

THE

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scented

LETTER

TASTER ISSUE

TURNING
scents
INTO
words

YOUR ULTIMATE
PERFUME SOCIETY
BENEFIT



JASMINE
AWARD-WINNING
WRITING



YOUR FINGER
ON THE PULSE

editor's LETTER

Welcome to this 'taster' edition of *The Scented Letter*.

We wanted you to be able to enjoy some of the features and news we've shared with our subscribers since our launch.

The downloadable magazine is one of the many benefits of belonging to The Perfume Society, with eight editions a year - generally around 48 pages of fragrant news, latest launches, and interviews with some of the perfume world's most fascinating individuals. (You might also like to know there's a print edition available to buy, too.)

We're delighted already to have won several **Jasmine Awards** – and we bring you some of the award-winning features here, including Suzy Nightingale's look at the lure of leather, on p.8, and Persolaise's exploration of incense fragrances, on p.22. In this year's awards, we were also thrilled that talented team member Carson Parkin-Fairley was shortlisted as for the new 'Rising Star' Award; you can enjoy her feature on scented cocktails – a fragrant trend – on p.18.

One of the other very popular elements of *The Scented Letter* is our run-down of 'Latest Launches'. This sampler edition features just some of the recent releases - and some for men, too - but we cover them all, so you can keep your finger on the pulse-point of all that's new.

We constantly celebrate the power that aroma has to transport us through time and space. When life gave Yasemen Kaner-White lemons, she didn't make lemonade; instead, the fruit set her off on a whole new career path, as she explains in her sense-awakening feature on p.30.

At The Perfume Society, we're fascinated by every aspect of fragrance and the sense of smell - and we want to share that with you. Helen Keller – the young deaf and blind woman who has been an inspiration to so many – once called smell 'the fallen angel of our senses'. At The Perfume Society, through our website, our many events and this magazine, feedback tells us that we are helping that angel to 'fly' again – and enabling longstanding scent-lovers and those new to the magic of fragrance to get more pleasure out of life.

Hope you love losing yourself in these pages...

Carson Parkin-Fairley

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nosing around

Alongside our round-up of scent news - about people, places (and clever packaging) - our series about legendary 'noses' continues overleaf

TIME FOR (MORE) TEA

Tapping into the tea trend we reported on in the last edition of *The Scented Letter*, Jo Malone London launch their most *luxe* collection of fragrances yet. Rare Teas - created by Serge Majouillier - evoke six different precious infusions, from Silver Needle and Golden Needle to Darjeeling via Jade Leaf, Oolong and Midnight Black Tea, in ravishing new black-capped bottles. £250 for 175ml Cologne jomalonelondon.com



PETAL POWER

If you haven't already noticed, this entire edition is dedicated to jasmine. But did you know that in research published in *The Journal of Biological Chemistry*, it was found that a jasmine-scented fragrance relieved anxiety and promoted sleep just as well as sedatives, but with way fewer side-effects...?



BONJOUR, PROVENCE

As we prepared this edition, Petit Rituels' beautiful aromatherapeutic Provence candle has been fragancing our office, transporting us to the south of France with a breeze of balancing rose geranium, tonic ylang ylang and calming lavender. Created from 100% natural waxes, this Zen-like candle has a burn time of 40 hours. It's just one of several fabulous, all-natural fragrances in this exciting new addition to the world of home scents. £35 at petitsrituels.com



SCENTED SCRIBBLES

Love stationery? Love fragrance? Then you'll adore these scented pencils from British stationer Imogen Owen. Hand-made by a 100-year-old Portuguese pencil factory, they'll lightly scent your writing paper in a choice of lily of the valley, jasmine or peony. £11.50 for six quillondon.com

Roll with it...

One of the cleverest bottles we've ever seen: heritage fragrance house E. Coudray (whose fascinating history you can read on our website) offer their vintage-inspired scents in a double-ended vial which spritzes on at one end, glides onto skin at the other. Genius.



£19 for 12ml eau de toilette roullierwhite.com

The couple that sprays together, stays together...

Choosing a scent for any special occasion is hard enough for fragrance-lovers, but a wedding day - already fraught with choice - adds that extra level of perfume pressure. Step forward Floris, the heritage British brand who now offering a luxurious 'Together Bespoke Perfumery Service' for couples looking to mark the big day (or any momentous occasion) with their very own bespoke pair of *eaux de parfum*. During an intensive three-hour private appointment,

couples will be greeted by a member of the Floris family, while sipping Champagne and being introduced to their in-house perfumer. Floris will then create two completely unique fragrances, presented in bottles engraved with your initials and with a certificate of authenticity to keep long after the last drop has been spritzed. We can't think of a better way to celebrate...

Floris Together Bespoke Perfumery Service/£800 for two people at 89 Jermyn Street, London SW1Y 6JH/ 0330-134 0180, and the Floris Belgravia Boutique at 147 Ebury Street, London SW1W 9QN/ 020-7730 0304.





*Perfume is like
a new dress.
It makes you
quite simply
marvellous.*

Estée Lauder



THAT HUNGRY CHEF

Michelin-trained Pratap Chahal is in the vanguard of chefs emphasising food's fragrant side. Inspired by Mandy Aftel's inspirational book *Perfume: An Edible Scent*, the delectable menu will have your mouth watering well in advance of his five-course 'supper club' dinners. Think: sweet myrrh and labdanum scented-beef. Think: jasmine and tuberose creamy pudding. Think: white chocolate, neroli and rosemary truffles, which melt in your mouth like tiny pieces of heaven. Keep an eye out for Pratap's Edible Scent soirées on grubclub.com (he's called 'That Hungry Chef') and on our own EVENTS section: we've hosted several a gourmet scented supper for our VIP Subscribers, and are planning more. grubclub.com/that-hungry-chef



A breath of fresh hair

Whether you're covering up a less-than-fresh-smelling 'do', or want to enjoy scented locks with every swish, you'll no doubt be as pleased as we are to discover that BYREDO's adding four new scents to its Hair Perfume Collection with La Tulipe, Mojave Ghost, Black Saffron and Flowerhead – all specially formulated with a unique silicone and polymer formula to leave hair nourished, luminous and gorgeously fragrant. £40 for 75ml/byredo.com



MAGNIFICENT MUGUET

Another year, another swoonworthy bottle: to celebrate 1st May (the French holiday when it's a custom to offer lily of the valley to those you love), Guerlain's sublime Muguet Eau de Toilette bottle is this year all dressed up in chased silver metalwork by Parisian jewellery house Ambre & Louise. Truly a collector's dream...



A real 'bouquet'

Would you rather have roses that smelled glorious – or lasted longer in a vase...? It's a trade-off, acknowledge experts, but we're definitely in the 'scented' camp, and delighted to hear that Waitrose Florist now offer roses bred for perfume – both on-line and in-store, from £30. waitroseflorist.com

© Natalia Klenova - Fotolia.com

Lives of the great noses:

FRANÇOIS COTY (1874-1934)

The man who 'popularised' perfume, François Coty was born François Marie Joseph Spoturno in Ajaccio, then capital of French Corsica. His family were descendants, by marriage, of Napoleon's cousin Isabelle Bonaparte, and Coty (whose adopted name was a variation on his mother's maiden name, 'Coti') had an early obsession with the great French leader.

After the premature death of his parents, François was sent to live with his grandmother in Marseilles, and at the age of 19 began his military service. Via a chance meeting in 1900 with a chemist called Raymond Goery when he was 26, Coty discovered he had a talent for identifying the notes in a fragrance. Not a fan of Goery's packaging or perfume creations, Coty vowed he could do better himself, landing a position with Chiris, in Grasse, the centre of French and international perfumery.

There, Coty formulated the fragrance which would make his name: La Rose Jacqueminot (1903). As legend has it, Coty scored his first of many marketing coups when he took it to Les Grands Magasins du Louvre, a Parisian department store, seeking to persuade them to stock his fragrance. In a well-planned move, he smashed his



bottle on either the counter or the floor (history's not clear exactly which!). The store was filled with the aroma of the fragrance, women clamoured to buy it – and Coty had his first order, for 12 bottles.

In 1904, Coty founded his own perfume house, setting out to revolutionise an industry which had barely changed during the previous century. He bought a residential villa outside Paris and transformed it into a giant complex which became known as 'Perfume City', with Coty controlling and overseeing every last detail of his business from the flower fields to the packaging factories, the delivery vans – and of

course, the fragrances themselves.

He was the master of savvy marketing, working with Baccarat and René Lalique – for fragrances like L'Effleur, Au Couer des Calices and L'Idylle (some of which you can see below), while at the same time pricing his fragrances to make them accessible to a wide audience. He had enormous successes with fragrances including L'Origan, which claimed the No. 1 spot for 25 years after its launch, while Ambre Antique paved the way for great Orientals such as Shalimar and YSL Opium. By 1931 it is estimated that Coty was the richest man in France, with a fortune of \$50 million dollars, having expanded into America as well as across Europe.

Coty died on 25th July 1934 of pneumonia and complications, aged just 60. 'One thing eluded me,' Coty confessed, in the year of his death. I never managed to capture the smell of honeysuckle...

But with his 'Coty' name still in proud use today by the company behind some of the world's most successful fragrances – brands like MiuMiu, Calvin Klein, Bottega Veneta and Davidoff, among many others – François Coty's is quite some scented legacy.

By Bethan Cole



*Lalique and Baccarat bottles
made Coty's scents ultra-special*

WAKE UP AND SNIFF THE *leather*

Suzy Nightingale discovers why leather and fragrance go hand-in-glove - and explores the scents you should be getting up close and personal with...

It simply wasn't done to present a pair of exquisitely tailored leather gloves to the King still redolent of the pungently malodorous tanning process. And the rest of the aristocracy didn't much fancy stinking of unmentionables, either. Thus the perfume industry as we know it - based in Grasse - was born, the leather being treated with fragrant oils of musk, civet and ambergris to mask the smell of the animal's skins by the '*parfumeur gantiers*': a Guild of Parisian glove-makers which dates as far back as the 15th Century.

King George III was apparently so taken with his scented gloves that he wanted the fragrance bottled, thus commissioning Creed in 1781 to recreate the scent as something he could splash about the royal personage to his heart's content. This presented James Creed (then royal glove-maker *extraordinaire*) with something of a problem, as the

musk and oils could be blended happily enough. But how to adapt the essence of a skin - something used as a fabric - and transpose that to a liquid...? James obviously performed his magic trick rather well, by the way, for the resulting creation - the very first leather-smelling scent, as far as records show - was Creed Royal English Leather, still in production to this very day (although alas not retailed in the UK...)

But when we describe a scent as 'leathery', what do we actually smell? Let's get this straight: it's not leather itself. But there is an alchemy that master noses perform on a daily basis, magically recreating smells through a blend of synthetics and natural ingredients so that we can't tell them from real. They can evoke the scent of leather by taking disparate raw ingredients such as birch tar (which has a leathery smokiness) and juniper, fizzed up with the soapy

LEATHERS TO LOVE...

L'Artisan Parfumer Dzing! Sticky handfuls of stolen sweets eaten in a sawdust-strewn stable.

Caron Tabac Blond Furtive cigarettes smoked in a leather-clad starlet's dressing room.

Chanel Les Exclusifs Cuir de Russie Lipstick-smeared leather boot ground into rain-filled ashtray (in a very good way).





Paco Rabanne 1 Million Mulberry bag-toting heiress eating pancakes from a golden platter.



Serge Lutens Cuir Mauresque Spice-laden port swigged from a goat-skin goblet.



BeauFort London Coeur de Noir Vanilla pipe-smoking aesthete's ink-stained library desk.

“
*Leather in
perfumery is not a
natural essential
oil that you buy:
you have to make
your leather accord*
”



Dior Collection Privée Cuir Cannage Lipstick-kissed letters tied with lace and hidden in a trunk.



Boadicea the Victorious Warriorress Battle-scarred breastplate on an incense-infused funeral pyre.



Tom Ford Tuscan Leather Nefarious limousine antics involving chocolate, raspberries & cigars.



Illuminum Piper Leather Pepper-speckled leather-bound poetry book pressing jasmine petals.

cleanliness of aldehydes or - with today's technology - incredibly life-like molecular constructs such as Pyralone (a.k.a Iso Butyl Quinoline) which has the sweet warmth of slightly steaming fresh hay mixed with newly-milled green wood and a drier, tobacco-esque note.

This particular synthetic was used in deliberately hedonistic overdose by master perfumer Germaine Cellier in her rambunctiously furtive Bandit for Robert Piguet. Also the creator of the frankly giddy tuberose Fracas for Piguet, Cellier infamously declared that heady white floral 'for the femmes' while her Bandit she reserved 'for the dykes.' Make of that what you will, but she clearly wasn't blending quiet scents for the shy and retiring, ladling in the Pyralone with gleeful abandon. When Bandit launched to the public, Piguet presented it by using models on the runway wearing masks and brandishing toy knives and guns - a rather daring and, some would say, even shocking image used to sell a scent (not least as this occurred a year before the end of World War II). Leather may be many things, but it ain't for wimps - in fashion and fragrance alike.

Self-taught perfumer Andy Tauer explained to The Perfume Society how he likes to use leather in his creations, because of the particular scent memories the use of this note brings back so vividly for him. 'The first association, when you tell me, "leather", honestly, is "Swiss Army" - and me serving there as soldier: my generation had the privilege of serving in thick leather shoes that were made to endure a Swiss invasion of Moscow, including tramping all the way back. As mixed as my memories of proudly serving in the Swiss Army are, I loved the scent of my leather boots...'

'Leather in perfumery is not a natural essential oil that you buy: you have to make your leather accord. Birch tar can be one of the ingredients going in there. Leather as a side note brings out, by contrast

HERMÈS KELLY CALÈCHE

Here, in-house nose Jean-Claude Ellena set about concocting '... a perfume of leather and flowers, as light as an angel's wing.' Hermès relay the story of the bag's transformation from perhaps the all-time iconic status-symbol accessory (popularised by and eventually named after American actress turned fairytale princess, Grace Kelly) to spitzable fantasy: 'A reminder of a visit to the Hermès leather vaults, Kelly Calèche is a light, feminine, joyous expression of leather. It gives a nod to two in-house emblems, and translates the perfumer's tactile and olfactory emotions into an evocation of leather worn next to the skin, gently tanned by the touch, and edged with fresh petals.'



(as so often in perfumery) the flowers. Flowers bloom on skin when there's leather in the base of a fragrance. It's like sticking brightly coloured flowers into my army boots. Wonderful - and a reminder of how precious peace is, too...'

Leo Crabtree - founder of literary and maritime-history inspired new fragrance house, BeauFort London - is also self-confessed lover of leather, and explained its use in their Coeur de Noir. 'For me, the leather needed to be hushed but absolutely there. I see it as a sort of envelope that acts as a base ►

for the accords of dry paper and ink - much in the same way a book's leather binding holds it together. It is structurally essential but not overbearing. I know I am not alone in loving the smell of bookshops and libraries, and here my aim was partly to recreate a visual hallucination I have of my grandfather's study, which incorporated the "old book smell". Pen drawings. Pipe tobacco. Absence. The hallucination is just that: it bears no relation to the reality (I never met my grandfather, nor visited his study, though his art has

remained close to me throughout my life) but in my mind these elements are duly distorted into a shape the fragrance faithfully recreates.'

A plethora of materials both natural and synthetic, then, may be sculpted in varying ways to create anything from a soothingly skin-like scent to a library. Or perhaps, through a clever blend of patchouli, black tea and tobacco, the scent of a well-worn leather jacket with its familiarity: an all-enveloping cocoon of touchy-feel-y-ness that, when sniffed, brings about the sensation

that you could almost reach out and stroke it.

Indeed, as part of the questions in our Smelling Notes (individual postcards accompanying each fragrance in our Discovery Boxes), and during our 'How to Improve Your Sense of Smell Workshops' (see the Events section on our website for forthcoming dates near you), we often prompt perfume-lovers to imagine the fragrance as a piece of material. It's remarkable how often complete strangers who don't know exactly what they're smelling (and haven't discussed it with the rest of the group) will choose exactly the same material: something they can almost feel beneath their fingers or bury their face into as they sniff.

More remarkable still, perhaps, is that it's often the exact same colour of fabric - 'green velvet curtains' people will say, on describing a scent, or 'blue linen' and of course, 'dark leather, freshly-buffed', 'expensive beige suede' or 'buttery soft white leather.' It is the perfumer's hypnotic skill to make us want to reach out and touch the very thing they are hallucinogenically recreating in a bottle.

Leatheriness in a fragrance can be an evocation of luxury goods. Or comforting womb-like libraries to get lost in. It can offer the almost overwhelming sexual stimuli of nuzzleable warm skin, an immediate sensation of closeness - of running the tips of your fingers over buttery soft napa... or the fetishistic adoration of killer heels.

It's not the easiest note in fragrance to fall in love with if you're faint of heart, but not all leather scents are stridently animalic or reminiscent of Elvis Presley's pelvic gyrations. Having read about the history, and heard how modern-day perfumers are using their personal accords, we urge you to come out of the fragrance closet - and bury your nose in some of these... 🐾

BOTTEGA VENETA

Tomas Maier, creative director of the luxury leather accessories brand, described the inspiration for the fragrance created by perfumer Michel Almairac: 'An old house in the beautiful countryside in the Veneto region of Italy with rolling green hills, where we're from. I envisioned a room with old wood floors, library walls and leather-bound books with the windows open wide, the breeze coming in and cut grass, hay, moss, garden flowers, growing through the room and everything mixing up. That's where we started...'



Blood Concept O Withnail-esque 'naughty cigarettes' smoked on orange-juice spilled Chesterfield.



Acqua di Parma Colonia Leather Italian bouquet clasped firmly in a gauntlet's grip.



Dior Les Créations de Monsieur Dior Diorling Freshly-scrubbed debutante in a leather mask.



Memo French Leather Gallic muse sipping gin cocktail wearing nothing but a vintage leather coat.

“
Leather may be many things, but it ain't for wimps - in fashion and fragrance alike
”



Atelier Cologne Gold Leather Tipsy party drinking Long Island Ice Teas in a wood-panelled bar.



Tauer Perfumes Lonestar Memories Melancholic cowboy simmers coffee, while horse chews carrot.



Evody Parfums Cuir Blanc Supple and swoonsome, a cadeau of violet-tinted dusting powder.



Arquiste Aleksandr Fur-coated cad polishes his boots on a frosty afternoon before the duel.

#ShareMyStash



One half of the award-winning Percy & Reed team, **Adam Reed** has a not-so-secret obsession (as his many Instagram followers know...) Having enviously eyed his ever-growing collection, **Suzy Nightingale** couldn't wait to stalk his groaning shelves...

Born in Dalston, East London (where he lives now), raised in Somerset, Adam Reed has tousled and teased the locks of Sophie Dahl, Diane Kruger, Jools Oliver and glossy beauty editors the world over.

He began his apprenticeship as a Saturday boy aged 13 - and has gone on to work for top designers' catwalk shows and fashion shoots, owning two of London's leading salons - Percy & Reed East and West. Today, he also has a multi-award-haircare range (including the stunning combined glossing spray and hair fragrance featured in our Catwalk Collection Discovery Box!) Adam's passion for hair's rivalled only by that for perfume - and it started early.

Explains Adam: 'I was tiny when I first got into fragrances; my great-grandmother wore Fracas, and my nan wore Youth Dew, which I still adore even now. I was always obsessed by flowers - in fact we made our own *pot pourri*; basically, all of the things my nan grew in her garden really influenced me at early age. Everything in that garden was fragranced: she had a grapevine, lily of the valley, bluebells, tomatoes, roses and all the traditional cottage garden flowers. And then there was her perfume... In fact, to me, smelling Youth Dew now is like a scented hug. It's that memory of being so close to her, being comforted... I deliberately chose some of those scent memories to put in our first hair fragrance - they're so personal. Those scents truly make me ME...'

'I sniffed everything - still do! I want

everything and everyone around me to smell incredible. I have a strong memory of my nan going on holiday to France, and I asked her to buy me a Christian Dior fragrance they don't make anymore - Jules. It's just divine; I keep hassling the people at Dior to make it again - but I did manage to find a bottle last year at a perfumery in Paris, and just leapt on it. I treasure that.'

“
*People see me as
an open-all-hours
perfume shop -
but I must admit I
love it*
”

'I am not at all a "perfume snob",' Adam continues. 'I like everything from celebrity scents through to mainstream: Calvin Klein's Obsession is one of my all-time favourites, right up to the more unusual niche and indie ones. I just wear whatever I like sniffing, it really doesn't matter to me who it's by.'

'I also love sharing perfumes with everyone who comes in the salon - the staff here know I'm a scent-

obsessive, too; I'm constantly talking about them. A client came in the other day wearing Angel, and you know what? It still smells amazing. When I first came to London I couldn't afford only to do hair, so I had a second job working with a guy called Mr. Pearl, and we made corsets - some of which we did for Thierry Mugler. I remember going to Paris, walking into the showrooms there, and the whole place was scented with Angel - this is before it was launched. We were some of the first people to smell it, and I was blown away; it was such a revolutionary scent. Smelling that on a client only yesterday, I was immediately taken back to that day in Paris. Perfume holds so many memories for me, but I love all types of fragrance - candles, room sprays, beautifully scented body products, haircare, of course - anything that can be scented is, in my home...!'

A favourite discovery is Haeckels; founder Dom Bridges is now a friend. Adam leans forward enthusiastically: 'I genuinely think they are geniuses! I first got to see their stuff when we were looking for a place to buy in Margate. I happened to pass by their boutique and literally stopped in my tracks and had to explore inside. Their perfumes are so beautiful - really complex - and they're now one of my absolute favourite fragrance houses. I want them to create me a bespoke fragrance - seems only right when I'm such a fan of everything they do already. I don't know if it's because I grew up by the coast and have so many vividly happy memories to

Instagram

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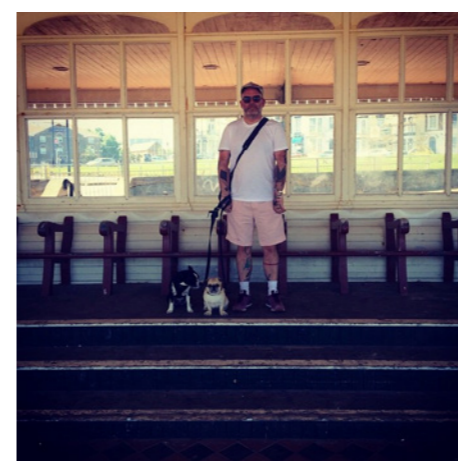
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adamreedhair My new cabinet to house my Perfume collection! It's taken me years to build this collection! #perfume #scent #fragrance #parfum #collection

sayakavarma What's your favorite @adamreedhair :) I'm looking for a new scent- any recommendations? Xx

leslieblake @adamreedhair possible the coolest thing I've seen for time!!!! 🤩

1cooney This won instagram for the day!!!

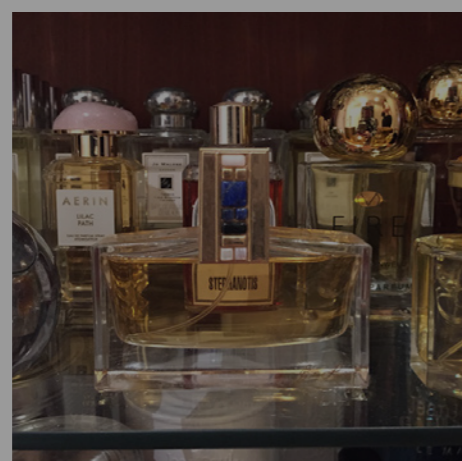
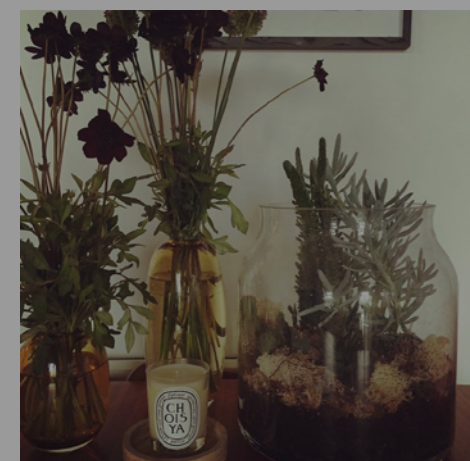
charliekayetyler That's is so v cool x 🙌

beufleur Wow how ace

joe.j Wowwwwww I thought I had a lot!!! Hello Alexander McQueen Kingdom - apparently that's coming back!!!

♡ Add a comment...

...



do with the sea, but something about Haeckels's work truly speaks to me on a deep level. I can smell the seaside in all of their products.'

We were also glad to discover that although he's not yet bespoke-d up, scent-wise, Adam isn't backward in coming forward when layering up his fragrances. 'More is always more for me!' he laughs. 'I tend to wear Diptyque 34 a lot and then layer everything else on top of that. I really like the idea of wearing more than one scent at a time, so you can make your own kind of "bespoke" perfume out of ones you already love. It completely changes the character of them, too, so you add more depth as the day goes on, or spritz in a bit of citrus for a quick pick-me-up.'

How many are in his current stash? 'I honestly don't know. I never count. I mean, these shelves and cabinets... well, the drawers underneath them are completely full, too. It just never ends. Once you're hooked on perfume, I think that's pretty much it for life. How can you stop when there are so many absolutely gorgeous new things to smell all the time?'

Given the aforementioned groaning shelves (opposite) and chock-a-block drawers, how on earth does Adam pick which to wear on any given day? 'Oh, that's never a problem for me. Every Sunday I will actually wear BYREDO Sunday Cologne - totally appropriate, no? But sometimes I layer it, as I explained. Other than that, it's whatever I happen to feel like in the morning, and I then constantly add to it throughout the day - spraying bits of this and that, whatever takes my fancy. Having said that, though, if I've got a particular occasion to go to - a fancy outfit to wear - then I will have specifically picked a fragrance to go with that way beforehand. It may depend on the colour, the fabric or style, but I always know exactly what scent to choose for each outfit. There's something about planning that out that makes me feel properly dressed; it's really positive.'

Intrigued by such a diverse collection, we asked if Adam ever keeps bottles of perfume he wouldn't necessarily like to wear himself, but

because he's drawn to the *flacon* itself or the history of the house?

'I've actually got things I hate smelling, but I still love them and want to keep them all the same. There might be something that makes me want to keep going back and smelling, or perhaps one day I'll fall in love with it on my skin - who knows...? Some of them I know I'll never wear, but I just like having them around me - I like owning them and admiring them for what they are. That's a true obsessive for you... I don't have that many proper vintages, though there's a great guy on Spitalfields Market who sometimes has a stall with old bottles, and I have occasionally found a few there.'

It seems Adam is also blessed with relatives and companions who act as fragrance mules for him on their travels around the world. 'People know me so well, so I'm constantly getting calls with them asking "do you fancy this?" or "shall I pick up a bottle of that for you?" and I'm like, "uh, YES! Of course I want it, bring it to me!" - especially if it's something really unusual I haven't tried before or have been searching out for ages.'

Adam chuckles as he recounts another of the drawbacks of being known for such a large perfume collection. 'I don't get given a lot as presents, exactly, but oh my God I give a lot away as presents. People see me as an open-all-hours perfume shop - but I must admit I love it. Especially when you suggest a particular scent for someone and they come back and tell you they adore it. I do that all the time, for friends and clients alike. I'm forever sending them to Liberty, Harrods or some of the indie boutiques. It's such a thrill to match people with a new favourite. Well, you must find that, too at The Perfume Society...?'

Indeed, we do - but we get just as much pleasure to watch a fellow fragrance fiend wax lyrical about their obsession with such animated passion. As always, we came away with lists of things we must sniff soon. But how handy to be able to pop in to one of the Percy & Reed salons for a fab 'do - and a fragrance fix at the very same time...! 📷

ADAM'S TOP 10

We'd pre-warned Adam that we were going to ask him the ultimate nightmare question: what are your top ten favourite perfumes of all time? Taking it in his stride, he gestured rather nonchalantly, saying 'Oh that's not a nightmare at all, it's easy for me. These are definitely my "desert island" scents...'

- Calvin Klein Obsession for Men
- Robert Piguet Fracas
- Robert Piguet Bandit
- Santa Maria Novella Melograno
- Haeckels GPS 12' 0"E.
- Estée Lauder Youth Dew
- Diptyque Tam Dao
- Jean Paul Gaultier Le Male

Here, Adam paused significantly and furrowed his brow... 'Aaaagh! Okay. It is hard, isn't it? Two more...?' And they'd be...

- Loewe 7
- Prada Amber Pour Homme Intense

And because we're kind and don't limit people to just those, we asked if there are current ones Adam circles around - like a basking scent-shark - and finds himself coming back to the most? 'Oh thank God, because I didn't put Diptyque 34 in there, and I've been wearing Terre d'Hermès a LOT, as well as BYREDO Sunday Cologne, and I think I've found my next holiday scent, too - Agonist Solaris. It's amazing - so zesty and happy-making.'

So now we certainly know how to make Adam Reed happy - which is simply to ask him to talk about fragrance...

www.percyandreed.com

the scented cocktail

One of the hottest fragrance trends we've seen in 2015 is for perfume-inspired drinks. **Carson Parkin-Fairley** not only collated a 'magnificent seven' recipes – but illustrated them for us, too...

At The Perfume Society we're lucky enough to have Carson as our own resident mixologist: an editorial assistant and customer service whiz who moonlights behind various stylish bars, including her mother Sophie Parkin's Vout-O-Reenees club in Whitechapel. (It's almost in her genes: Carson's unofficial godfather is Dick Bradsell, acknowledged as the UK's leading mixologist. She couldn't have asked for a better teacher.)

In addition, throughout the year, The Perfume Society team has taken itself off (in our spare time, rather than on the job!) to explore the increasing number of bars where scent-inspired cocktails can be found on the menu. (File under: tough, but someone had to do it.)

Excitingly, what we discovered on our perfumed peregrinations is that even where the cocktail list doesn't specifically mention fragrances, most bartenders love rising to the challenge of coming up with something that smells as good as it tastes – particularly if they're being asked to recreate an actual perfume which a customer is wearing, in drinkable form.

Our Perfume Group members, up and down the country, set out to do just that over the summer: we gave them the challenge of coming up with the best scented cocktail – and offered a fabulous *flacon* of fragrance for the winner. (Surrey-based Katrina Furniss won, for her 'Jimmy Choo' – which we're delighted to feature here – and bagged a bottle of the same, for her efforts.)

Some of the ingredients listed in the recipes here may not reside in your drinks cabinet – but almost all are readily available with a little help from Google. Less easy to find are some of the 'syrups', which concentrate the scented elements in sugar and really pack a punch in terms of flavour and fragrance. But once you've mastered a syrup recipe (there are loads on-line), they're surprisingly simple to make.

Mandy Aftel and Daniel Patterson's excellent book *Aroma* is a great starting place for inspiration as to fragrant ingredients which can also be eaten/drunk, and we also recommend Tony Conigliario's *The Cocktail Lab: Unraveling the Mysteries of Flavor and Aroma in Drink*, which features some fantastic recipes – including a cocktail created to evoke Frederic Malle Lipstick Rose.

And here's the secret bonus: you know how lethal cocktails can be? How easy to knock back, in a couple of delicious, seemingly innocuous glugs, leaving you suddenly unsteady on your feet? What we've found is that when you focus on identifying the scents and aromas in what you're drinking, trying mentally to 'match' them to a particular perfume, you sip rather than swig – stretching the drinks out much longer.

It only remains for us to say: we hope these leave you shaken and stirred...

SPRITZES AND SPRITZERS

The following are all fantastic places to enjoy scented cocktails...

● **FRAGRANCES** at The Ritz-Carlton Hotel, Berlin. ritzcarlton.com

● **THE GREEN BAR** at London's Café Royal, which in 2015 showcased a collection of cocktails inspired by Givenchy fragrances. hotelcaferoyal.com

● **68 COLEBROOKE ROW**, Islington, London N1 8AA. 69colebrookerow.com

● **BENARES** is a sensational Indian restaurant in Mayfair with a world-class scented cocktail menu, at 12a Berkeley Square, London W1J 6BS. benaresrestaurant.com

We're also collecting scented cocktail recipes to share with our readers – so do send us yours, please, to: info@perfumesociety.org.

MILLER HARRIS

La Fumée

This Ottoman Mojito is from Benares (see left).

Papagayo spiced rum
Bergamot orange juice
Rose syrup
Fresh coriander
Fresh mint
A pinch of ground cumin
Smoked soda water (or plain)

Muddle mint, coriander, cumin, add other ingredients. Shake over ice and double strain into hurricane glass. Top with a spritz of soda water. Garnish with mint leaves and coriander. (You'll have to experiment with quantities: mixologists sometimes regard recipes as akin to state secrets, and the barman behind this was very coy about how much of what goes in. But we're having a lot of fun playing with it!)



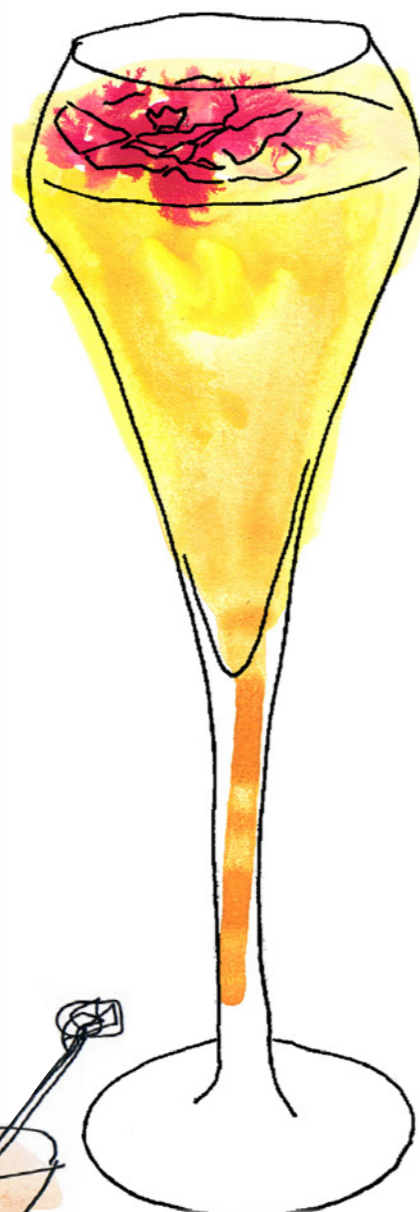


JIMMY CHOO BLOSSOM

This was the winning cocktail in The Perfume Society's competition for our Perfume Group members, created by VIP Subscriber Katrina Furniss and her husband Paul.

20ml Triple Sec
80ml coconut water
50ml Bacardi
40ml lychee juice
½ teaspoon of rose water
Grenadine

Stir over ice, strain into a Martini glass with 5ml grenadine in the bottom; top with a glacé cherry.



MILLER HARRIS LE JASMIN

This Fleur Spritz has also been served at Benares, the sensational Indian restaurant on Berkeley Square. Find a recipe for creating rosemary and orange blossom syrups at marthastewart.com. You can find bergamot orange juice at artimondo.co.uk.

15ml Cognac
15ml Briottet Rose Liqueur
20ml bergamot orange juice
10ml rosemary syrup
15ml orange blossom syrup

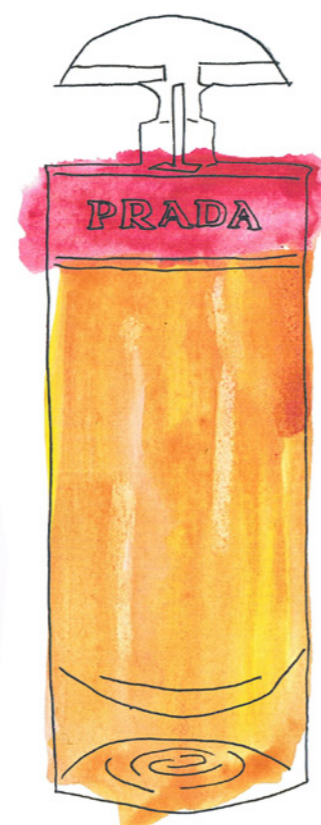
Shake over ice, double strain and serve in tall flute. Top with champagne. Garnish with an edible flower.



PRADA CANDY

40ml whiskey
10ml Galliano Vanilla Liqueur
2 teaspoons caramel syrup

Stir over ice, strain and serve in a tumbler with ice.



LOCCITANE ROSE ET REINES

This cocktail, known as 'The Divine', was created by Carson Parkin-Fairley and served at Vout-O-Reenees Club.

50ml vodka
25ml Belvoir Fruit Farms Raspberry & Rose cordial
25ml lemon juice

Shake over ice, strain and serve in a Martini glass with a cherry on stick or a sliver of lemon peel.



PENHALIGONS VAARA

Also served at The Ritz-Carlton's Fragrances bar. (For a recipe for coriander schnapps, visit danish-schnapps-recipes.com. Who knew...?)

10ml pear puree
30ml saffron-infused rum
30ml bourbon
Dash of rosewater
2ml coriander schnapps
20ml magnolia-vanilla-honey-tonka bean syrup

Stir over ice, serve in a tumbler with ice.

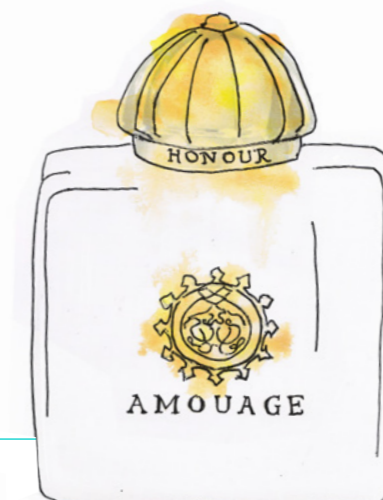


AMOUAGE HONOUR

In Berlin's Ritz-Carlton Hotel you'll find a cocktail bar called Fragrances, entirely dedicated to scented cocktails. This drink was created by their mixologist Arnd Heißen and although some of the ingredients require a lot of preparation (first infuse your lily of the valley gin, for instance...), we've included it to get your inner mixologist's mind whirring. You can find rhubarb nectar, meanwhile, at finecheese.co.uk.

30ml lily of the valley-infused gin
10ml Anejo Tequila
5 dashes of rose water
20ml sake
40ml rhubarb nectar
2 teaspoons of vetiver-jasmine-incense syrup

Shake over ice and strain into a small white wine glass.



closer to heaven



PERSOLAISE'S
FAVOURITE
INCENSE
PERFUMES



We asked the award-winning author and blogger to share his very personal 'smoking' scent choices – from the smouldering to the spiritual...

As I sit down to write these words, I can't stop myself from chuckling. When The Perfume Society asked me to put together a piece about my favourite incense perfumes, they explained that one of the reasons they thought I was the right candidate for the assignment was that I grew up in the Middle East.

Little did they know how many buttons in my psyche they were pushing. In fact, at this very moment, even I can't quite believe how deeply the subject of incense cuts into my soul. Part of the problem is that I'm writing this in a place that makes it very difficult for me to be objective about my past. What is this discombobulating location? Well, as it happens, it's Dubai. But this is most certainly not the city of my childhood.

For a start, 20 years ago, when I left the UAE, the all-consuming giant that is The Dubai Mall was probably little more than a faint spark of an idea in a sheikh's ambitious mind. What's more, the notion of a branch of Ladurée in the UAE almost certainly hadn't been conceived in any shape or form. And yet, here I am, sipping a chocolate Viennois, wryly thinking that my view isn't altogether different from when I'm at the *pâtisserie*'s Harrods boutique: I'm surrounded by heavily made-up ladies in black *abayas* and bearded men in *dishdashas* so white, they're almost glowing.

But superficial similarities aside, this definitely isn't London. If it were, it wouldn't confuse me and unsettle me in the way that only childhood haunts can. And that's where the incense comes into the picture. Its unmistakable, ancient smell seems to hide in every corner of the air. Each time someone walks past me, there it is, hand in hand with rose or sandalwood. In fact, Dubai Mall's very own 'signature' perfume – pumped throughout the place and noticeable as soon as you enter – is a limpid, watery incense composition. It fills my lungs and my mind, and then I'm off...

I vividly remember strolling through the old Al Ghurair mall in the early 80s, perplexed and fascinated by the burnt smells coiling around me. I remember my Dad telling me that incense resin was what he and his friends used as chewing gum when they were kids. No joke! You put a tiny lump in your mouth and work at it with your tongue and your teeth until it grows soft and rubbery. It's a curious sensation – but a darn sight better for you than Wrigleys. But before I end up writing an autobiography, I think I'd better stop and simply say that if perfume and incense are interchangeable terms (which they almost are) and if perfume is one of the all-abiding constants in my life (which it pretty much is) then incense and I are nothing less than soulmates.

That's why it is such a thrill for me to be able to be able to share my favourite incense-based perfumes – even if it has been a devilish list to edit. So dim the lights, put on some suitably Arabian music – I'd recommend Youssou N'Dour's 'Egypt' album – and allow the magic carpet to carry you away...



1 COMME DES GARÇONS AVIGNON

Each of the perfumes in CdG's incense series is worth checking out, but Avignon towers above the rest. Composed by Bertrand Duchaufour – a perfumer who has made incense his calling card – it is without any doubt the first scent I reach for when I want to be reminded of the profound serenity inside an empty cathedral. It is note-perfect: the dustiness, the faintly lemony note, the mineral facet, the woods, the smoke... They all come together to create what begs to be described as a religious experience.



2 TAUER PERFUMES INCENSE EXTRÊME

If Avignon is the first fragrance I go to when I need an incense kick, then Andy Tauer's Incense Extrême is what I choose when I need something that lasts just a little bit longer. Cleaner and smoother than the

CdG, it nevertheless presents an entirely convincing depiction of the material, as tranquil and composed as a row of nuns with their heads bowed in prayer.



3 TOM FORD SAHARA NOIR

Forget chastity and piety: this is incense as a very, very naughty boy indeed! Created by Rodrigo Flores-Roux, it takes its star ingredient and rolls it around in the mud with fierce resins and growling animalic notes. A beast that I always enjoy trying to tame. Sadly, it's about to be discontinued, so grab it while you can. ►

4 AMOUAGE JUBILATION XXV

Here's Duchaufour again, this time adding a slender note of sweetness to his frankincense gum. Tart blackberries, cinnamon and a heap of myrrh lend robust support to what I read as a compelling take on modern Arabia: sleek, polished and luminous, while never losing sight of the past.

5 GORILLA PERFUMES EXHALE

Many people are aware of Gorilla's Breath of God, a strange, near-incomprehensible mixture of smoky and marine notes. But did you know that the scent is actually a combination of two other Gorilla creations: Inhale and Exhale? The latter may smell too burnt and tarry to qualify as an incense perfume for some, but I'd suggest it's perfectly in touch with its spiritual side, using vetiver and cade to sing a tune that may be loud, but is as harmonious as any hymn.

6 SERGE LUTENS FILLE EN AIGUILLES

Incense goes for a walk. In this compelling piece of work by Christopher Sheldrake, the outdoorsy quality of the material - a facet it shares with camphor - finds a perfect mate in pine oil. The result is a downright fascinating merging of the vast and the intimate, an almost surreal portrait of Alpine forests growing within the confines of cavernous churches.

7 CARTIER L'HEURE MYSTERIEUSE

In her exclusive Heures range for Cartier, Mathilde Laurent has sought to re-interpret classic perfumery materials - and for her 12th hour, she decided to turn to the art form's primal origins. The fruit of her efforts is a characteristically elegant creation, with enough twists and surprises - chiefly thanks to the use of salty mineral facets - to maintain a secretive allure.

8 ÉTAT LIBRE D'ORANGE RIEN

Where do I start with this one? Ironically named 'nothing' - because, in fact, it contains pretty much all of perfumery's most heavy-hitting materials - Antoine Lie's tempestuous



“Dim the lights, put on some suitably Arabian music – and allow the magic carpet to carry you away”



creation could just as easily be classified as a leather or a patchouli or a wood scent rather than an incense. But why split hairs when you're talking about a perfume that's as incredible as this is? Wear it... and let its unstoppable hurricane take you where it will.

9 YSL NU

Venomous, intoxicating and completely seductive, this is incense all dressed up and ready to kill. In addition to the star material, its weighty arsenal includes spices, dense woods and a scattering of burnt petals, all of which serve to deliver a statement of deadly intent.

10 L'ARTISAN PARFUMEUR DZONGKHA

Yet another entry from Monsieur Duchaufour. Inspired by his love of Bhutan's temples (Dzongkha is the language of Bhutan), he's fashioned what I was once moved to call a 'bearded incense'. At the time, I thought the description was rather flippant, but I've since decided that it fits pretty well. The central incense facet is distinct and clearly defined, but it's given a deliciously fuzzy outline with the inclusion of textured woods. As original as it is contemplative.

11 CHANEL NO.22

Chanel tend not to market this as an incense perfume, preferring to present it as a sort of super-aldehydic No.5. That's fair enough, but once you spot the incense note here, then it becomes impossible to ignore. It weaves its way around the citruses, the florals and the sandalwood to create the most weightless, translucent incense fragrance imaginable. I suspect that somewhere, in the skies above, this is what the angels are wearing.

12 HERMÈS UN JARDIN SUR LE NIL

The publicity material for this scent makes much of the fact that perfumer Jean-Claude Ellena based it on an Egyptian variety of mango. The fruit aspect is unquestionably present, but it's bolstered by a gorgeously-rendered incense note, both refreshing and soothing. Summers just wouldn't be summers for me without this beauty. 🍹

latest launches

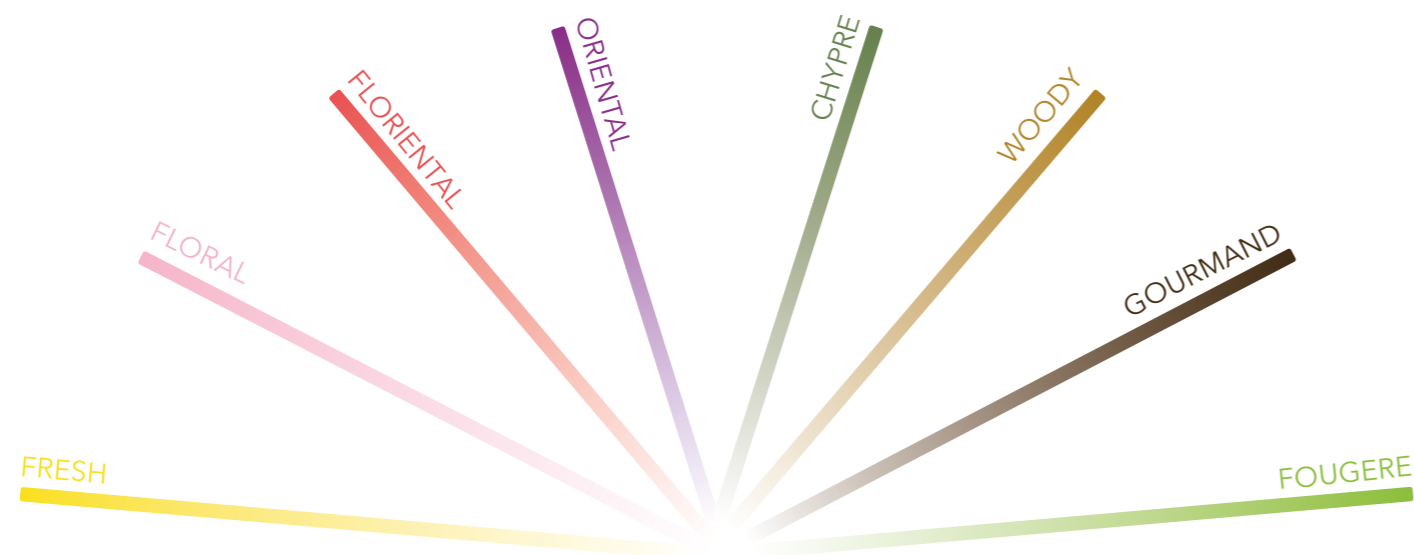
As we hurtle towards summer and (fingers crossed) warmer weather, the pace of launches is increasing. Here's your short-cut to keeping your finger on the pulse-point of all the scents debuting now – and the new brands landing on-counter. (PS Where a fragrance is 'At' a location, it's in-store only for now, rather than on-line.)

MORE SHOPPING TIPS (FOR HIM)

- Have you fallen madly for a new fragrance? Why not find out who the perfumer or 'nose' was behind it and see what else they've created – much as an author has a unique style, perfumers do, too.
- Also, check if there are what's known as 'flankers' (variations on a theme, often rather confusingly called similar names) to the original – you could well fall for them, too.
- If you really like a particular fragrance but find it disappears too quickly on your skin, ask if there's an *eau de parfum* version (they tend to last longer); many more are being launched now. Alternatively, see if there's a matching body product you could layer it with – or apply it over an unscented body moisturiser. And if you like a particular smell but you're finding it too heavy? Ask for *eau de toilette*, *eau de Cologne* or *Splash*.
- For anyone who finds the hubbub of a fragrance hall overwhelming, our Discovery Boxes allow for leisurely sniffing at home. For men who are 'allergic' to shopping (and we know quite a few), our 'The Scent of a Man' Discovery Box (p.26) offers the opportunity for any man to try fragrances from the comfort of his favourite armchair.

THE FRAGRANCE FAMILIES

As scentophiles know, fragrances fall into different 'families'. So we've used the same classification system for launches as on our www.perfumesociety.org website. Just look for the coloured strip above the name of the perfume, which is your visual clue to the families. (These are listed below.) Most of us are drawn to a specific family/families: once you know which you fall into, that colour can act as a cue – and help you take a short-cut to the ones you may want to try first...



ARMANI PRIVÉ FIL ROUGE



An olfactory echo of Armani's Spring/Summer 2016 collection, bottled in screenprinted glass to match Armani's current seasonal flashes of colour, this takes its name from the 'fil rouge': the unifying thread that runs through an idea – or the design of a garment. What interests us about this collector's item, though (just 1000 bottles exist), is the scent itself, which swirls mistily around the central note of iris, bringing out its breeziness and adding shimmering touches of white musk. £550 for 100ml *eau de parfum* harrods.com

ATELIER COLOGNE MIMOSA INDIGO



Atelier Cologne unveil a stunning Collection Orient quartet of darker, mysterious fragrances – here, showcasing on-trend mimosa in exotic fashion. Opening with mandarin, bergamot and saffron, mimosa claims the limelight, with lilac emphasising its soft powderiness, alongside smooth white leather. Spices, musk, vanilla and sandalwood make for a soft, milky base – and if you aren't usually daring enough to carry off Orientals, AC's light touch makes this an easy wear. £220 for 200ml *Cologne Absolue* harrods.com

BALMAIN EXTATIC TIGER ORCHID



Balmain's latest is a fresh play on that most exotic of flowers: the tiger orchid. A summery take on the original Extatic, Tiger Orchid opens with bright flowers, ginger and pink pepper. The orchid note suffuses the heart, with voluptuous jasmine and ylang ylang accentuating its nectarous elements. A balmy blend of patchouli, benzoin and cashmeran complete the composition – and we can assure you, the elixir within is as enticing as the *flacon* that holds it. £69 for 90ml *eau de parfum* harrods.com

CLEAN RESERVE BLONDE ROSE



Stripped-down sexiness from a brand for whom sustainability is a byword, not a buzzword. From using 100% solar-powered energy to ethically sourced and sustainable ingredients wherever possible, the collection of nine fragrances is made to be layered or enjoyed one by one. In this sheer but characterful option, aldehydes and lime sparkle gorgeously before rose petal dewdrops dance breezily with peony, wisps of jasmine leading to a gentle musky dry-down. £75 for 100ml *eau de parfum* spacenk.com/uk

EX NIHILO SWEET MORPHINE



Perfumer Nathalie Cetto created this daringly-named pink juice for 'customisable' fragrance house Ex Nihilo: at first almost girlishly innocent, with clouds of lilac, iris and mimosa absolute, Sweet Morphine then goes over to its darker, naughtier, take-me-to-a-nightclub-and-dance-with-me-till-dawn side. This truly is a contrast of light and dark, in which vetiver, patchouli and Bourbon vanilla linger – and invite you back for more. You may well find resistance futile. £210 for 50ml *eau de parfum* At Harrods Salon de Parfums

GUERLAIN PERA GRANITA



Summer wouldn't be summer without a new Aqua Allegoria: Guerlain's hotly-anticipated annual releases tend to be cool-as-a-cucumber, and this is (almost) icy as the name implies. Lemon, bergamot and grapefruit introduce the fragrance, which becomes herby and aromatic, then sweetens up with the arrival of osmanthus and pear. Base notes include moss, cedarwood and white musk – and the whole thing's as pretty as its ballerina pink 'juice' suggests. £47 for 75ml *eau de toilette* selfridges.com

ACQUA DI PARMA
COLONIA SANDALO



A Cologne for warm-blooded beasts who like their juices a little more racy, Colonia Sandalo's flacon is emblazoned with a distinctive 'H' on the cap, which may give you a clue as to the department store which has exclusivity. The slightly boozy bergamot and creamy sandalwood slide sublimely into a lavender- and cardamom-sprinkled deeper woodiness, with toasted almond-like tonka bean and freshly-buffed amber wading in with abandon.
£179 for 100ml Cologne concentré
At Harrods

CLEAN RESERVE
SMOKED VETIVER



Smoked Vetiver imagines the moment of standing on the edge of a rainforest waterfall. It's walking through still pines in a forest, the calm of the woods enveloping you (via the intriguing use of bamboo leaf and quince, blonde cedarwood and wild moss). There's an almost salty quality in the background, evocative of rough oceans, wild waves. The fabulous finale of vetiver, myrrh, amber and soft musks lures you to get lost in this beach-fringed forest – and delightfully so.
£79 for 100ml eau de parfum
spacenk.com/uk

ARMANI
CODE PROFUMO



It's a trend we predict we'll be seeing more and more: intensified versions of masculine fragrances, which last longer on the skin and have greater diffusion. (And why not? Women have been wearing stronger concentrations for years – and loving it.) In its tactile, sculpted bottle – circled by an Armani 'cummerbund' – Code Profumo seduces with the warmth of amber, benzoin and tonka bean, melting into the embrace of wood and smoke. One to nuzzle up to, for sure.
From £45 for 35ml eau de parfum
johnlewis.com

DIOR
FAREHHEIT



An exciting new chapter in the success story of Dior Farenheit, which spans almost three decades: François Demachy maintains the brisk pace of Dior launches with a reinvention of Farenheit as a modern Cologne, while retaining its woody-spicy charms. Haitian vetiver and Virginia cedar, nutmeg and cumin, patchouli and violet ensure Farenheit stays true to its signature – but the splash of mandarin essence, Calabrian bergamot and lemon make it fresh in every way.
£49.50 for 75ml Cologne
dior.com

BOTTEGA VENETA
POUR HOMME ESSENCE
AROMATIQUE



The pale blue/green of the juice and streamlined, frosted flacon perfectly mirror the essence of the scent itself: a hazy freshness unfurls like mist rolling across the treetops of an Italian forest, the bergamot and citrus bitter-sweetness gradually fading into a deeper woodiness that stays crisply dry, like the snap of a twig. Siberian pine and patchouli radiate flashes of herbaceous freshness like beacons in the fog: a trail you never want to end...
£52 for 50ml eau de cologne
At Harrods

DOLCE & GABBANA
THE ONE FOR MEN



D&G are back with an amplified version of their classic The One – this time with enriched tobacco and amber. (So expect it to trail a little longer on the skin.) Travelling down the herbaceous route, it opens with coriander, basil and a hit of grapefruit that lightens the tone. A warm blend of orange blossom, ginger and cardamom then appear at the sensuous heart, delivering the olfactory equivalent of an impeccably tailored suit.
£55 for 50ml eau de parfum
theperfumeshop.com

JEROBOAM
ORIGINO



Jeroboam's explorations of musk – composed by Vanina Muracciole – lead us to predict it will become perfumery's 'next big thing'. Each is offered in a travel-friendly 30ml bottle (the joke: a jeroboam is normally three litres), with musk the sun around which other ingredients orbit. Here, pink pepper, bergamot, juniper, nutmeg, sandalwood nestle alongside bare-skin sexy musk, making us want to drape ourselves over a *chaise longue* wearing very little but a wicked smile.
£80 for 30ml parfum extrait
selfridges.com

PAUL SCHÜTZE
BEHIND THE RAIN



Having created olfactory dimensions for art installations, followed by a barrage of requests for personal fragrance, Paul Schütze unveils a trio of 'wearable artworks'. Here, a fragrant melody of moss, lentisque and linden blossoms is fractured by the haunting refrain of conifer, frankincense, black pepper, grapefruit and resinous woods: wearing this feels slightly unsettling at first: a prayer uttered in darkness, before the piercing light breaks through the clouds.
£132 for 50ml eau de parfum
roullierwhite.com

LES EAUX PRIMORDIALES
MOMENT PERPÉTUEL



Les Eaux Primordiales is an exciting new fragrance house created by French perfumer Arnaud Poulain. Simplicity in packaging and logo doesn't extend to the six scents in the collection, which are complex and multi-faceted – all inspired by Jules Verne's *20,000 Leagues Under the Sea*. Moment Perpétuel evokes a hot summer in Provence, via sun-ripened blackcurrant, iris, white thyme, fir balsam, with armfuls of small-batch French lavender at its core.
£124 for 100ml eau de parfum
lessenteurs.com

PENHALIGON'S
ENDYMION CONCENTRÉ



The striking inky bottle and silver shield label topped by a silver crescent moon hint at the mysteries within Endymion Concentré: a deeper, darker, more intense new version of the so-popular Endymion, which debuted in 2003. Described as a 'semi-Oriental', it retains a hint of *fougère* (see p.11) via lavender, sage and geranium, wrapped in suede. The leather notes intensify as the fragrance unfolds, with creamy nutmeg and incense making for a sweet seduction.
£128 for 100ml eau de parfum
penhaligons.com

PACO RABANE
BLACK XS LA FOR HIM



The flash of white teeth against a tan, the zest bursting from a Florida orange, warm air melting to a veritable headlong leap into fresh fruit cocktails shaken over crushed ice and clary sage. After all that excitement, the faint tang of salty skin still glistening from the swimming pool's plunge. Vibrantly youthful, this positively shimmers, its mineral-crisp heart softened by cinnamon. Wannabe rock-stars and surfers with swagger, spritz this with abandon.
£52 for 100ml eau de toilette
theperfumeshop.com

PRADA
LUNA ROSSA EAU SPORT



Inspired by the 'spirit and energy' of extreme sailing, Eau Sport is Daniela Roche Andrier's redefinition of her original Luna Rossa. Opening to zesty bursts of bergamot and cedrat, it coasts in on a cool and refreshing tide, before amber meets the lavender in the heart. Sport's embrace becomes cosier as it's skin-warmed, with ambergris and cedar in the base creating a dry and woody impression that endures from breakfast through to supper on the deck.
From £47.50 for 50ml eau de toilette
johnlewis.com

Lemons

When life in the Med gave TV presenter Yasemen Kaner-White lemons, she didn't make lemonade: it set her on a whole new citrus-powered career path



“You could say it was the scent of lemons that kick-started my self-employed career. Literally, a life-altering aroma. In 2009, when recession hit Cyprus, talk of terminating the TV English department (which I presented for) began. To help decide what I should do next, I headed to Lefke – not so much a village as a land of lemons. And as I walked along chatting with my cousin among his groves, I found myself pausing on the path like a meerkat: my head shot up, my nose pointed up in the air, my eyes closed, enhancing the experience of the sweet, heavenly honey-like citrus scent filling my nostrils.

I was surrounded by lemon trees, as far as the eye could see, the nose reach. ‘Do something with them, make jam, sell them!’, I told him. ‘What can I do with so many of them?’ my cousin replied. So it began: a long, long list of possible ways to use lemons, which to my own surprise ultimately culminated in a 280-page eulogy to the lemon: my first book. Since then, with England as my base, I have focused on writing, editing and radio presenting, travelling the world and giving in to my naturally nomadic ways. And it's all thanks to the seductive scent of a lemon.

Growing up, even before this pivotal moment, I was always aroused by tasting and smelling elements of nature's harvest, an appreciation nurtured by my mother. I was first in class to taste tangy tart physalis (a.k.a. Cape gooseberry) and luscious fresh figs. Her English yet somehow *souk*-scented kitchen, where saffron and turmeric were commonplace, was a haven. Looking back, even the salad accompanying every meal, with its dash of olive oil and fresh lemon, well... it's the citrus acidity which cuts through all my recollections.

Later, my first love and I spent many carefree hours in his parents' Cypriot garden, gathering produce for his mother, reminding me of time spent strawberry picking as a child. The lemon trees provided shade and an edible scent – a juicy contrast to freshly snapped broad beans, just-picked avocados and artichokes. As we sat under them, a shawl of sunlight peeping through the branches was just enough to keep us warm.

Visiting Cyprus always means family gatherings. Traditionally, as you enter your host's house, you cup your hands to be filled with a puddle of *limon*

kolonyasi, a delightful pungent lemon Cologne. No matter what status, age, or gender, all Cypriots love this refreshing liquid. (In fact, when I launched my book in England, my Cypriot auntie treated every guest to the same hospitality as they walked through the door – a wonderful touch.) Comforting citrus was there to hold my hand on my first day in my rented office, too; research had taught me that a whiff of lemon is proven to increase concentration, so an aromatherapy humidifier wafting out the essential oil was installed.

For me, squeezing a whole lemon's worth of juice in a little tepid water every morning before breakfast to 'kickstart the liver' is as powerful as the smell of crushed coffee beans – but cleaner. For me, lemons are evocative of awakening - preparing for a new day, or a new challenge. My first BBC Radio Berkshire interview, discussing my love of cuisine, culture and citrus, had me sitting behind the glass panel waiting to be introduced with a scratched lemon in my hand, sniffed like a child's Linus blanket to calm my nerves.

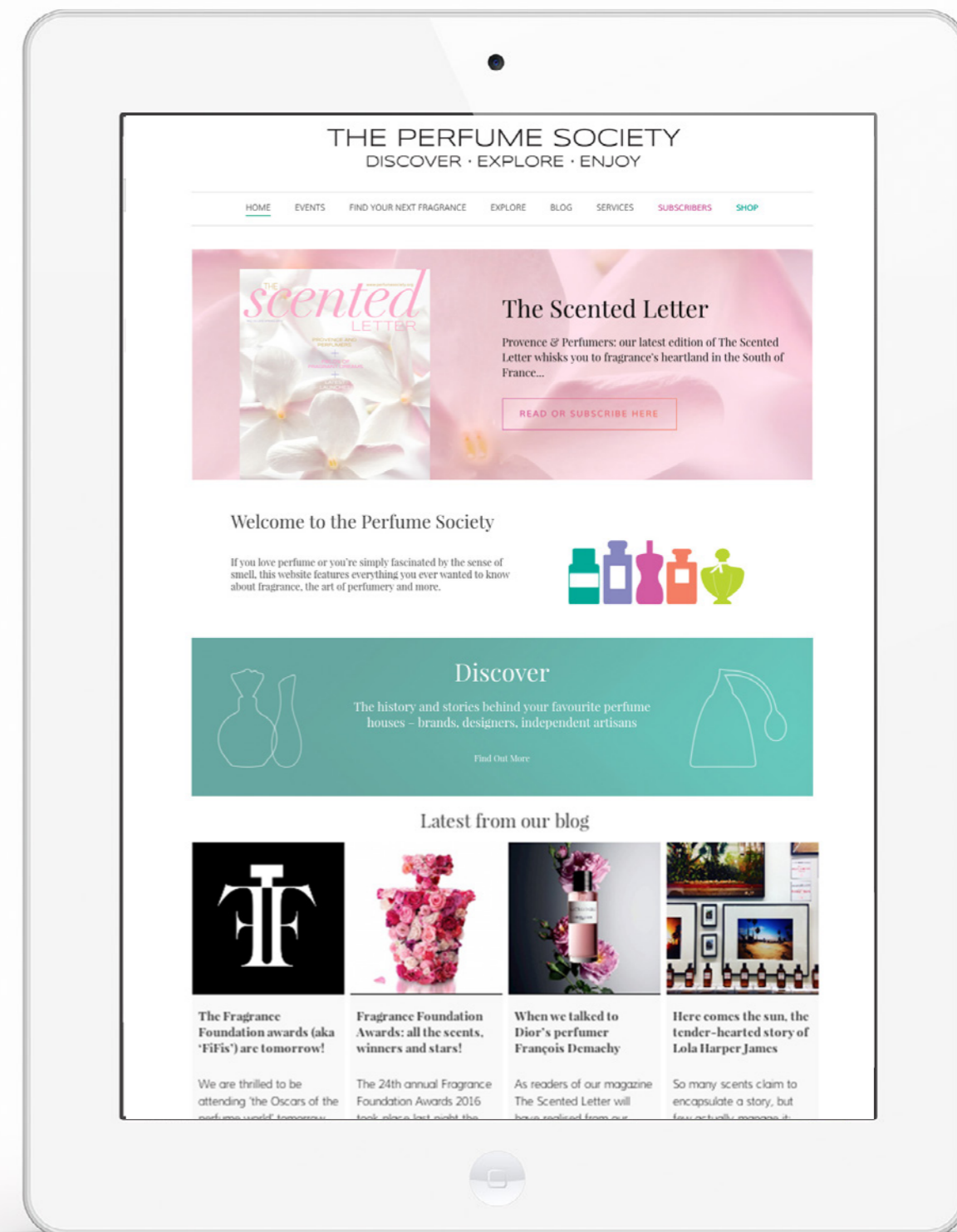
'For me, lemons are evocative of awakening - preparing for a new day, or a new challenge'

Lemons aren't solely a summer memory scent for me, though. Clove-studded lemons left to dry sums up my smell of Christmas. All year round, lemons are present in my life, permeating the air with their crisp, uplifting odour. From washing-up liquid to shampoo, to conditioner to shower gel, citrus is my chosen aroma – and nothing else lifts my spirits in the same way. But it's still pretty amazing to me that as the subject of *The Lemon Compendium* – my tome entirely dedicated to this gorgeous golden fruit – they're even shaping my career.

So next time you hold a lemon, a little elliptical golden sun in the palm of your hand, scratch beneath its surface and inhale deeply. I promise, as the essence bursts through, wafting into your nostrils, wherever you are, whatever you're doing, your zest for life will be reignited. ”



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