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## Jovoy - 21 Conduit Street

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bergamot  
lavender  
grapefruit  
almond  
rhubarb  
fir balsam  
vetiver  
Ambroxan  
tonka bean  
woody  
classic  
English  
modern  
floral  
brightness  
aromatic  
fresh  
mysterious

### Try it at:

[Jovoy Paris](#)

**Family:** Woody Aromatic

**Concentration:** Eau de parfum

**Top notes:** bergamot, lavender, grapefruit, rhubarb

**Heart notes:** almond, fir balsam, vetiver

**Base notes:** ambroxan, wood, tonka bean

### Jovoy says:

Jovoy's new fragrance, 21 Conduit St, revisits a great classic of English perfumery while giving it a new, intriguing and decidedly modern twist. Whether the memory conjures up images of dried flowers from Norfolk tucked into ornate sachets, or the fragrance of a bottle of authentic British Eau de Cologne, lavender is to English perfumery what scones are to teatime. The result of a creative tandem, 21 Conduit St gives the scent of lavender a singular brightness. The accord comes from a formula by Oli Marlow, whose fascination with this aromatic note goes back to his childhood. He dreamt of giving it greater contrast, making it more multi-faceted upping the tangy, fruity freshness and warming it through with resinous notes. 'It's a lavender that's chiseled from the freshness of cold, crisp oranges, the cheekiness of cassis, and the bittersweet warmth of pine,' Marlow explains. In Paris, his meeting with the perfumer Marie Schnirer (Maelstrom) opened the door to a new world of raw materials, most notably a quality of Javanese vetiver that enriches the ensemble with a whorl of smoky, earthy notes. 'It's like a very original note of hashish,' Marie Schnirer observes. 'But,' she adds, 'above all, the secret of 21 Conduit St is the richness of its dual lavender – a very aromatic essential oil and an absolute with the coumarin notes of a plant that has spent several days drying in the sun; it radiates all the way through the perfume's woody base.' It's also a lavender cloaked in the freshness of citrus and the fruity notes of fir balsam, whose candied accents evoke a tantalisingly soft amaretto accord, balanced by a mysterious, shadowy, woody facet. Sleek, intense, and daring, 21 Conduit St radiates English elegance tinged with a dash of impertinence that gives it all its charm. A signature perfume that beckons you back, again and again. A gentlemanly masterpiece that men will love - and women won't be able to get enough of.

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