

THE

scented

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LETTER



COLLECTING
VINTAGE
PERFUMES



STASH
STORAGE
SECRETS



TWIGGY'S
SCENT
MEMORIES



LATEST
LAUNCHES

COLLECTORS + collections

Mon
GUERLAIN

THE NEW FRAGRANCE

DISCOVER

ANGELINA JOLIE



editor's LETTER



We're proud of the fact that *The Scented Letter* isn't a magazine for wearers of a single signature scent.

Our readers don't just wear perfume – many of you actively collect it. In past editions, we've featured stashes of anything up to 600 bottles, alongside their proud owners. And now, we thought we'd celebrate this passion for perfume with an entire edition devoted to collectors and collections.

You might like to start by turning to p.14 for *flacons* any perfume-lover would lust over.

Looking beyond the scents we enjoy wearing every day, increasing numbers of us also now collect bottles as we might art, wine or antiques. Annually, there are major international auctions dedicated to historic perfume bottles – and in her article 'Not To Be Sniffed At', Suzy Nightingale offers you a preview of a swoon-worthy upcoming sale.

For money-can't-buy bottles, though, visit the Lalique museum. René Lalique played a vital role in popularising perfume – and created some of the most stunning *flacons* the world has ever seen, during his dazzling career. In Alsace, there is now an entire museum devoted to Lalique's work – and Carson Parkin-Fairley enjoyed a tour of its truly priceless items.

One perfume ingredient which tends to attract 'collectors' is tuberose. This heady, exotic white floral is sometimes referred to as 'the harlot of perfumery' – and tuberose's fans tend to be devoted to its heady white floralcy. (Others run a mile from that; this is a love-it-or-hate-it-ingredient, of course.) Bethan Cole explores its use in perfumery – and looks at quintessential tuberose creations – on p.10.

Now, did you know that how you store your scents will affect their lifespan? I talked to a world expert to get the low-down on the very best ways to prolong the life of your perfume collection – and after absorbing his thoughts, on p.23, you may want to go over to the dark side!

And here's a question I hope you never have to answer: what would you do if your stash was stolen...? That's what happened – *quelle horreur!* – to author and teacher of perfumery Karen Gilbert, last year. On p.18, Karen shares important practical lessons from her burglary for all of us that should help keep our treasured fragrance wardrobes safe.

Answer me this: is anyone's collection ever complete...? I think not! And this is a glorious time of year to add to your own stash. So to ensure your finger on the pulse of spring's exciting Latest Launches, just turn to p.36.

Happy spritzing, one and all...

THE scented LETTER



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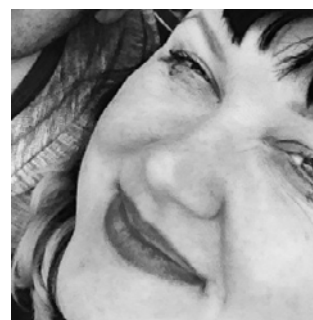


Lee Kynaston

Described in the *Financial Times* as 'possibly your ideal Grooming Editor', Lee is one of the UK's best-known and most experienced male grooming experts. An award-winning journalist with two Jasmine Awards under his belt, Lee writes for numerous websites and publications including *The Telegraph*, Mr. Porter and fashionbeans.com, has a regular style & grooming column in *The Sunday Telegraph's Stella* magazine and blogs as The Grooming Guru (groomingguru.co.uk). Lee's favourite fragrance is Grey Flannel by Geoffrey Beene. He is: @grooming_guru

Twiggy

When Twiggy was named 'The Face of 1966' by the *Daily Express* (as a teenager), we took her to our hearts. After gracing countless magazine covers, Twiggy began her acting career by winning two Golden Globe Awards for her role in Ken Russell's 'The Boyfriend', followed by many appearances on stage, TV and film. She's been a chat show host, a theatrical producer – and since 2005 has been part of a phenomenally successful Marks & Spencer ad campaign. Late last year, she launched her debut fragrances for the high street store, which sit alongside her M&S clothing line. Her website is twiggylawson.co.uk and she's @Twiggy on Twitter.



Bethan Cole

Bethan is a widely-published beauty, fashion, music and pop culture journalist who's written for *Vogue*, *Red*, *Stella*, *i-D*, *How to Spend It*, *GQ* and as Beauty Editor for *Style*; she is also in demand as a copywriter. Bethan has a particular love of fragrance, and in 2012 won a Jasmine Literary Award. She writes a regular 'nose' profile for *The Scented Letter* and on p.10 explores one of perfumery's most divisive ingredients, the heady tuberose. Find her at: bethancole.com



Karen Gilbert

Karen is renowned as a brilliant perfumery teacher, offering classes and workshops (and an on-line perfumery course). She's also an expert at creating natural cosmetics, and is author of two highly readable books, *Perfume – The Art and Craft of Fragrance* and *A Green Guide to Natural Beauty*. On p.18 she shares wise advice for perfume-lovers, having had her collection stolen. For more info about Karen and her courses, visit: karengilbert.co.uk

contents



mistress of the night
**THE GREAT HARLOT OF
PERFUMERY**

Bethan Cole explores tuberose - a flower that inspires unswerving devotion among its fans

10



going, going, gone
**NOT TO BE
SNIFFED AT**

Suzy Nightingale investigates the fanatical frenzy of fragrance flacon collectors around the world

14



better safe than scent-less
**WHEN A STASH IS
STOLEN**

Karen Gilbert - whose precious scent collection was stolen last year - has sage advice for perfumistas

18



hide your treasures
SCENT STORAGE

The dark secrets (literally) of prolonging your perfume's lifespan - with tips from fans, followers and a renowned world expert

23



a touch of glass
LA-LA-LALIQUELAND

The world's greatest collection of René Lalique's perfume bottles and objets fascinates Carson Parkin-Fairley on a visit to France

26



an aromatic life
**MEMORIES, DREAMS,
REFLECTIONS**

Sixties icon Twiggy - who's as supercool and stylish as she ever was - shares a fascinating life in smells

30

3

EDITOR'S
LETTER

32

#SHAREMYSTASH

4

CONTRIBUTORS

36

LATEST LAUNCHES

6

NOSING AROUND

46

TAKES ME RIGHT BACK

nosing around

Among other scent news, we showcase lust-worthy limited editions and super-sexy bottles which any scent collector would surely love to get their hands on

A BOUQUET OF BOUCHERON

Five celebrated perfumers worked on the six stunning new fragrances in The Boucheron Collection: Nathalie Lorson, Christophe Reynaud, Fabrice Pellegrin, Jean-Christophe Hérault and Dominique Ropion. Each showcases a single precious material – iris, amber, vanilla, tuberose, neroli and oudh.

Looking for an instant perfume collection? We say: start right here.

£175 each for 125 ml eau de parfum harrods.com



Liberty gets a touch of glass



We've been waiting – oh, for forever for this: the truly legendary bottle designer Pierre Dinand – responsible for YSL Opium and Rive Gauche, Paco Rabanne Calandre and countless other *flacons* of great fabulosity – will have his work celebrated at Liberty in their Alternative Fragrance Festival, which runs from 23rd March-4th April. It's set to be a smash. (Hopefully, not literally.) liberty.co.uk

To DKNY for...

DKNY bottle collectors (there are so many of you!) will swoon over the just-launched Be Delicious City line-up. With three scents inspired by New York neighbourhoods - Chelsea, Brooklyn and Nolita - the smile-making bottles were designed by über-cool illustrator, Donald Robertson. Run, don't walk, to get them.

£39 for 50ml eau de toilette thefragranceshop.co.uk



SAY HELLO TO SHY MIMOSA

With so many specialist and niche perfumeries based in London, here's a breath of fresh air: West Country perfumistas can now peruse a scintillating array of hard-to-find fragrances hand-picked from around the world. Founder Maria Kabakova-Upfold had the vision to offer a specialist perfumery in the heart of Bristol – a rare opportunity for people who don't happen to live in the capital to branch out and sniff all manner of incredible scents. Other cities, please take note!
2B The Mall, Clifton, Bristol, BS8 4JG shymimosa.co.uk



Florals from Floris

A Floris catalogue dating back to 1851 offers a section of goods 'For Perfuming Apartments'. They're still at it – most recently with a Peony & Rose Luxury Candle (£40) and a Room Spray (£25 for 100ml), to fill a room (or indeed a whole house) with a glorious spring-like bouquet of rose, violet leaves, ivy, green tea, iris and musk.
florislondon.com

J'adorable!

If money truly is no object, collectors should head Harrods towards to check out this exclusive £75,000 Prestige Edition of J'Adore L'Or, fashioned from Baccarat crystal and with 40 diamonds adorning the rose gold ribbon around its graceful neck. Only four exist in the world.
At Harrods Salon de Parfums





ACQUA DI PARMA IN THE PINK

Pink leather, that is. This stunning refillable leather travel spray ensures their petal-perfect Peonia Nobile Eau de Parfum is always within spritzing distance.

£90 for 20ml purse spray (refills £63 for three x 20ml) escentual.com



SHE'S GOT A LOT OF BOTTLE(S)

You never know what you'll find in an attic or a flea market. Sylvie Guerlain set about amassing a collection of bottles down the ages produced for her family's perfume house – and they're now showcased in this hefty coffee table tome. It's in French. But if yours is rusty, never fear – mostly, this is an astonishing photographic treat for the eyes. Which may have you heading off to the nearest car boot sale, NB.

Flacons Guerlain: Collection de Sylvia Guerlain, by Bernard Gangler (Chêne) Order via bookshops, or at amazon.co.uk

Meet the naughty gang



Let three perfumers loose with the most precious fragrance ingredients and a 3D printer and what you have is Project Renegades (see p.45 for review). Mark Buxton, Bertrand Duchaufour and Geza Schoen (creator of Escentric Molecules) feature as metal caricatures magnetised to the front of their bottles – though as the scents themselves prove, these guys are anything but fragrance cowboys.

£155 for 100ml each harveynichols.com



The age of Elegantes

'Elegant people of our time are honourable people who pass on their values to others.' This is the Latin proverb that Elegantes London co-founder Thomas Smit found carved in stone in his native Prague. Written in 1599, those words struck a chord for a house which believes the ultimate luxury is to own artisanal fragrances (composed by IFF's young creative nose, Julien Rasquinet, with no regard to budget) in stunning crystal *flacons* painstakingly crafted by hand. Uniquely, the debut collection of three female and three male scents can be upcycled in the most glamorous manner: once the fragrance has been used they can be turned into candlesticks – artistic objects to enjoy, collect and then treasure forever.

Exclusively at Fortnum & Mason's Fragrance & Beauty Room (POA)

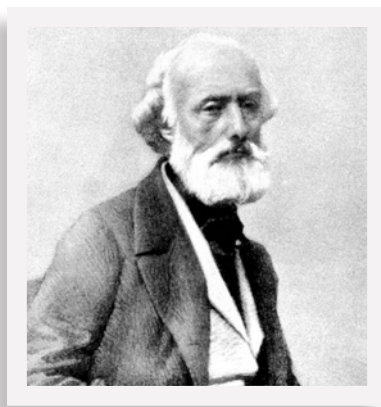
*Lives of the great noses:***PIERRE-FRANÇOIS-PASCAL GUERLAIN 1798-1864**

Founder of the Guerlain fragrance dynasty, Pierre-François-Pascal Guerlain was born in Abbeville on 3rd April 1798. His father, Louis François, was from a monied family that could trace their lineage back to the reign of Louis XIV; his profession was recorded as a 'spice merchant, pewterer and candle maker.'

The young Pierre-François-Pascal didn't want to enter the same business as his father – but his imagination was nonetheless ignited by the 'cradle of scents' in this spice merchant's store, which set him dreaming of faraway lands and exotic ingredients. Aged just 19, he left home to become an assistant merchant and traveller for the major perfume houses of the era, first working for the House of Briard and later the companies Dissey and Piver.

He travelled widely around Europe selling vanilla to confectioners and essences, soaps, pomades, oils and combs to hairdressers, grocers, stationers, perfumers and fashion merchants.

In 1828 he opened his first Guerlain boutique on the ground floor of the Hotel Meurice – which was then owned by his uncle – on the prestigious Rue de Rivoli. Customers flocked to the store; the



hotel was recommended by guide books as 'the most commodious in Paris and particularly adapted for the Englishman.'

Guerlain's doctor father-in-law taught him the basics of dermatology and soon his shop was offering skincare products glorying in names like *Serkis des Sultanes*, *Crème de Concombres* and *Crème à la Fraise Pour le Teint*. Alongside these, he began making bespoke perfumes for clients and was said to be an expert at creating an unprecedented scent that would 'resonate for the space of an evening only.' Theatres, opera, balls and figures from the international elite were all perfumed by the talented Guerlain, who had a prodigious gift for making unique scents.

By the mid-1800s Guerlain was

supplying many European royals: the Prince of Wales, Queen Alexandra of Belgium and the Princess of Metternich all sought out scents such as *Bouquet de l'Impératrice* and *Bouquet de Napoléon*. In 1853, he received a huge boost to his reputation: after presenting a Cologne to the Empress Eugénie upon her marriage to Napoleon III, she appointed him Official Supplier of perfumes. To showcase that *Eau de Cologne Impériale*, he commissioned his glassmakers, Pochet and Du Courval, to create a special 'bee' bottle, which later went on sale to the public (in 1854), and endures today.

By the time of his death in 1864 his company – which he passed on to his two sons Aimé and Gabriel – was established as one of the most important perfume houses in Europe, and the next century would see it become a global force. Alas, apart from existing as formulae in the Guerlain archives (a handful of which have been recreated by in-house perfumer Thierry Wasser), most of his scents are no longer commercially available. But at least we can still apply a splash of *Eau de Cologne Impériale*, breathe its crispness – and time-travel back to the very dawn of Guerlain...

By Bethan Cole

During Pierre-François-Pascal Guerlain's 'reign', Guerlain began perfuming European nobility – including Empress Eugénie, right – and introduced the iconic bee bottle for her *Cologne Impériale*



Tuberose

THE GREAT HARLOT OF PERFUMERY

The perfumista world falls into two camps: those who love tuberose... and those who can't abide it. What we often observe though, is that the 'lovers' tend to be unswervingly devoted to this heady white flower, choosing tuberose scents as their signature (or amassing a shelf-ful of exotic creations). **Bethan Cole** explores its allure

'I'll never forget walking into a field of tuberose, when I was in my early years training as a perfumer at Robertet, in Grasse,' recalls Lyn Harris, founder of Miller Harris and now resident at her innovative Perfumer H store in Marylebone. 'One of the Robertet brothers took me on a little trip to a field they owned on a hillside just outside the town. I walked into this tuberose field and I've never experienced anything like it; my heart was literally palpitating. The flowers are tall; they certainly have an elegance and are mysterious, if not beautiful. But I found their smell completely and utterly intimidating...'

Which, of course, is still how many people feel about tuberose – a flower that is undeniably, even overwhelmingly, powerful. And certainly not an ingredient any perfume-wearer can be indifferent to. One of the most polarising, capricious, yet captivating notes in the perfumer's palette, it oozes buttery sensuality – and has a bell-like clarity that peals very loudly and brightly, in the right bouquet.

A cousin of the narcissus, this 'Marmite' of a bloom was unknown in Europe until the 17th Century, when British and Spanish colonial fleets introduced it from South America and Asia. Marie Antoinette's perfumer, Jean-Louis Fargeon, used tuberose oil in some of his creations. Then, as now, it was regarded as the most mysterious flower – with many people confusing it with roses, and others not being aware of what it is or what it looks like. In Hawaii and India, though, the tuberose has



Fracas - created by Germaine Cellier in 1948 - is the most famous tuberose fragrance of all time

long been used for weddings, to create garlands and leis. In Taiwan, it is a symbol of utter luxury, even making its way into *haute cuisine* cooking. And closer to home, in the age of Queen Victoria, tuberose scented 'moon gardens' were specially planted to release their headiness only after dusk.

'The name is simply Latin for "tuberous" – a flower which grows from a tuber or a swollen root,' explains James Craven, Perfume Expert and Archivist at London scent boutique Les Senteurs. As Lyn Harris observes, you almost certainly wouldn't buy it for its understated looks: *Polianthes tuberosa* blooms in the form of small clusters of spiky white flowers at the top of a long, ungainly stalk. But put a single stem in a vase, and it will fill a room with its narcotic floralcy. Headache-y, for some. Heaven, for others.

Jean-Louis Fargeon aside, tuberose remained fairly obscure in the perfumer's ingredient taxonomy until 1948, when Germaine Cellier created Fracas for Robert Piguet. (She had already made Bandit for the fashion designer). Fracas remains, for many, the benchmark by which other tuberose fragrances are still measured. 'There are perfume legends, there are perfumer legends, and then there are perfumes that become obsessions. Fracas is all three – which is a hat trick less common than you'd think,' notes Chandler Burr, former scent critic of the *New York Times*.

Cellier was a total maverick: a French intellectual, alleged lesbian and friend of ▶

*The tuberose, with her silvery light,
That in the gardens of Malay is
called the Mistress of the Night,
So like a bride,
scented and bright;
She comes out
when the
sun's away.*

THOMAS MOORE



Grandville del.

Ch. Geoffroy sc.

TUBÉREUSE. JONQUILLE.



Tuberose flowers, above and left, grow from gnarled bulbs like the one pictured here



For a small flower, tuberose packs a huge punch - as you can experience in any of the scents pictured here



Jean Cocteau who smashed the glass ceiling in a predominantly male domain. She was undoubtedly the first great 20th Century female nose. 'Her masterpiece Fracas 'was a great milestone,' observes James Craven. 'The first significant tuberose scent since the 18th Century, it was a bow to the excesses of the Rococo and the Baroque. Not even the Carons nor the Guerlains had dared to try to revivify this vast, vulgar/dated/outrageous dinosaur of the past until the left-wing arty partnership of Cellier and Piguet put their heads together,' he continues. 'It still hangs over perfumery in the background, rather like the memory of Rebecca de Winter – idealised and dead sexy. Certainly, everyone's idea of a tuberose perfume.'

As one whiff will tell you, Fracas has an incredibly tricky and complicated formula. It is loaded with Indian tuberose absolute, considered the highest quality available. This gives it a considerable heft and *sillage* (trail) – which is abetted by an even larger quantity of Tunisian orange blossom absolute and some pricy jasmine, alongside Italian iris root butter. It's believed that Fracas has been worn by Brigitte Bardot, by Courtney Love and Dita Von Teese, Edie Sedgwick, Rita Hayworth – while the late fashion editor and designer talentspotter Isabella Blow was a walking miasma of Fracas. After Blow's death, Alexander McQueen fragranced one of his last catwalk shows with Fracas, in tribute to his lost friend. As you'll note: there's not a shrinking violet among that line-up.

Nowadays, perfumer Aurélien Guichard is the 'caretaker' of this renowned fragrance, tasked with preserving Cellier's dream while bringing it into line with ever-changing guidelines which restrict the use of potentially allergenic materials. (Guichard also created Petit Fracas, its 'little sister' fragrance – positively demure, by comparison.)

The bottom line is that – as Fracas overtly demonstrates – sexuality is central to the appeal of tuberose, probably more so than any other flower. 'Tuberose is a white flower, a family of blossoms that have a warmth and sensuality that is obvious without being overt,' explains Roja Dove. 'These white florals – which also include gardenia and jasmine – all contain a hidden, naturally-occurring aphrodisiac in them; a molecule which we as human animals also naturally produce called indole, which is incredibly sensual. Tuberose contains an astonishing amount of indole – which is why I affectionately call it the great "harlot of perfumery". It releases its most heady scent after the sun goes down, electrifying the atmosphere with its notorious sensuality.'

It's small wonder, then, that Frédéric Malle decided to name his Editions de Parfums tuberose offering Carnal Flower – or indeed that queen of the nude selfie, Kim Kardashian, made her debut signature fragrance an overpowering conflation of tuberose, gardenia and jasmine. Chandler Burr perceives the flower a little differently, however. To him, tuberose smells of 'armpit, flesh and

decay' – which is also down to those indoles. James Craven adds that 'according to legend, tuberose are linked with the deflowering of virgins and heating of the blood – but in the past, they also camouflaged the scent of death and the dying.' Almost certainly because of those fleshy associations which Chandler Burr just noted...

During the Noughties, however, a clutch of fresh iterations of tuberose has emerged, from a new generation of perfumers – breaking the spell of the syrupy, florid and sepia-tinted Fracas and engendering a new olfactive blueprint for the flower, rendering it resolutely modern and not vintage at all. Malle's Carnal Flower (2005) and Michael Kors by Michael Kors (2004) were definitely game-changing tuberose fragrances, bringing a rich and buttery yet translucent and evanescent character to the notes. Carnal Flower (perfumer: Dominique Ropion) – which took 680 attempts and 18 months to get right – was apparently inspired by California, where smells of tuberose and gardenia naturally run riot: there's a greenness, a breeziness gusting through the decadence.

'As an ingredient, tuberose is edgy. What's great from a creative point of view is that it has so many sides to it,' explains Lyn Harris, who has added a dash of tuberose to several of her Perfumer H constructions. 'Ultimately it's very sexy, it's very decadent, it's very out there and it can do whatever you want it to do. But when I'm working on a tuberose fragrance, I completely disassociate myself from Fracas. I certainly can create that kind of smell – and I have done many times with my bespoke clients. But for me, it's about exploring tuberose's other, less obvious dimensions.'

I couldn't help wondering if there's a typical tuberose customer, a spectral tuberose woman who opts for these fragrances. And indeed there does seem to be. According to Les Senteurs' James

Craven, 'Nowadays it's a person who knows what they like. They've got a strong personality, very confident, extrovert, confident, intense and perfume-loving – which is not as common a condition as it sounds, actually. What I've also noticed is that the "tuberose woman" is happy to indulge herself and her sense of well-being,' James continues. 'She is comfortable with sexuality and emotional expression; she loves the sensuous delights of food, colour and touch. Above all, tuberose-lovers are people who know their mind; they come in and that's all they want...'

That tuberose-lover might be eccentric, like the late Isabella Blow, or voluptuous like Mae West. Or of seemingly voracious appetites like Madonna, who famously built her first 'celebrity' perfume, Truth or Dare, on a heavy syrupy dose of tuberose. What they share is a love of the most opulent and voluptuous scent of our times, with its brazenness, its hyper-sexualised allure and the capriciousness that it invokes. And one thing is for certain: the women who love tuberose are never, ever dull.

So wear it – or ignore it – at your peril. ■

“
...the sweet
tuberose,
the sweetest
flower for
scent that
blows
”

PERCY BYSSHE
SHELLEY

NOT TO BE SNIFFED AT

The passionate world of perfume bottle collectors

Senior Writer **Suzy Nightingale** investigates the frenzy of fragrance flacon fanatics in a world where smell is secondary and the bottle is king...

What are we actually buying when we plump for a particular perfume? Our hearts must be captured by the romance of possibility – and an awful lot of that is implicit in the design of the bottle: something that catches your eye and tugs at your soul before you even lift the lid for the first sniff.

Indeed, for most avid bottle collectors, the smell isn't what's important. The magic of the fragrance in that bottle may be long gone – but no matter; it's the bottle that beguiles. And for true romance it's hard to beat the pull of the past. Imagine standing in a room piled high with the most precious perfume bottles in existence: crystal *flacons* dipped in gold, lavished with gems, meticulously enamelled, glinting temptingly.

Such visions are not scenes torn from Marie Antoinette's diary – for once a year, perfume lovers, collectors and dealers from around the world gather not only to gaze at an impeccable selection (as you might in a museum's display) but to bid on them, to own them, to hold history in their hands.

The International Perfume Bottle Association (IPBA) began in 1988 in Las Vegas, and now has approaching 2,000 members from 21 countries worldwide. This year, the excitement centres on the Perfume Bottles Auction taking place later on this spring in the US – at 5pm on Friday 5th May 2017 at the Hyatt Regency in Princeton, New

Jersey, to be precise.

Much as we'd probably all like to jump on a jet-plane to satiate our scent bottle lust, most of us won't be able to make it to the auction in person (though read on for UK-based events). So when Director of the IPBA, Ken Leach, offered The Perfume Society a sneak peek at the sumptuous offerings even before the forthcoming auction catalogue was printed – how could we resist? Some of the stars of the forthcoming auction are featured here – the latest in a long series of precious bottles which have gone under the hammer. (Happily, not literally.) Among them, you'll find several examples by Lalique, worthy of a place in the museum you can read about on p.26.

Ken Leach,
Director
of the
International
Perfume
Bottle
Association

Ken Leach is a specialist perfume bottle auctioneer – an utterly fascinating role. When asked if he has a favourite piece from a previous auction, Mr. Leach smiles. 'Well, sometimes the moment of acquisition is as memorable as the bottle itself,' he explains to me. 'I've handled the estates of a Russian ballerina, an opera singer, a Vaudeville star, and a Maharajah. I've looked at collections in a castle and a cave. I was offered the Mexico City home of Delores Del Rio and instead walked away with her perfume bottles instead! But our highest result on a single commercial bottle to date is \$66,000 for a Christian Dior "J'appartiens à Miss Dior" ("I belong to Miss Dior") from 1957.' The bottle, he explains, features a Bichon Frisé wearing the most winsome of expressions as he sits up on his hind legs, and was a highly limited edition released between 1950-1962.

Beyond rarity and the subsequent price tag, what is it that truly rouses the passion in perfume bottle collectors? Observes Mr Leach: 'Each bottle holds its own special magic and brings with it a message from the past. They are crystal reflections of customs, cultures, ideals and idols, whose shapes were inspired by every element of society. The designers drew from their ever changing world and froze a moment in glass.'

With such poetic words ringing in our ears, we begin drooling over our favourites, as Mr. Leach conveys the electric buzz of an auction room: 'What gets people excited is the bottle they've never seen before...'

So here's what we'll be bidding on. (Following a lottery win, that is!)



'Mures' tiara-stoppered by René Lalique
(1920s); estimated between \$14-18,000



Baccarat
presentation
of Elizabeth
Arden 'It's
You' (1939);
estimated
between
\$2,000-3,000
(also our 'cover
star' of this
magazine!)



Baccarat made for
perfumer Godet
for 'Petite Fleur
Bleue' (1926);
estimated between
\$5,000-\$6,000



“ *Perfume
bottles are crystal
reflections of
customs, cultures,
ideals and idols,
whose shapes
were inspired by
every element
of society* ”

KEN LEACH

French Charles X Palais Royal
perfume carousel of gilt bronze
mounted on an abalone shell
with Baccarat cut crystal bottles
(1820s); estimated to sell for
between \$10,000-20,000



Hungary for vintage bottles



Viola von Cydonia is a perfume-obsessed collector and vintage-lover from Hungary, currently living in a small town close to Budapest but planning to move back to the UK (having previously lived for two years in London). Intrigued by her beautiful Instagram account - and the fact she opened a vintage tearoom in Hungary at least in part to help house her ever-growing bottle collection - we caught up with her to find out more.

Now studying perfumery with a professional 'nose', Viola asserts that bottle collecting is educationally necessary - 'which makes me feel less guilty,' she says. 'I now have roughly 100 empty bottles and 40

bottles with the juice. Or perhaps even more!' Her passion began early. 'I was three years old, and got a bottle of Malizia Pesca Pop [a fruity, peach-scented fragrance which came in a bright bottle] from my uncle, who lives in France. That was the first piece of my collection. I demanded my mother take me to markets and drugstores in Budapest to look for scented soaps and perfumes when I was a child.'

'I'm mainly attracted to pretty or interesting bottles,' Viola explains, 'especially if they have a fascinating background story or were from an old Hungarian brand. I always get super-excited when I find something rare.' Asked about the most treasured piece in her collection, Viola plumps for one that is both rare and romantically named: 'There's a Russian perfume bottle with the name "Carpathian Dew". I think that's lovely - and beyond that, I've never seen anything like it before.'

Having spent so many years collecting these tangible cultural and historical reminders of place, Viola plans on shipping them with her when she moves to the UK. 'Certainly, my most precious bottles are coming with me - though I'm sure I won't be able to pack all of them in a suitcase.' But as one collection ends, another begins, for Viola has her eyes on treasures to be uncovered in the UK. 'I already know collectors who've found amazing and rare pieces,' she says, her eyes lighting up at the thought. For wherever in the world they are, collectors' eyes are never at rest...

Follow Viola's vintage finds on Instagram @muskandviolet

HOW TO START A COLLECTION

How should you decide what to focus on, what are the dos and don'ts of collecting - and where on earth should you begin...?

Discover your favourite type of bottle. Unless you're planning to live off the profits (unlikely), choose a bottle type you love. Experts can argue for hours (and often do!) so find something within your price range and be sure to follow your heart, not their heads.

Decorative or commercial?

Older bottles tend to be termed 'decorative' - unbranded and designed to be sold empty, then filled with a chosen scent. Until about 100 years ago (thanks to René Lalique) all perfumes were sold this way. 'Commercial' bottles are branded or labelled and were already filled with scent when purchased new. Perfect, unopened and in the original box is the dream. (It's then up to you to resist temptation to open the box and have a sniff - thereby denting future resale value.)

Bargain buzz -vs- authentic antique.

If you buy from a reputable dealer, you'll pay the going rate - but you'll also be assured of a bottle's authenticity. Your local charity shop is unlikely to harvest a hoard of rare pieces, but along with junk shops and boot fairs are fun to browse.

Be wary of online sellers unless you know exactly what you're looking for. Do your research, read their feedback, ask questions and check 'Completed Sales' to see what similar bottles reached.

Why not collect contemporary editions? If rare pieces are out of your price range, think about collecting contemporary limited editions - such as the numbered annual presentations of Guerlain Muguet (a uniquely beautiful edition is released each May), or the ever-popular Jean Paul Gaultier Classique and Le Male bottles (their 'costumes' changing seasonally), or perhaps the



Czech glass 'Nude Dauber' bottle by Heinrich Hoffmann (1920s); estimated between \$5,000-\$7,000



“ *Those bottles are my memories of surrender and conquest...my crown jewels of love* ”

many editions of DKNY Be Delicious. Whatever captures your heart, prepare to follow those scent bottles that tug at your soul to the ends of the earth. For as all collectors know: the quest never ends...

Popular bottles to look out for

- Ancient Roman or Egyptian bottles (good luck, Indiana Jones!)
- 18th and 19th Century figural porcelain bottles

- Double-ended scent bottles (designed to lay flat on a dressing table or be carried in a lady's reticule)
- *Châtelaines* (on chains, hung from a lady's belt)
- Atomiser or 'puffer' bottles (rare in good, working condition as the fabric corrodes)
- Bottles by a single perfume house or nose – for instance, Dior, Guerlain, Caron or Fragonard
- Fashion designers' bottles, such as



A record-holder from a previous auction: the \$66,000 Christian Dior J'appartiens à Miss Dior 'dog' bottle

- Schiaparelli, Worth, Chanel and Dior
- Bottles by a famed glassmaker (including Lalique and Baccarat)
- Giant display bottles (also known as *factices*, from the French)
- Novelty bottles (such as miniatures – often found in The Perfume Society's Discovery Boxes, NB)

Miller's Perfume Bottles: A Collector's Guide, by Madeleine Marsh, Linda Bee and Linda Brine (Mitchell Beazley) is an excellent start for research. Not a new book – but you can find it at amazon.co.uk

basenotes.net has forums dedicated to perfume bottle collecting, with lots of great advice.

The UK chapter of the International Perfume Bottle Association was formed in 2001 and holds three main events each year. Those interested in joining the IPBA can email Terry Emmony at terry@ipba-uk.co.uk. Annual subscriptions are \$65 for IPBA membership and £12 for the UK Chapter. ipba-uk.co.uk (Also find them on Facebook) 📌

WHEN A STASH IS STOLEN

Last year, perfumery teacher and author **Karen Gilbert** returned home to find that burglars had stolen a lifetime's collection. The only silver lining, perhaps, is that fellow perfume-lovers can learn from her misfortune – as she writes here

I've never really considered myself to be a perfume collector. As a fragrance educator I need to have lots of reference perfumes – but as a minimalist I'm not keen on the space they take up, so I often buy decants or samples. The only full bottles of fragrance I own are those I truly love and wear or classics I use for reference in my classes, plus some vintage glories I've received as gifts, or had forever.

I'd recently moved from London to the New Forest. In London, of course, we tend to lock doors and windows on autopilot – and I did the same when I moved (despite my neighbours saying how safe it was). So when I came home to find I'd been burgled for the first time in my entire life I was in disbelief. My first thought was that someone had a key – but then I noticed they'd got in by smashing a locked side window and wrenching open the old wood frame.

It was just before Christmas – which apparently is prime burglary time. I was told by the police that usually, it's small electronics, cash, jewellery and anything they can sell quickly which is attractive to thieves – and of course perfume is a prime example of something that's portable and easy to 'fence'. (In fact, the following week a local branch of Boots had its perfume counter robbed of all stock!) On some level I might have expected it in my old home town of Croydon – but not in the quaint villages of the New Forest. My collection was stored in one cupboard in my office and they took the lot, decants and all.

Some of it, alas, was completely irreplaceable. The

“Check your contents policy is up to date and that you are covered for the true value of your collection”



“When you think of the bottles with sentimental value - a bottle inherited from a relative who has passed away, or a rare vintage find – how would you feel if someone came in and took the lot?”



problem with vintage fragrance is that when you find an amazing one, replacing it can be almost impossible. Unfortunately my 100ml of the gorgeous 90s formulation of Dior Hypnotic Poison went, along with a beautiful mint condition (except for a small amount oxidation) Chanel No.5 pure perfume from 1985 that my partner found for my birthday. Losing these made me really sad as they were such great examples and both precious gifts. Luckily I have a tiny vial of the Chanel and a decanted 10ml bottle of the Hypnotic Poison to use as a comparison in my search for more. I will also be trying to track down a bottle of Vallée des Rois by Mira Takla, a bottle I'd had since the early 90s that was barely used and difficult to find these days.

The other sad loss was a bottle of a fragrance I made with a dear friend Alex Lawless, author of *Artisan Perfumery* or *Being Led by the Nose*, using his unique materials. I could probably remake it but that's not really the point, is it? It was virtually empty, but I'd kept it as a memento of our friendship when he passed away a few years ago.

As I mentioned before, though, I'm a minimalist – so I don't own a lot of physical 'stuff' and have always made sure I have good contents insurance. For me, then, although shocking, the burglary was a hassle rather than utterly devastating. On a practical note, luckily I had my electronic devices with me as did my partner. So the only thing worth stealing, really, was my perfume.

I'd never made an insurance claim before and as I was trawling through the huge spreadsheet they give you to fill in it occurred to me that many of my perfumista friends had collections that probably run into the tens of thousands. A bottle of niche perfume is usually £100+ and when you start to count how many you have, you realise the collection's value. It's not just about money, either. When you think of the ones with sentimental value – maybe a bottle inherited from a relative who passed away, or a rare vintage find – how would you feel if someone came in and took the lot...?

I've set about replacing all the items I can. The most-missed replaceable bottles are all the perfumes I would wear regularly... The gorgeous pine forest incense of Serge Lutens Filles en Aiguilles; I wear this weekly and will definitely buy more. My other favourite Serge – the comforting powdery, herbal amber of Ambre Sultan – will certainly be making a welcome reappearance, along with the following classics I use for classes as important fragrance family reference points.

These include Ô de Lancôme (the perfect embodiment of a citrus fragrance), Chanel No.5 (floral), Penhaligon's English Fern (*fougère*), Mitsouko (Chypre) and the sublime Oriental Shalimar. (For some reason they left the bottle of Opium behind!)

Other than that I am going to think very carefully about new purchases. Do I really need full bottles of fragrance I only ever sniff occasionally? Probably not. Having trained my olfactory memory, I can pretty much recall what they smell like anyway without having a bottle in front of me.

My two half-used travel sizes of Frederic Malle Musc Ravaguer were, mercifully, tucked away in various wash bags and I now have an emergency bottle of Anubis that my dear friend Liz Moores (of Papillon Perfumery) gave me,

when she heard I was perfume-less.

Luckily the insurance company paid out in full in cash. I was quite surprised – but I realised why it was so easy for me to claim. And I really want you think about this too, if you have a precious fragrance collection – so here are some tips to protect it.

After all: better safe than scent-less... 📄

● **Make sure you're adequately insured.** Check your contents policy is up to date and that you are covered for the true value of your collection. We often don't realise how much its worth until it's gone.

● **Keep every receipt in a safe and accessible place.** Because I teach perfumery, every bottle I buy is purchased through my business which means I have a purchase receipt in my accounts files. Because my collection was (relatively) small and I'm quite organised, it didn't take long to go through my records and account for every missing item and provide proof of purchase for the insurance company.

● **Along with proof of purchase, catalogue your collection.** If you haven't already done this I would suggest you do it immediately on a simple spreadsheet. If you don't have the receipt for everything, at least take a photo of your whole collection and individual photos of each bottle just in case. For any future purchases photograph the bottle, the receipt (digital backup is always good) and file the hard copy. My insurance company were happy with scanned proof but I could have supplied originals if they wanted them.

● **Take the usual safety precautions.** Might sound obvious but lock windows and doors – and do remember that burglars like a quick and easy job. The harder you make it for someone to get in, the less likely you will be a target.

● **Keep irreplaceable items separately from your main collection.** If you have any items that cannot be replaced, make it as difficult as possible for an opportunist to get away with them. I had a couple of bags on the floor that were full of books; the burglars tipped them out and used the bags to carry away the perfumes, which they just scooped out of the cupboard in one go (virtually empty bottles and all). Too easy!

● **Watch what you post on social media.** The final thing to keep in mind – especially for those of you who blog or post on social media – is to be mindful of the trackable data you put out there. What you have in your collection, where you are at any given moment, where you live, etc. This experience has made me far more aware of the potential consequences of posting our lives on social Instagram, Twitter and Facebook.

Karen Gilbert offers excellent classes and workshops in perfume-making (including natural perfumery). She also offers a free introductory video course and on-line fragrance study opportunities. karengilbert.co.uk



ROYAL
Pink
DIAMOND

THE NEW FRAGRANCE

YARDLEY
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YARDLEYLONDON.CO.UK

THE DARK ART OF *scent storage*

Jo Fairley discovers why the dressing table is the very worst place for those beautiful bottles of perfume – and finds out how some Perfume Society followers care for their collections

Last year, celebrating a very special landmark in my marriage (let's just put it this way: silver would have been involved, if we were the types), I ferreted out my wedding fragrance for a sniff. This particular bottle of Schiaparelli Shocking – which I not only wore on the day, but which inspired the whole colour theme for the wedding, including my shocking pink dress – is probably the only bottle of perfume I possess which I look after in the manner that experts counsel.

The torso-shaped *flacon* (inspired by the body of Mae West) has been living happily ever after in its box, in the dark, at the back of a cool chest of drawers. Contrast this with the 70 or so other perfumes in my collection, which are displayed on shelves or on another chest of drawers for my visual, as well as my olfactory, delectation.

To be honest, I wasn't expecting much from that 25-year-old bottle of Shocking. But I applied a dab to my wrists, sniffed – and was immediately Tardis-ed back through time and space to The Groucho Club, to a memory of 8-year-old bridesmaids locking themselves in the *en suite* bathroom of my bedroom with my bouquet, to the leather back seat in the vintage white Rolls Royce (chauffered by the boulevardier friend who'd introduced us years before), to Chelsea Register Office – and to quite the best day of my life. All that from a dab of a perfume – one which seemed to me to have

been preserved for two and a half decades as if in suspended animation.

It inspired me to do some asking around on Instagram as to how our followers care for and store their collections. And what I discovered is: it varies vastly. Some, like Thomas Dunckley (who just scooped two Jasmine Awards for his Candy Perfume Boy blog) are utterly exemplary in terms of both organisation and scent-care. Others happily expose their stashes to light and heat.

And does it matter – really and truly? 'There's a paradox,' observes Les Senteurs' perfume expert James Craven (who is also interviewed by Bethan Cole on p.24, and himself just won a Jasmine Award). 'Packaging is getting more and more beautiful – so it's no wonder people want to keep their bottles on display. And as a result, many fragrance-lovers have struck a bargain: they enjoy how a perfume looks – and it doesn't matter so much how it keeps...' But for those who do wish to preserve their perfumes, James shares his wisdom overleaf.

After its excavation – and a dab or three applied to pulse-points, for my husband's enjoyment – I carefully stowed my Shocking away again. In the box, in the drawer, in the dark. I'm not sure if in another 25 years, it'll have stood the test of time. But I'm dearly hoping I get the chance to celebrate my 50th anniversary, to find out. ►

The ultimate guide to scent-care

There's probably nobody in the world who knows more about this subject than James Craven – and what he has to say may change the landscape of your dressing table forever...

Store it in the box. 'I never throw away a box, which many people are inclined to do because they figure the bottle's going straight in their handbag.'

Stow it in the dark. 'Boring but true. When a customer tells me that he or she loves a fragrance so much it's going straight onto the middle of their dressing table, it's a dagger in my heart! Personally, I have a particular chest of drawers in a dark back bedroom which is quite cold. My very special fragrances are not only stored in their boxes but those are then wrapped in a towel or even have an old sock slipped over them – like a Christmas stocking. It further insulates against temperature change. Stow your perfumes in a room that isn't used often – which tends to be because the room is dark and cold! And that mahogany sideboard you might have inherited from your granny is also perfect.'

If you get a fragrance out to wear it, put it straight back. 'I dab or spritz the scent and return it to the drawer straight away – unless it's absolutely the darkest day of midwinter. Never go near a window with it!'

A fragrance can start to deteriorate within a week, if exposed to light. 'The light, citrus, hesperidic fragrances tend to be most affected – anything Cologne-y, because of the volatile oils. Honestly, within a week that crispness, that lovely Champagne sharpness goes, and it will become a bit duller and softer. Light florals fade in the same way.'

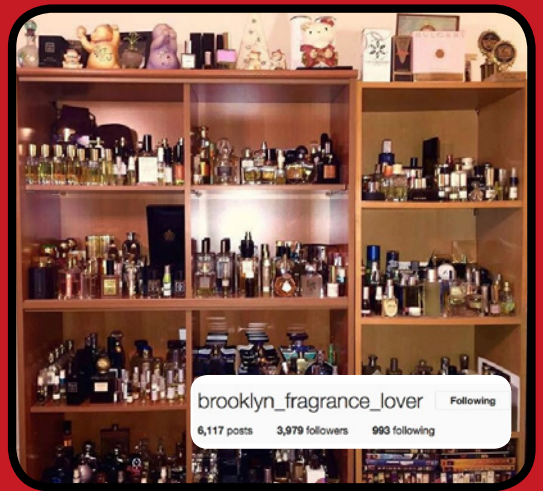
Oriental will survive longer than lighter fragrances. 'Rich, woody or leathery fragrances with strong base notes store better, over time, than light ones.'

If you prefer, store scents in a fridge. 'However, it should be a wine fridge, which is a particular temperature; you don't want it too cold – for instance, the temperature of a normal kitchen fridge – as this will damage the fragrances. I love the way that Frederic Malle uses fridges as a symbol of pristine quality... But if you stow fragrance in the fridge, do it year-round rather than bringing fragrances up to room temperature again. Whichever you choose – fridge or not – consistent temperature is vital. A bathroom is a terrible place for storing fragrance, for that reason.'

Opaque bottles are protective. 'Dark glass, leather cases, metal or opaque bottles protect perfumes from the light.'

If you keep fragrances on display, cover them on sunny days. 'If you must keep yours out – and I do understand! – then even a lightweight silk scarf over them will act as a barrier against the piercing darts of the sun's rays.'

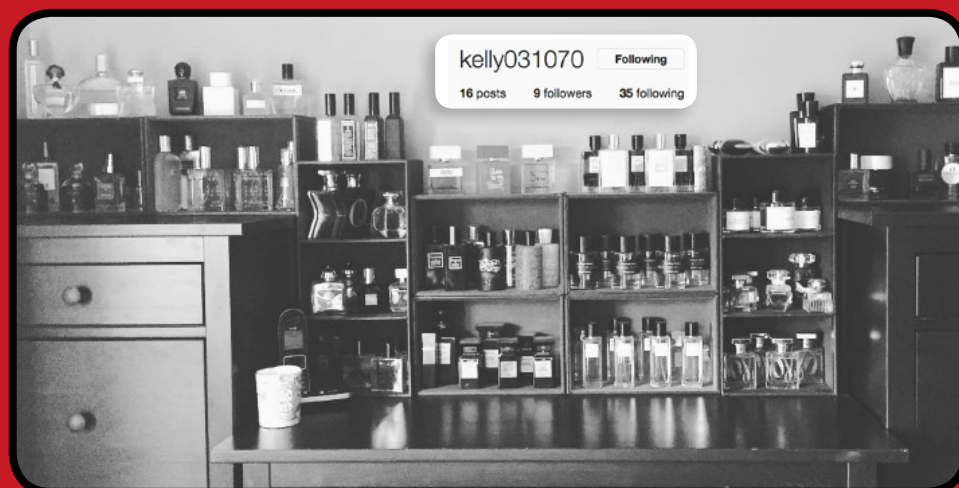
And use them up. 'If you want to enjoy looking at your fragrances, use them generously and often. Have the joy of the thing. If you want to keep for "best", follow the tips above. Otherwise, just act as if every day's a special occasion, and spritz with abandon.'

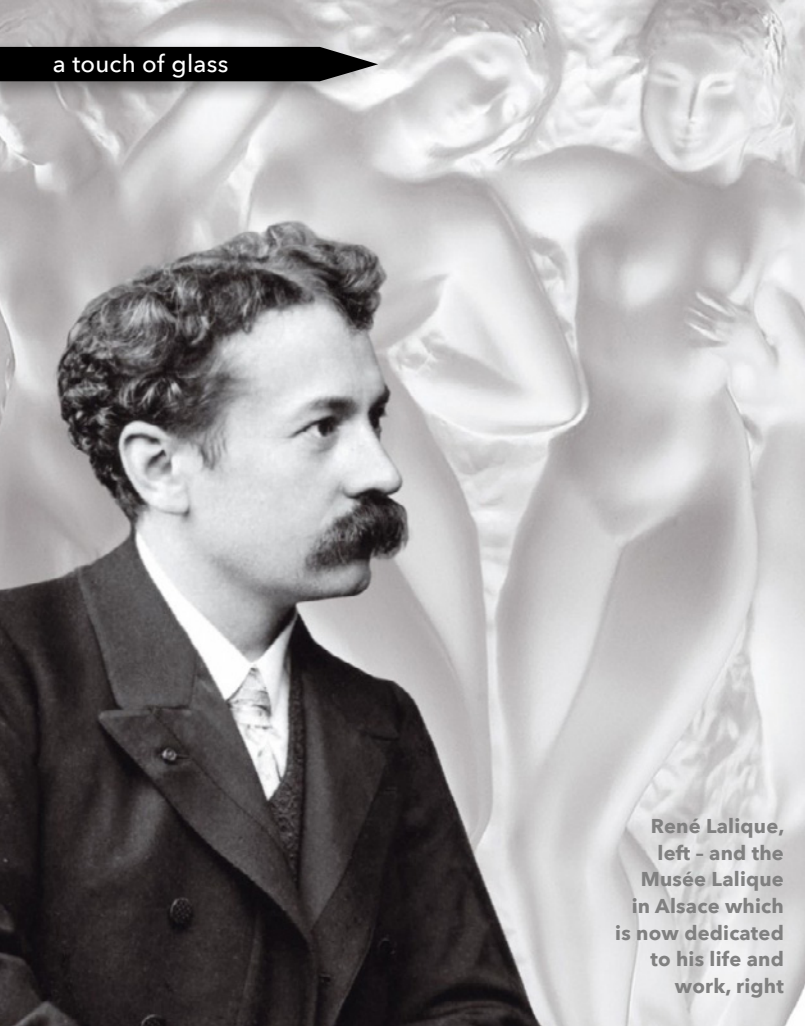




We asked our Instagram followers to post photos of #scentstorage. Most - as you can see here - have opted for the pure enjoyment of seeing their fragrances on display, rather than hiding them away to preserve for posterity. We love the perspex lipstick case storage of

samples, from @lovethatscent, left - and the 'perfume tray' of fragrances-of-the-month, bottom right. But a gold star goes to The Perfume Candy Boy (top right), who catalogues his fragrances by brand, then stashes them in the cool and dark. At the end of the day? It's your choice





René Lalique, left - and the Musée Lalique in Alsace which is now dedicated to his life and work, right



LA-LALIQUE LAND

Carson Parkin-Fairley pays a visit to the Musée Lalique to check out the world's greatest collection of the legendary glassmaker's bottles and *objets d'art*

Lalique was not only a maker of fine crystal, a fabulous jewellery designer and an innovator within those industries. In his time, he so influenced the fragrance world that we would almost certainly not be sitting back and spritzing in the way we do, if it were not for René Lalique's role in popularising perfume.

The very best way to marvel at his contribution to glassmaking and perfumery (and where the two

meet) is to journey to Alsace, France, for a visit the Musée Lalique – as I did recently. The museum houses an exquisite collection of over 650 pieces – jewellery, drawings, vases, chandeliers, 230 antique perfume bottles and pretty much every other item of crystal finery anyone could fantasise about – all showcased in one resolutely modern structure.

In the setting of the Alsatian town of Wingen-sur-Moder, where René

Lalique set up his first glassworks in 1921, the Musée Lalique's aim is to show the extensive range and diversity of his work. And it succeeds brilliantly, following a timeline of Lalique's career that will fascinate any perfume-lover and bottle collector.

Born in 1860 in Ay, in the Champagne region, René Lalique was notably skilled at a young age. By 16, he had already been awarded prizes for his drawings, later working for



Vast crystal vases are beautifully uplit, above; below, Lalique's first bottles for Coty



leading jewellery brands like Cartier and Boucheron, before setting up his own *atelier* at the age of just 25.

This was a man who sought to innovate in everything he did. He once recalled: 'I would work tirelessly... with the will to achieve something new and create something that has never before been seen'. He was a true pioneer in the glass world, and later, the world of perfumery.

Widely regarded as the inventor of modern jewellery, René was audacious with his designs. These introduced elements such as enamel, horn, ivory and later glass, into a world of fine jewellery. Delighting in an item for its beauty, rather than for the luxury it exuded, Lalique often combined glass with gold or precious stones – with the feeling and beauty of an item taking precedence over materials.

It was his unrivalled talent with glass which eased Lalique's path into the perfume world. In 1905 René opened a boutique at 24 Place Vendôme (the square which remains the heartland of Paris's world of *haute joaillerie*), where he exhibited

his jewellery alongside other glass objects. In 1907, perfumer François Coty visited the *atelier* – and was so impressed by Lalique's works, he invited him to collaborate.

Coty's philosophy was simple. 'Give a woman the best product you can make, present it in a perfect *flacon* with beautiful simplicity and impeccable taste, ask her to pay a reasonable price, and that will be the birth of a business such as the world has never seen.' And boy, was Coty onto something.

That simple idea, however, was revolutionary. Before Lalique and Coty got together, perfume had been sold only in costly crystal *flacons* that were immensely expensive to produce, often far more pricy than the juice within. Fragrance was most definitely only for the wealthy. But Lalique found a way of producing affordable glass bottles, with just as much beauty and finesse as their expensive counterparts – transforming the perfume world. From that moment on he worked increasingly on designs for the fragrance industry, ►

“Among other treasures in the museum, you can see the magnificent drawings for the first bottle Lalique ever created for Coty – alongside the finished *flacon* itself”



Left to right: the crystal bar at the Villa René Lalique; two Lalique bottles for perfume house Molinard (Le Baiser du Faune is on the right)

WHERE TO STAY

For those seeking opulent surroundings, the Villa René Lalique is nearby, surrounded by Alsatian forest and decadently furnished with Lalique items – from lamps to coffee tables; even the hotel's bath surrounds are adorned with crystal. A two Michelin-starred restaurant offers exciting gastronomic experiences, all outfitted with the finest Lalique crystal ware. (During dinner, our party heard a glass smash – and couldn't help but wince a little.) Opposite the museum is the Chateau Hochberg – slightly less grand, but equally stylish, with 15 rooms and another fabulous restaurant.

VILLA RENÉ LALIQUE Rooms for two cost from 350 to 1,300 euros per night villarenelalique.com

CHATEAU HOCHBERG Rooms for two cost from 140 to 320 euros per night chateauhochberg.com

many of which can be seen at this museum – including the magnificent drawings for the first bottle Lalique ever created for Coty, alongside the finished *flacon* itself.

As so many of his designs for bottles and stoppers show, Lalique was a man who appreciated and celebrated nature, his main inspirations being flora, fauna and women. He developed a highly technical way of creating textures on glass: swirls, butterflies, insects, swallows and more. Observing these creations in a museum setting induces a kind of awe – like looking at a piece of history that forever changed my perception of the industry I love and work in.

Flacons range from those for Le Baiser du Faune (created for Molinard, delicately depicting a woman and faun embracing), to Leurs Ames (created for fragrance house d'Orsay, the stopper of which is adorned in an ethereal image of women swinging from branches of a flowering tree). With a breathtaking collection of beautifully illuminated perfume bottles – alongside many other items that perfectly illustrate the man and the artist, including his designs for ocean-going liners and luxury trains – the Musée Lalique is a (crystal) window into his world.

During my visit, I was lucky enough to visit the Lalique factory nearby to watch how the crystal itself is made –

sadly not an opportunity extended to the general public – where I gained insight into why Lalique items come with such a hefty price tag.

We were shown around the factory by a man introduced as 'Amen', whose passion for his work shines through as clear as the crystal he has devoted his life to producing. Amen told us of the rigorous processes required to create these items of sheer perfection. The furnaces themselves are container-sized – vast, fiery, blasting out heat. Within these are placed smaller ovens-within-ovens – clay vessels which take three weeks to construct (and over a year to dry), housing up to 12 crystal moulds in each, for a statue, a vase, perhaps a centrepiece. These are filled with sand, lead and water to form the crystal, then placed within the furnaces. After just three months, the clay will have degraded, requiring these smaller ovens to be replaced.

Then there's the challenge of staffing. Trialling new workers is a lengthy process with serious vetting – because, as Amen observes, 'It takes a long time to find someone who can basically create gold with their hands...' The art of blowing glass can take five to 10 years to perfect, using artisan methods that have endured for hundreds of years. And as Amen explains, 'It is impossible to make it fast. You have to go at the speed of the crystal.' Today, Lalique



Lalique pioneered a fusion of precious metals and crystal; a contemporary bottle for Living Lalique; amber bottle for the House of Worth

“The Musée Lalique is a (crystal) window into his world, keeping the history and heritage of a remarkable man alive”

employs many of the residents of the town it's situated in, passing the tradition of crystal-making down to the youth of today. (Hands are never idle: alongside their own bottles and limited edition *flacons*, Lalique create special designs for brands like Tom Ford, Nina Ricci and Bentley.)

For limited edition bottles such as the gilded creation (above) for Living Lalique, resin moulds are painstakingly made – and the final steps of this process are always done by hand, taking up to six weeks to complete. A trial is done in wax, and finally, crystal – and astonishingly, 50% of all glass produced will be disposed of for imperfections at this stage.

As I learned about the immense amount of work required, the fact that a minimum of 20 people will have touched and worked on any piece that reaches the shelves, and realised how many items don't make it past quality control, Lalique's price tags suddenly didn't seem so hefty. Whether you collect crystal or not, these are things of beauty and perfection. Holding a vase or bottle, its journey suddenly seems very

tangible. The hands that have held and sculpted it, the rigorous checks it will have been through, the love and care with which that item was made.

Artist, innovator, perfectionist, visionary: visiting this museum, it's clear why – over 72 years after his death – Lalique remains relevant in the perfume world. There's surely no better place to experience Lalique's crystal creations in all their glory – and to appreciate the expertise and precision that goes into them.

But one last word of warning: don't blame me if you come away wanting to own one of their exquisite pieces yourself. You may have to mortgage your house for one – but at least you'll understand why. ■

Musée Lalique, Rue du Hochberg, 67290 Wingen-sur-Moder (open 10am-6pm daily, except national holidays). Six euros per person; family tickets are available for for 14 euros (one or two adults and one to five children), and entry is free for those under six years old.

LALIQUE - CLOSER TO HOME

You don't have to go all the way to Alsace to revel in the delicate treasures of Lalique. Head to their beautiful flagship store, in Conduit Street: a serene shop that sings of luxury, with incredibly knowledgeable staff. You'll find the full range of 'ready-to-wear' Lalique fragrances (priced £59 to £230), including the exclusive Noir Premier Collection, and can explore them at your leisure while surrounded by some of the most dazzling crystal the world has to offer. (The luxury limited edition fragrance *flacons* start at £1,000.)

Lalique, 47 Conduit Street, London, W1S 2YP/020-7292 0444
lalique.com

MEMORIES, DREAMS, REFLECTIONS



Since the 1960s, **Twiggy Lawson** – the world's first-ever supermodel – has had a place in our hearts, going on to become an actress, singer, tap-dancer, designer. And now, to mark her debut fragrance collection, this 'living treasure' shares her life in smells...

What's the very first thing you remember smelling?

My mum's apple pie. She wasn't a great cook; she used to boil the hell out of vegetables, but she made fantastic pastry from scratch. We had it with custard and we had it nearly every Sunday, so anytime I smell apple pie I'm transported back home to Neasden, where I had an idyllic childhood. Quite simply, it makes me feel safe and cosy.

Twiggy is reminded of Neasden by the scent of apple pie; her husband's Cologne; 'sophisticated' Shalimar



When did you realise that smells and fragrances were really important to you?

In my mid-teens, my sister worked in a hairdresser and I got a Saturday job washing hair. There were lovely smells of shampoos and conditioners – and because the salon was on Queensway, in Bayswater, it was quite posh in those days. The clients all wore beautiful fragrances and as I washed their hair, I'd think: 'she smells lovely.'

What was the first fragrance you were given?

In the Sixties someone gave me a bottle of patchouli oil and I wore it for years – still wear it sometimes, actually, though you have to search for it now.

What was the first fragrance you bought for yourself?

Guerlain Shalimar. I was doing the Paris collections; Paris seemed so grown-up and sophisticated, so glamorous. I didn't look anything like that – but I wanted a bit of sophistication, and Shalimar was perfect for that.

The smell that always makes me feel happy is...

Bread baking in an oven. I don't smell it often because I don't make my own bread, but when I walk into one of those French bakeries – like Paul – the smell is intoxicating. I'm torn between that and the smell of a big log fire...

The smell that always makes me feel a bit sad is...

My mum's Avon Cologne. I can't remember its name, but we had an 'Avon calling!' lady who came to the house and Mum would buy this sweet, flowery fragrance. I loved my Mum to bits; if I ever do get a whiff of this, it's very poignant.

The scent that I love to smell on a man is...

Crabtree & Evelyn Sandalwood Cologne; I love it – very gentlemanly and sexy, and my husband [Leigh Lawson] wears it. Most Colognes are citrusy, and I hate that. I prefer a musky scent.





Avon called at Twiggy's family home; frangipani (right) - and below, Twiggy's favourite book on 'smells'



TWIGGY'S FIVE FAVOURITE SMELLS

1 FRANGIPANI FLOWERS AND NIGHT-BLOOMING JASMINE They remind me of holidays in Mauritius, the Caribbean and all those exotic places. Happy holidays in the tropics, basically.

2 THE TWIGGY ROSE

About three or four years ago, Harkness asked if they could name a rose after me. I said: 'It's got to be pink, and it's got to have a fragrance because I don't see the point of roses that don't smell.' Pink is a significant colour for me and Leigh; he was wearing pink socks when I met him, and bought me pink roses!



3 ONIONS AND GARLIC COOKING These are the basis for so many recipes I cook. Sounds weird, but I adore the smell - both at home and when I'm out walking, via a whiff from an Italian restaurant...

4 AMERICAN HOUSES Particularly in New York, sometimes upstate and LA - it's a mix of the wood they're built from, and that distinctive Christmas berry candle smell.

5 TWIGGY LILY BLOSSOM CANDLE

I love the scent of this, which has become the scent of our house. 🏠



The fragrance that I love to smell on a woman is...

My new perfume Twiggy Amber Blossom. I do smell it by chance sometimes, walking by people in the street - or sometimes a woman will recognise me and tell me she's wearing my fragrance, which is a fantastic feeling. I get letters, too! Which is very gratifying because we worked very hard to get it right, with all my favourite smells: freesia, lily, amber, woods - along with cashmere, peony and a touch of tuberose.

What is your favourite book about smells?

It's a cookbook, actually: Jamie Oliver's *Ministry of Food*. I love cooking and the way that smells from the kitchen gather people from all over the house. The recipes in here are fabulous, and the aromas are wonderful.



Twiggy Amber Blossom Eau de Toilette, £16 for 100ml, and Twiggy Lily Blossom Candle, £9.50, both at marksandspencer.com



Patchouli oil, left - and the more contemporary smells of Twiggy's own fragrance line



#ShareMyStash



Maggie Alderson pays a home visit to East Sussex hipster Sebastien Haywood (opposite) – and peeps into the custom-designed closet where he keeps a collection of 40 fragrances – and counting
Photography by Tom Herrington

This is not the first time I've interviewed interior designer/plant nursery owner Sebastien Haywood. It's the third. The first time was about his wardrobe – as you can see here, Sebastien is a very stylish man. The second was about his extraordinary house, a dream home of great glamour which he has created from the reluctant shell of a 1980s dump. It features – among other 'wow' moments – an area of clothes storage for him and his wife roughly the dimensions of the average one-bedroom flat. Sebastien's shirts and suits are all hung by colour. It's a work of art.

As is Harborough Nurseries, which must be the most swoon-making 'garden centre' since Petersham reset the bar. Sebastien's original eye is apparent at every turn, with a huge chandelier and a claw-foot bath full of water lilies in the shop, along with exquisitely rusted garden finds and – which might sound like an oxymoron – chic garden gnomes. (And all enhanced further by the wonderful plants, courtesy of his business partner, garden designer and plantsman Tony Howard).

So I wasn't the least bit surprised to hear that a man with such an interesting aesthetic has a perfume fetish – and the collection to show for it. Or that there is a special cupboard for it in Sebastien's bespoke bathroom. (His wife Alexa has a matching one opposite, with almost as many perfumes.)

It was his Parisienne mother who got Sebastien into fragrance. 'Mum has always worn the same kind of thing,' says Sebastien. 'Classic French perfumes: Shalimar, Arpège, Opium... You could always smell her coming – in a good way. She was an interior designer and always dressed really well; she's a Parisienne, it comes with the territory. The first time my mother meets you, she'll look you up and down. She's in her 80s now and still wears perfume every day.'

So it's fitting that his first aftershave – YSL Kouros – was

from a classic French house, because the French style was pretty much his entire experience of perfumes as a child. 'I got my first bottle at around 14 or 15. I almost bathed in Kouros. Me and my best mate both wore it – it was like our Lynx. That, and Ralph Lauren Polo.' He continues: 'Kouros and Polo were our pulling potions. We'd buy them at airports, but only put them on when we were going out – the amount we used, they cost too much to use every day. We'd both wear the same one, so it was double impact... a smell pincer movement.'

Sebastien's Londoner father may have been more of an Old Spice man – but his dashing friends also made a big impression on the growing boy. 'Dad had a friend who was a stuntman, and another Italian mate, Dario, who was always smelling of something. It was the 70s and they were all – including my dad – serious body-builders; they'd have the shirt open, medallion thing going on. They'd slosh the aftershave down their tanned chests so you could see it dribbling down the hair...'

The next fragrance step for Sebastien was a grade up from Duty Free. 'When I got bit older and more discerning, I wanted posh stuff that you can't just buy anywhere. A hairdresser friend introduced me to Geo. F. Trumper's West Indian Lime Hair Tonic. It's really

for your head, to invigorate your scalp. But it smelled so amazing I started using it as perfume. I also loved the bottles, with a little crown on the top. As a designer, what things look like is very important to me, so the design of bottle and the shop where I buy it is a big part of the attraction of particular aftershaves.

'I used to love going to the Geo. F. Trumper shop on Bond Street. First I'd go to Gucci for loafers – pre-Tom Ford, when it was still old school – and then to Trumper's for my West Indian Lime. Later I got into

I don't get into the ingredients of a fragrance, it's just about the finished smell for me. It's an immediate response – the memories it evokes



“
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and the shop where I buy it
is a big part of the attraction*
”



their Sandalwood aftershave, which I still wear. It was the heritage quality thing I loved, not to have a brand name as a status symbol – if anything that would put me off.'

While Geo. F. Trumper is quintessentially British, it was Sebastien's French heritage which guided him to the next stage of his fragrant journey. 'My sister had a house in the South of France and I'd go down to visit her via Paris, where I discovered Annick Goutal. Just thinking about that gorgeous shop on Rue de la Bellechasse gives me goose bumps...' He's not kidding. He shows me his arm and all the hairs on it are standing up.

'The one I fell in love with was Eau d'Hadrien. I wore it for about eight years. It was really different, not like anything I'd ever smelled and I loved the packaging. I also liked the fact that, back then, I could only buy it there – so it felt like it was unique to me and people commented on it a lot. It's not a lingerer, so I just used more... I wore Annick Goutal Eau de Sud for a while too, because it was all about that connection to the South of France.'

Like a very good perfumista, Sebastien's fragrances are kept in the dark, in symmetrical cupboards either side of the entrance to the bathroom area (it's not just a room, it is an area...): hers on the left, his on the right, with a perfume shelf at eye level in each one. A quick tot up of his collection reveals about 40 bottles, of varying vintage. Lurking among them we found his Eau de Sud and shared a quick, ecstatic whiff of it. But while Sebastien immediately responded, as he always has, to the glorious citrus and basil top notes, so instantly evocative of the Mediterranean, he insists he's not an ingredients-driven perfume lover.

'I don't go looking for anything in particular,' he said. 'I'm not into the ingredients; it's just about the finished smell for me. It's an immediate response – the memories it evokes.' When he eventually felt ready to move on from his Eau d'Hadrien period, Sebastien stayed with his French roots, when his mother introduced him to Creed.

'She bought me the small size of Millesime Impérial – and I was a bit surprised because she normally buys me big bottles of stuff, but when I went to replace it I understood why,' laughs Sebastien. 'It's so expensive, but I still love it.'

The most recent development in his scented life is via his wife Alexa, who travels a lot as the agent of leading music video directors and brings back the most obscure and interesting aftershaves she can find for him. 'I like them all so much, I wear two at a time,' says Sebastien. 'I use one on my chest and another on my hair. I don't use it on my face, because I don't shave, so the "aftershave" notion is irrelevant for me and I prefer it generally wafting around anyway, not right up my nostril.'

He's surprised and delighted when I tell him that layering different fragrances is the latest trend for serious perfume-lovers. 'Really?' he says, grinning, 'I thought it was a hooligan thing to do...'

But with a stash like this, customers at the nursery can look forward to some pretty interesting combinations to compete with the scents from the trailing jasmine, the *Choisya ternata* and the potted gardenia plants. 📌

Harborough Nurseries, The Thorne, Guestling, Hastings,
TN35 4LU 01424-814220



SEBASTIEN'S TOP 10

Here's what Sebastien can't live without – extracted from the darkened perfume closet, and served up for our delectation on a Corona tray, opposite

- 1 **Annick Goutal Eau d'Hadrien** – 'This was me for a long time and it's what I was wearing when I met my wife.'
- 2 **Marc Jacobs Cucumber** – 'I love this for summer. It's so light and great for mixing with other smells. It reminds me of the water with cucumber slices in that you get in the gym. I love Marc Jacobs Pomegranate too.'
- 3 **Miller Harris Tea Tonique** (a telling choice, because Sebastian drunk two large mugs of tea in the first half hour I was at his house) – 'This is another great one for mixing, with something stronger.'
- 4 **Lalique Homage à l'Homme** – 'My mum gave me this. It's a hard-core French smell, the kind of thing she would wear and I love it.'
- 5 **Serge Lutens Vitriol d'Oeillet** – 'This is one I like to mix with something light – or you can smell a bit like a packet of Parma violets.'
- 6 **Santa Maria Novella Lozione Dopo Barba** – 'I love the packaging and I love everything Santa Maria Novella do. I've been to their wonderful shop in Florence – and I love the connection to that, when I wear this.'
- 7 **Acqua di Palma Colonia** – 'It's the all-time classic European Cologne for summer. Goes with everything.'
- 8 **Creed Millesime Impérial** – 'This is another one my mum bought this for me and I love it – and to be crass, it does tickle me that it's about £5 a squirt. I also find it very amusing that in Paris they sell Creed in your local chemist, like it's a normality. In England they'd only have rose water or something.'
- 9 **Geo. F. Trumper Sandalwood** – 'This is one of my wintry choices. I don't mix this one; I like the purity of it.'
- 10 **Kiehl's Original Musk** – 'Of course you can get it here now, but I still like to buy this when we go to the States, because that was always part of the adventure, when you couldn't get everything, everywhere.'

latest launches

We're entering one of the busiest times of the year for new releases. The themes emerging? Plenty of Colognes, vanilla notes for men – along with gusts of driftwood and aquatic freshness – are all making a splash

MODERN CLASSICS BOX

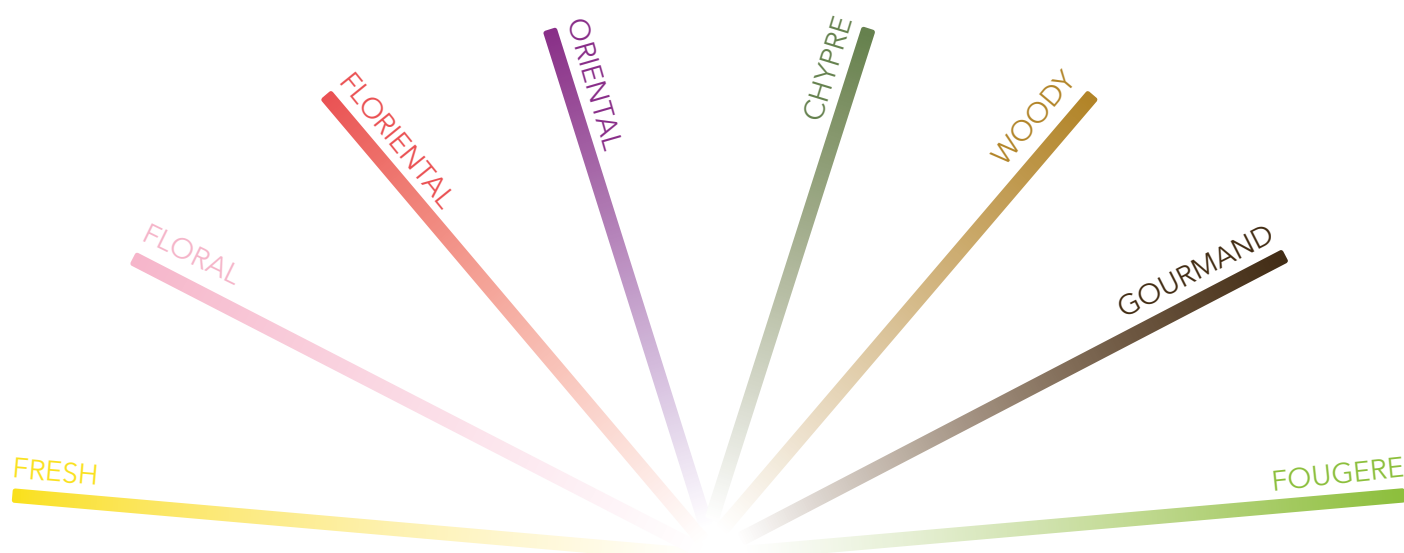
Why do fragrances become enduring classics? Quite simply, because they smell beautiful, enrapturing us year after year. Our latest Discovery Box showcases eight fragrances, each a classic – or a classic-in-the-making, plus two beautiful extra gifts from us to you. The box – which includes the fragrances below – is just £12.50 + p&p to our VIPs (£17.50 to everyone else) perfumesociety.org/SHOP

- CARTIER BAISER FOU
- MARC JACOBS DAISY
- ILLUMINUM WHITE GARDENIA PETALS
- ANGELA FLANDERS COLUMBIA ROSE
- KENZO FLOWER BY KENZO
- YARDLEY ENGLISH FREESIA



THE FRAGRANCE FAMILIES

As scentophiles know, fragrances fall into different 'families'. So we've used the same classification system for launches as on our 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.



AMOUAGE BRACKEN WOMAN



Bracken Woman makes a nostalgic nod to the Flower Power era of the 1960s, with a gust of green floral notes that smell truly (and gloriously) retro. Naturally, since it sets out 'to recreate the symbols of peace and freedom with the luminous ferns and flowers of the woodland', patchouli features generously – alongside lily, narcissus, chamomile, a bracken accord and wild berries on a dark, earthy forest floor of a base, fusing vetiver and birch. All in all, spell-binding.

£225 for 100ml eau de parfum
amouage.com

AMOUROUD SILK ROUTE



Oudh-avoiders, do not recoil! This is a delightfully boozy gourmand that's all steamy rum-soaked fruit slathered with cream and sprinkled with spices – and while *oudh* may feature at the heart of each fragrance in this collection, we suggest you think of it more as an ingredient added for depth and longevity. Interestingly, Amouroud is the latest evolution of the widely respected Perfumer's Workshop, launched 45 years ago – and we'll now gladly be following the Silk Route trail.

£166 for 100ml eau de parfum
harrods.com

AGENT PROVOCATEUR PURE APHRODISIAQUE



It launched in time for Mother's Day – but we think this modern, feminine *eau de parfum* has a cross-generational appeal for anyone looking for a wearable and impressively affordable floral. Juicy mandarin and a pink apple accord offer a playful introduction to a heart of soft pink magnolia and mimosa (quite the ingredient *du jour*), while sandalwood, vanilla and cashmere woods envelop the skin in a smooth, lingering creaminess.

£15 for 50ml eau de parfum
avon.uk.com

BJÖRK & BERRIES SOLSTICE



Scandinavia is a place of contrasts: all snuggle-up *hygge* warmth in winter, endless outdoor days in summer. Swedish luxury eco-brand Björk & Berries capture Swedish midsummer in a bottle with a fragrance that contains certified organic ingredients – bright with crisp orange blossom and neroli, a-bloom with lavender, softened by amber and cashmere woods. The fragrance equivalent of garlanding your hair with wildflowers and dancing joyously in meadows.

£59 for 50ml eau de parfum
bjorkandberries.com

BOUCHERON AMBRE D'ALEXANDRIE



Five perfumers were given free rein to use the materials of their dreams for Boucheron The Fragrance Collection (more about it on p.6). Of these six significant additions to Boucheron's perfume portfolio, we're finding Jean-Christophe Héroult's amber-y fusion exerts a magnetic pull, blending ambergris, musks (the carnal, not the 'clean' variety), benzoin, cistus labdanum and vanilla, enfolding the signature amber in an addictive cloud of *narguilé* tobacco smoke.

£175 for 125ml eau de parfum
At Harrods

BRITNEY SPEARS FANTASY IN BLOOM



Inspired by cherry orchards, Britney's latest hit-in-the-making has spring written all over it. From the sweet efflorescent notes of Sakura cherry blossom to sparkling green mandarin, it truly offers the feeling of hurtling into spring, watching those first green shoots emerge. Warming vanilla and amber are combined with sandalwood for a subtle, honeyed dry-down, and this daydream-in-a-bottle is housed in a frosted glass *flacon* adorned with cherry blossom.

£26 for 50ml eau de toilette
theperfumeshop.com

BYREDO BIBLIOTHÈQUE



Hurrah! Byredo have made a limited edition fragrance which echoes (brilliantly) their bestselling, black wax Bibliothèque candle – but don't be deceived by the 'library' name, however: it's a glorious, girly swirl of peony, violet, peach and plum, beckoning you through a red velvet curtain to explore its darker side, with patchouli, leather and vanilla delivering an almost lipstick-y element. It's warm, it's cocooning – and it's just ridiculously sexy. £150 for 100ml eau de parfum byredo.com

CAROLINA HERRERA CH PRIVÉE



The sensual dresses created by Carolina Herrera's *couture* house inspired the legendary Dominique Ropion to enfold Chinese osmanthus, Madagascan vanilla and musk absolute in a red leather accord with a surprising femininity (which is echoed in the stunning red leather-wrapped, charm-adorned bottle). It bridges the gourmand and floral families – and we can't help but agree with Ropion's verdict that his creation is 'the epitome of femininity.' £78 for 80ml eau de parfum At Harrods

CHLOE LOVE STORY EAU SENSUELLE



A shimmering haze of orange blossom enlivened by the freshness of neroli celebrates the power of attraction. That unforgettable moment when your eyes lock and unspoken messages surge is further invoked by armfuls of jasmine and stephanotis. Unashamedly feminine as a gauzy gown, the skin-like warmth of musky cedar in the base reminds us of tender kisses – and that although money can't buy happiness, it can buy perfume – and isn't that practically the same thing...? £47 for 30ml eau de parfum theperfumeshop.com

DKNY BE TEMPTED EAU SO BLUSH



Just in time for our collecting edition, DKNY has something so pretty to add to the scent-stash of the legions who've collected myriad editions of these apple-shaped scents. This time, DKNY Be Tempted is reincarnated as a soft, fresh-floral-woody, juicy with pink grapefruit, blood orange and redcurrant, pink peony and jasmine blooming generously at the heart, ultimately cocooning skin with creamy woods and a solar musk. Do lead us into temptation, please. From £37 for 30ml eau de TBC superdrug.com

ERBORIAN YUZA ENERGY



Spirit is flagging? Awakening the senses with a wave of joyous citrus notes, Yuza Energy is one of a trio of fragrant innovations from Erborian, the hot-hot-hot beauty brand fusing French and Korean traditions. (The others are soft floral Magnolia Love and tea-nuanced Nokcha Drop.) Thyme features alongside clementine, lemon and blood orange, while the trail has a musky delicacy. The perfect antidote to that 4pm mid-afternoon slump – but highly enjoyable, anytime. £35 for 50ml eau de toilette erborian.co.uk

ESTÉE LAUDER AZURÉE D'OR



Azurée is one of the all-time great Chypres – one of Estée Lauder's own masterpieces, launched 1969. Homage is paid to its heritage in this reworking, in which the classic Chypre structure – with patchouli, jasmine, *rosa Centifolia*, labdanum and orris – is revisited. Clary sage, pink pepper, luscious plum and vibrant saffron add modern flourishes, while the bottle is a gilded triumph – evoking the city of Marrakech, 'where modernism and classicism converge in magnificent splendour.' £120 for 50ml eau de parfum At Harrods

FRAGONARD PIVONE



A limited edition you'll certainly want to catch, Fragonard's Pivoine is an enchanting ode to the peony, created with gentleness in mind. A blend of three peony varieties – white, pink and red – its petals are lifted by the light fruitiness of redcurrant, sharp rhubarb and orange, and ultimately cradled by hints of powdery iris, an ever-so-soft skin-like musk and come-hither amber. Fragonard's seasonal editions are eternally chic – and this time, the bottle's adorned with pretty peonies. £18 for 50ml eau de toilette marksandspencer.com

GUERLAIN ACQUA ALLERGORIA BERGAMOT CALABRIA



Guerlain's annual Acqua Allergoria launches always embody freshness – but is there a lighter, brighter, more refreshing ingredient than bergamot...? The perfume house has longstanding links with a particular supplier of bergamot in Calabria – where it's known as 'green gold'. Pink peppercorn, petitgrain and ginger also feature alongside bergamot zest and juice, with white musks and amber vanilla taking the edge off this citrus fruit's signature coolness. £48.50 for 75ml eau de toilette johnlewis.com

GUERLAIN MON GUERLAIN



Mon Guerlain – by Thierry Wasser and Delphine Jelk – is Guerlain's biggest ever unveiling. It nods to Guerlain's heritage with lashings of vanilla alongside Carla lavender (shades of Jicky), housed in their classic quadrilobe bottle – but is resolutely 'now'. Fleetingly bright and vibrant, its voluptuous side soon unfolds, with sambac jasmine and white sandalwood. And though technically a fresh-Oriental, Mon Guerlain already has gourmand-lovers a-swoon. £44 for 30ml eau de parfum escentual.com

HERMÈS EAU DES MERVEILLES BLEUE



A scent inspired by marvelling at the shiny pebbles that lay upon the shore, wet from the ocean, salty to the taste, this also offers contrasting whispers of sweetness. We're getting chocolate-y touches, hint of lollipops on summer days, and sun-kissed skin. The crystalline blue juice captures sea-salt spray swimming among rich driftwood notes, while patchouli offers the depth and mystery of deep seas – and the whole thing awakens blissful memories of childhood beach holidays. £72 for 50ml eau de toilette uk.hermes.com

JEAN PAUL GAULTIER CLASSIQUE EAU FRAÎCHE WONDER WOMAN



Like many perfumistas, we eagerly await each new incarnation of Jean Paul Gaultier's fragrances – but this year, the designer's excelled himself, with Wonder Woman bursting out of the familiar corset. (In anticipation of the Warner Bros. 'Wonder Woman' movie on 2nd June 2017.) The eau fraîche introduces a splash of aquatic notes to the familiar fragrance, with fresh sugar cane juice adding further sweetness to orange blossom and vanilla. A must for the collector's shelf. £58 for 50ml eau fraîche debenhams.com (from 27th March)

JO MALONE LONDON TOBACCO & MANDARIN



Perfumer star-in-the-making Yann Vasnier shows dextrous versatility in this stunning quintet – and we are seriously hard-pressed to single out a favourite from this limited edition line-up, in all its Charleston-inspired glory. Ultimately, we'll settle on this intriguing juxtaposition of herbaceous sage and zesty mandarin with hints-of-grandpa sweet pipe tobacco and an olfactorially photorealistic beeswax note (if that can be a thing). But we still plan to waft around in the lot, frankly. £46 for 30ml Cologne jomalone.co.uk

JUICY COUTURE VIVA LA JUICY SUCRÉ



You've gotta love a fragrance that offers a visible clue to its edible, indulgent qualities via cupcake-case packaging and a drizzle of icing. Mandarin and redcurrant move flirtily into jasmine and orange flower petals – but it's the last mouthful which confirms that this is the sweetest interpretation yet of the fabulously successful Viva La Juicy. Indulge your sweet tooth with notes evoking creamy icing, whipped cream – and ultra-generous quantities of vanilla. From £37 for 30ml eau de parfum debenhams.com

KILIAN GOOD GIRL GONE BAD EXTREME



Kilian Hennessy recruited renowned nose Alberto Morillas to intensify and make his naughty iconic fragrance even naughtier, via 'a powerful whirlwind' of jasmine sambac, rose, Indian tuberose and a medley of orange blossoms from Tunisia, Morocco and Egypt, 'wrapped in a delicious milky toffee elixir.' The darkly mysterious juice is offered up in a beautiful black clutch adorned with a gold snake, and it brings out the bad girl in us – in quite the best way. £235 for 50ml refillable EDP spray bykilian.com

LALIQUE CHYPRE SILVER



A new Chypre is always welcome, so far as we're concerned – but in fact, this is one of five fragrances in a just-launched collection, Les Compositions Parfumées, each inspired by a precious metal/alloy from the jeweller's palette (read much more about Lalique on p.XX.) Cool and mysterious, this creates a 'sylvan backdrop' via violet leaf and earthy patchouli, with a bouquet of rose, jasmine, neroli, on a Chypre bed of leather, benzoin and musk. £150 for 100ml eau de parfum At Selfridges

LANCÔME LA NUIT TRÉSOR



The perfumers behind Trésor Eau de Parfum – Christophe Reynaud and Amandine Clerc Marie – beckon us into the dark with this naughtily addictive play on the rose. An initial fruit cocktail of raspberry, lychee and blackcurrant, zinged-up by bergamot, gives way to a massive bouquet of roses, touched by peony and lily of the valley. As La Nuit Trésor's seven veils are removed, patchouli, Tahitian vanilla and white musk reveal themselves – and are set to party till dawn. From £49 for 30ml eau de parfum lancome.co.uk

LM PARFUMS SINE DIE



Recalling memories of childhood summers, Sine Die (it translates from Latin as 'adjourned indefinitely') is a fragrance that captures the endless freedom of summer. Grapefruit starts the story with sharp, crisp bites, before a dry leather and violet trail off. Fig is the main character in the story, though – first emerging fruity, then awash with a hard greenness; softened in the base by white woods and amber, it's a beautiful play on a sometimes hard-to-wear ingredient. £140 for 100ml eau de parfum harveynichols.com

MICHAEL KORS TURQUOISE



Shimmering like reflections on water, Michael Kors' latest limited edition, Turquoise, has us longing for endless sun-drenched days. Deliciously dewy, it combines water lily with a cool note of cucumber and lime, delivering extra zest. A *fleur de sel* accord has us imagining wild ocean sprays and salty lips, blended with a white floral heart (via jasmine and orchid) that delivers a come-closer sensuality to an otherwise utterly refreshing scent. £46 for 30ml eau de parfum michaelkors.co.uk

MIUMIU L'EAU BLEUE



The fabulous faceted *flacon* for MiuMiu Eau de Parfum is here revisited in crystalline aqua glass – a perfect echo of the divinely sparkling juice within. Airy and just sensationally pretty, L'Eau Bleue is one for lovers of lily of the valley – a note which seems almost dew-drenched, in this incarnation. This is all about the season's green shoots – with just a touch of the earth beneath, via touches of Akigalawood®. We declare: spring has officially arrived.
From £49 for 30ml
At Harrods

NANCY MEILAND ÉGLANTIER



Wonderfully talented British perfumer Nancy Meiland uses the romantic inspiration of two seas perpetually meeting within this ethereally beautiful evocation of one of her favourite places in Denmark. As the waves kiss, the tide withdraws to reveal a coral glow of ambrette seeds, orange flower, jasmine and rosehips, all crystallised with salt. Faint wisps of incense drift downwind with a warm-skin snuggle of vanilla as the sun dips low. Dive on in...
£105 for 100ml eau de parfum
nancymeiland.com

NINA RICCI LUNA



'Les Belles de Nina' – an inseparable duo of beauties – are the 'faces' of Luna, which celebrates the strong bond of friendship between two young and vivacious girls (played in the ad campaign by real-life best friends, Jac Jagaciak and Frida Gustavsson). Spritzed from a dainty glass apple, Luna opens to fresh orange blossom and wild berries, progressing moreishly through toasted caramel, vanilla and sandalwood to leave you feeling utterly edible.
From £34.50 for 30ml eau de toilette
debenhams.com

OLFACTIVE STUDIO CLOSE UP



The links between fragrance and photography guide this ultra-creative house. For this launch, a spectacular zoomed-in image of a human eye by Suren Manvelyan was used as inspiration, with perfumer Annick Menardo mapping out a journey through a lively blend of Santos green coffee, spices and dark cherry to a pale tobacco haze and the earthy sweetness of patchouli. Roses bloom amidst Atlas cedar as the amber base finally rises like early morning mist.
£75 for 50ml eau de parfum
bloomperfume.co.uk

PACO RABANNE OLYMPEA INTENSE



In a twist on the hugely popular existing Olympea fragrance, Intense ups the ante and exudes simmering sensuality with every spritz. The rule that opposites attract was taken literally here with a tickling of white pepper, orange blossom and grapefruit in the introduction. Addictive amounts of vanilla are warmed by cedarwood, while pinches of salt, white amber and an ambergris accord in the dry-down evoke dusky evenings dipping toes in the sea.
From £46 for 30ml eau de parfum
debenhams.com

PARFUMS DE MARLY DELINA



We know the juice is the main thing – but oh, that blush pink bottle! One of the most lust-worthy we've seen for ages (and luckily the scent doesn't disappoint). Quentin Bisch composed Delina as a tribute to femininity, with Turkish roses, peonies and lily of the valley swooning in to a lightly handled fruity heart of lychee, rhubarb and bergamot, offset with nutmeg and vanilla, swathed in white musk and cashmeran: a bouquet to treasure.
£140 for 75ml eau de parfum
selfridges.com

PENHALIGON'S SAVOY STEAM EAU DE PARFUM



Inspired by their Hamman Bouquet fragrance from 1872, Penhaligon's have recreated a duo of steamy shareable scents. A nod to their historical ties to the Turkish baths of Jermyn Street, Savoy Steam *eau de parfum* and Cologne are a breath of fresh air – or rather, steam. In the *eau de parfum* (above), herbaceous rosemary is fused with a sparkling pink pepper, mellowing into a plush rose that is echoed by geranium. And how we love the 'towel' bow! £134 for 100ml *eau de parfum* penhaligons.com

RIHANNA KISS



The provocative princess of pop takes an unexpected turn with her latest fragrance, Kiss – which turns out to be beautifully soft. Introduced via fresh notes of neroli, plump peach and white freesia, this playful scent is mature in matters of the heart. A bouquet of gardenia and peony in which to bury your nose is rounded out with cashmere and cedarwood, while a seductive base of musky ambregris offers a definite nod to the bombshell herself. £23 for 30ml *eau de parfum* superdrug.com

ROGER&GALLET GINGEMBRE ROUGE INTENSE



The original Gingembre Rouge is gloriously energising – and it's been so popular that Parisian perfumers Roger & Gallet have further intensified its contrast of warm and cool. Iris concentrate and woody facets of tolu, cedar and patchouli are balanced by fiery ginger flower and aromatic spices – a clever demonstration of the perfumer's skill at conjuring up a sense of temperature, in something that's essentially invisible. And one which further ramps up the feel-good factor. £40.50 for 50ml *eau de parfum* marksandspencer.com

THAMEEN RIVIÈRE



The latest in Thameen's gem-inspired collection takes its name from a 'rivière': jewellery-speak for a style of necklace made of stones that are of identical size, or 'seamlessly graduated'. It's certainly a bedazzling creation, fusing precious elements of lemon blossom, cinnamon, Turkish rose and carnation, patchouli, *oudh* and golden amber, with a 'sun-drenched' leather wrapping Rivière in its resinous warmth. Adorn yourself with it after dark, we recommend. £145 for 50ml *eau de parfum* selfridges.com

THE FRAGRANCE KITCHEN ORION



Fans of The Fragrance Kitchen will be beside themselves as six exclusive new 'agender' (the new word for unisex) scents launch at Avery Perfume Gallery. Cast your eyes skywards for the full celestial inspiration of Stardust, Midnight, Skylight, Cosmos and Blue Eyes – but we're zooming the telescope on Orion's rosy glow. The top notes are shot through with raspberry and saffron to a heart of roses tamed with labdanum and the softest landing of woody vanilla. £165 for 100ml *eau de parfum* averyperfumegallery.com

THE MERCHANT OF VENICE LIBERTY



TMOV's Murano Exclusive collection bottles sumptuous perfumes by master noses in the most stunning glass *flacons*. Perfumer Alexandra Monet's creation cloaks skin mysteriously in spicy saffron and white lily, aromatic thyme and deep, dark notes of amber, patchouli and leather. We're conjuring up mist rolling in from the lagoon and a romantic stroll down an echoing street leading to a sumptuously appointed *palazzo*. Who needs an aeroplane when we have perfume...? £250 for 100ml *eau de parfum* At Harrods Salon de Parfums

THIERRY MUGLER ALIEN EAU SUBLIME



Alien collectors will be queueing to embark on a 'solar adventure', as Mugler put it, with the esteemed Dominique Ropion's energising reinterpretation of this modern classic. Mandarin, orange and galbanum place a zesty greenness at the fore, before ultra-feminine jasmine and tiaré flower offer up that promised sun-drenched femininity. Ultimately, white amber, heliotrope and cashmeran enfold your skin in softness and warmth. Beam it onto our dressing tables, Scotty. £50 for 60ml eau de toilette houseoffraser.co.uk

TOM FORD NEROLI PORTOFINO BODY SPRAYS



The three all-over body sprays joining the ever-popular and zestily stylish Tom Ford Neroli Portofino line-up have us scanning flight-booking sites for weekend getaways to the Italian coast. Available in Costa Azzura (salt-glazed Mediterranean woods), Mandarino di Amalfi (mint-infused citrus) and Fleur de Portofino (perfectly capturing acacia trees in a Mediterranean garden), these invite generous spritzing – and in their sleek aerosol tins are eminently packable. £44 for 150ml each (from 31st March) selfridges.com

VALEUR ABSOLUE ROUGE PASSION



Radiating sophistication and tenderness, we love the new-look Valeur Absolue range – and this latest may be our favourite yet. Warmly enticing with ylang ylang and ginger, it's the use of the red champaca (considered a holy and precious flower), swirled with sexy vanilla, that really caught our hearts. It introduces wellbeing properties to luxury perfume, with the bottle featuring real garnets that rattle satisfyingly with each spritz to dispense crystal therapy. £79 for 50ml eau de parfum valeurabsolue.com

VICTOR&ROLF FLOWERBOMB BLOOM



It's taken over a decade for Viktor&Rolf to surprise us with an eau de toilette spin on their blockbuster perfume – surely destined to float straight into the handbags of Flowerbomb's many fans. Fruitily floral, it opens with a pomegranate accord, mandarin and bergamot oils, growing more familiar as the skin warms the light pink juice to reveal familiar musk, patchouli and vanilla, with a breeziness that's down to a 'mountain air' accord blowing bracingly through the fragrance. From £44 for 30ml eau de toilette feelunique.com

VILHELM DON'T TELL JASMINE



Featuring almost illegal amounts of jasmine (literally, as much as perfumer Jérôme Épinette is allowed to put into a formula), the latest from this New York-based indie perfumer is the closest you'll come to walking through open French windows that have a jasmine plant clambering all around them. Lemon 'lifts' and adds freshness to this indolic creation, alongside touches of kir – and its finale delivers a skin-scent muskiness. So: do tell Jasmine – we're very taken with her. £145 for 100ml eau de parfum At Liberty

YARDLEY FREESIA



This all but freeze-frames the fresh-floral, citrusy scent of beloved freesias, captured in a so-pretty (and on-trend) yellow 'juice'. Mandarin, lemon, cypress, lavender and bergamot airily introduce Freesia, the flower opening its delicate petals alongside lily of the valley, spiced lightly by ginger and pepper. Delivering long-lasting freshness is a musky-woody base fusing amber crystals with a hint of frankincense – and being Yardley, there are plenty of layering possibilities. £9.99 for 50ml eau de toilette yardleylondon.co.uk

BAMFORD GROOMING DEPARTMENT EDITION 1 COLOGNE



An impressive debut from watch designer George Bamford and his mother Carole (the driving force behind Bamford organic beauty), we love that this comes packaged in a recyclable corrugated card block. But it's the scent inside which really quickens the heart. Black pepper, bergamot, grapefruit, nutmeg and juniper mellow to smouldering woods – *oudh*, sandalwood, vetiver – and are later softened by amber, musk, suede and tonka. So, so elegant.

£90 for 50ml Cologne

bamfordgroomingdepartment.com

BOTTEGA VENETA POUR HOMME PARFUM



Created with the sure-footedness we expect from Bottega Veneta, this darker, bolder interpretation of their original Pour Homme plunges us once more into the heart of the Dolomites, where a chisel-jawed man now reclines on an aged leather sofa. Fresh from a bracing walk in the crisp mountain air, he stretches luxuriously, the scent of cedarwood still clinging to his skin. A fragrant journey that's enough to get us following the trail of any man who wears this. Yum.

£60 for 50ml eau de parfum

johnlewis.com

BULGARI AQUA POUR HOMME ATLANTIQUE



There's definitely a splash of water-themed aquatics in fragrance right now – but far more sophisticated than the watermelon-y 90s blockbusters that led the trend. Perfumer Jacques Cavallier composed the original Aqua Pour Homme in 2005, but here he dives deeper to explore the ocean with notes of 'sea amber' at the heart, sunlit bergamot and lemon cresting wilder waves before vetiver, patchouli, sandalwood and benzoin rest awhile in the smooth ripples of the base.

£48 for 50ml eau de parfum

selfridges.com

JEAN PAUL GAULTIER LE MALE EAU FRAÎCHE SUPERMAN



Everyone's favourite superhero is celebrated with this latest in a series of annual, collectible editions of the legendary Le Male – for summer 2017, designed by Nathalie Cracia Cetto. Clean out of his cartoon six-pack and smooth torso burst notes of mint and fresh crisp linen, smoothed by vanilla in the base – a marvellous meeting of two superstars which looks set to continue Le Male's conquering of the masculine fragrance universe. From £58 for 50ml eau de toilette

debenhams.com

JOHN VARVATOS PLATINUM EDITION



John Varvatos bottles never fail to delight – and nor do the fragrances they contain. This gleaming edition celebrates JV's rock 'n' roll heritage, inspired by elegance, simplicity (and just a little rockstar mischief, we think). At first citrusy with bergamot and *chinotto* (bitter) orange, it segues into an aromatic heart of cinnamon, clary sage, coriander and myrtle, while pulsing away in the background is the thrum of vetiver and a whipcrack of black leather. Sexy – and sexy-looking.

£79 for 125ml EDT (from 1st April)

debenhams.com

JOOP WOW!



We've been noticing a small trend for the warm caress of vanilla-y dry-downs in men's scents – and we're completely loving it. Housed in the dinkiest bottle, with a satisfying bottle-top cap, this whiskey-coloured juice is a fusion of citrus, spices and vetiver, all finished off by the warmest, enveloping swirl of base notes. Tonka, vanilla and cashmere make for the softest, downy-feeling endgame – one that we declare demands a snuggle.

£39 for 30ml eau de toilette

theperfumeshop.com

LALIQUE LEATHER COPPER



Rich, leathery, burnished by amber – this fragrance from Lalique’s just-launched Compositions Parfumées conjures up the element of copper in an incredibly wearable, shareable way. The floral pillars of orange blossom, rose and jasmine sambac at the heart take a back seat to sexy spice and citrus (juniper, black pepper and lemon), but it’s the lustrous warmth of cistus absolute, patchouli and that amber which have us compulsively smelling – and re-smelling – this. £150 for 100ml eau de parfum
At Selfridges

PALL MALL BARBERS SANDALWOOD & CLOVE COLOGNE



Until now, Pall Mall Barbers have been a secret of those-in-the-well-groomed-know – but they’re now rippling out beyond their popular London barbershops to a wider scent-loving public. This clean, energising scent has notes of sweet vanilla, sandalwood and tobacco trailing through it, along with lashings of bay rum – inspired by the traditions of barbering. Inviting generous splashing, it was developed by Pall Mall’s own barbers as the finishing touch, after a great shave. £40 for 50ml eau de Cologne
pallmallbarbers.co.uk

INVICTUS INTENSE PACO RABANNE



When a fashion house is as renowned for their fragrances as for clothing, you know they’re doing something right – as far as we’re concerned, anyway! In a deeper take on the original best selling Invictus, Intense opens to aromatic green notes of laurel leaf and orange blossom. The heroic heart of black pepper and cardamom will energise, eventually drying down to a salty, skin-like blend of ambergris, woods and amber that’s destined to turn heads. From £69 for 100ml eau de toilette
theperfumeshop.com

PENHALIGON'S SAVOY STEAM EAU DE COLOGNE



The shareable new Savoy Steam Cologne ('big brother' to the *eau de parfum* on p.42) invites you to splash freely from the 200ml bottle – and truly, it's never felt so good throwing scent on! The Cologne opens with lemon and bergamot, delivering a little shine and sparkle before moving onto an unusual and cooling eucalyptus note, fused with rosemary. Cedarwood and fir balsam linger for a while, before slinking off for another session in the steam bath. £148 for 200ml eau de Cologne
penhaligons.com

PROJECT RENEGADES BERTRAND DUCHAUFOUR



The three classically-trained perfumers behind Project Renegades just love breaking all the rules – so naturally, their debut creations aren't targeted specifically at men or women. Nevertheless, we find this the most masculine of the trio, opening to a blast of pink pepper, cardamom, cassis, a gin note, and a final seaside-y gust of amber and driftwood. As creator Bertrand Duchaufour puts it: 'Renegades isn't edge; it's over the edge.' (Check out the others on p.8.) £155 for 100ml eau de parfum
harveynichols.com

ZOOLOGIST CIVET



An intriguing menagerie of dashing depicted beasts grace the front of Zoologist fragrances – a US niche collection we were thrilled to come across when founder Victor Wong kindly sent some samples. Civet is a plunge into caddish murkiness, using no animal ingredients yet achieving great depth. Perfumer Shelley Waddington evokes a clandestine clinch with heliotrope shot through with black coffee and a prowling base of leather, moss and musk. £165 for 100ml eau de parfum
bloomperfume.co.uk

Play-Doh

Lee Kynaston – the writer and blogger better known as The Grooming Guru – is Tardis-ed back in time by this childhood modelling gunk



Smells are a lot like long-lost childhood friends: they can re-enter your life at the most unexpected of moments, with the most unexpected of results. Take my re-discovery of my old childhood friend Play-Doh, for example – a pot of which I now keep on my desk at all times.

My reacquaintance with everyone's favourite modelling clay begins on a blustery October morning in 2012. I am sitting at a large round table in a cavernous room in an old red brick building in East London. I've been invited here at the behest of a brand strategy agency, who have employed me to help brainstorm ideas for a new skincare product – something I often do as part of my job as a male grooming expert.

To help facilitate 'ideation' (as they put it), the agency have provided pens, paper, product samples and, curiously, several pots of Play-Doh – an iconic product that began life as a wallpaper cleaner in the 1930s and went on to become one of most famous playthings of all time.

Now, until this moment I really haven't clapped eyes on Play-Doh, much less smelt it, in something like 35 years. But right in front of me are pots of the stuff. Pots with pink lids; pots with blue lids; pots with white lids. Intrigued, I reach over, grab the one with the pink lid and prise it open. Almost instinctively I hold it up to my nose and inhale the aroma...

Suddenly I am sitting cross-legged in the living room of the family home. It's my fifth Christmas and the Victorian lantern-shaped lights on the Christmas Tree are twinkling against the golden tinsel. Jimmy Osmond's 'Long Haired Lover From Liverpool' is playing on the radio. I am surrounded by discarded wrapping paper. It is covered in snowmen with carrots for noses. The smell of cooking is coming from the kitchen and I can hear my mother humming as she rummages through the cutlery drawer. In my hand is a little pot of Play-Doh. I am laughing out loud as it turns from a football, to a pair of lips and then into a bright pink Stegosaurus – my

favourite dinosaur. Anything is possible it seems. I hold the prehistoric monster I've created up to my nose.

During that session in 2012 I place the cerise pink lid back onto the pot and wonder why a kid's toy is on the table at a creative workshop for adults which could earn a company millions of pounds. So, after the morning thinkfest finishes, I approach one of the facilitators and ask. 'We find that having something to play with vastly helps the creative process,' she explains, pointing at my cerise pink pal. 'It really helps people tap into that lost spirit of play.'

Fast forward to the present again and am gazing, lovingly, at the pot that lives on my desk. I open it and take a sniff. What is that smell exactly? The fragrance formula itself remains a closely guarded secret but fans have alluded to notes of vanilla, marzipan, crayon wax and damp flour (which makes sense given that flour, along with water, salt,

borax and mineral oil are what it's made of). The Fragrance Library have even tried to capture its signature scent for one of their layerable Colognes, but while it was a brave attempt to bottle the Play-Doh smell, rather like Prawn Cocktail-flavoured crisps, it never quite managed to capture the magic of the real thing for me.

In truth, trying to deconstruct the smell of Play-Doh is a pointless exercise anyway. To fans like me it's simply the smell of childhood. My rediscovery of it a few years ago was more than just a trip down memory lane though; in reacquainting myself with a smell I subconsciously associated with creativity and play I have discovered that these most precious of things are accessible at any time. If I'm miserable, stressed or staring at a blank page not knowing what to write (as I was when I started writing this piece) all I need to do is grab a pot of my old childhood friend, take off the lid and I'm back to creating bright pink dinosaurs again. No therapist or fancy time machine required – just a £1.29 pot of modelling clay. Bargain huh? ”

"If... I grab a pot of my old childhood friend and take off the lid, I'm back to creating bright pink dinosaurs again"





DAISY

MARC JACOBS



THE FRAGRANCES FOR WOMEN

A clear glass perfume bottle with a faceted stopper and a gold-colored cap featuring the 'TF' logo. The bottle is set against a background of large, dark green leaves.

TOM FORD

**VERT
DE FLEUR**

**EAU DE PARFUM
250 ML**

INTRODUCING THE NEW LES EXTRAITS VERTS COLLECTION FROM TOM FORD