



EXCEPTIONAL WOMEN'S COACHING

The Tiara Spotlight

Shining our light on inspiring women around the world.



Tanja Deurloo

Founder and Owner, Annindriya

www.annindriya.com & www.perfumelounge.nl

Who are you?

Most of all, I am a human human being (“human” as an adjective and a noun); enjoying my life as a positive woman, wise and warm mother (trying to be, not always), loving and inspiring wife, nerdy fragrance expert, ambitious professional, warm friend, connecting sister, and caring and impatient daughter.

What are you passionate about?

I am passionate about passion and passionate people. I love it when people fully care about and really stand for their beliefs; being their authentic selves. I get enthusiastic about the flow of things, the connectivity between people and experiences. I am also passionate about the richness and impact that scents have on people, brands and organizations, perceptions, and well being.

What are you doing in your life right now?

My professional life unfolds around innovation, product development and the senses, especially our sense of smell. After more than a decade working for international corporations, I founded my company, Annindriya, to work independently on scent innovation and fragrance development. Three years ago I also opened the Netherlands’ first haute perfumery (www.perfumelounge.nl) where our clients discover what scent can do for them, and where personal advice and exquisite fragrances are central.

How do you recharge your batteries or nourish yourself?

I find nourishment in daily things: laughing with my children, reading a book in bed, enjoying intimacy with my husband, watching the cow in the field jumping humorously, cycling through the center of Amsterdam, and massaging my feet. I find a bigger recharge in embracing silence and creating relaxing evenings, weekends and holidays.

What are the most important take-aways you’ve had as a result of participating in Tiara?

I have learned to rely on my intuition, and to be proud of my inner self. I have re-discovered my “wisdom guidelines”, being the fluency of the world, embracing life, and last but not least, to be patient and to try and live the art of peace. Finally, I have learned to celebrate femininity and our individual and connected power.



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What would you like to acknowledge yourself for?

Embracing life and living it!

What are you grateful for?

I am grateful for my health and my clear mind, which enables me to accomplish and cherish things in my life. I am also grateful for the same healthy body that has given life to my two beautiful, healthy and happy children. Finally, I am grateful for meeting great people along the way, and being able to connect and share with them.

As a woman leader, what are your unique strengths that help you and your staff/team succeed?

Bridging science with commercialization, and understanding and connecting the interface of technical chemical matters and commercial success. Also, perseverance combined with intuition and communication.

What inspires you?

I love content, to be deeply involved in brain crunching, technically challenging innovative projects, and to read scientific literature about the sense of smell and fragrances. I love people, sharing unexpected brief encounters with people passing by.

What's next? What are you committed to?

I am committed to staying better connected with my surroundings, and myself and to be more compassionate, especially with my family and myself. Business wise, I am committed to spreading knowledge and to implementing the value of scents for more brands, organizations and individuals. By doing so, I intend to expand business for Annindriya and Annindriya Perfume Lounge in a smart and positive way.