wax scented candles. Jordan Samuel Fragrances products are distinguished by Pacitti’s commitment to sustainability—all are made without synthetic ingredients and preservatives.

Pacitti retired from dance in 2010, three years after launching his business. After 11 years with PNB, he felt he was “done growing” as a dancer. He now devotes his time to developing his business. (He also works at a local spa so that he can reinvest his fragrance profits into the company.)

Pacitti turned a hobby into a business while he was still performing.



Since his is a company of one, Pacitti wears a lot of hats. When he isn't working with scents, he takes care of the administrative end of his primarily online business, answering e-mail, shipping orders and doing marketing. He sells products from his company's web site and on Etsy.com. A handful of retailers carry the products, and he'd like to add considerably to that list.

"Driving customers to my site to increase sales has been the hardest thing to accomplish by far," he says. "Growth in my business will come from placing my products with larger

retailers." It seems that aiming high is also in his blood. "I want Jordan Samuel in every state with multiple retailers."

—Leslie Holleran

www.jordansamuelfragrances.com