

THE

[www.perfumesociety.org](http://www.perfumesociety.org)

# *scented* LETTER

NO. 46 SPRING 2021

## PERFUME'S BRIGHT FUTURE



#SMELLFIES  
2021



50 SHADES  
OF SCENT



THE FRAGRANT  
FOODIE



# FLOWERBOMB

THE ICONIC EAU DE PARFUM

VIKTOR&ROLF VIKTOR&ROLF



# VIKTOR&ROLF



# editor's LETTER



The power of perfume to make us feel positive has kept fragrance-lovers going, for the past year. And despite the fact that it has been almost impossible to walk into a store and try fragrance on the skin, fragrance sales globally have actually accelerated.

You really only have to look at our amazing #Smellfie 2021 story on p.10 to see what fragrance means to all of us. So, so many of our fans, followers and industry friends posted #smellfies for International Fragrance Day on 21st March, and we are delighted to showcase our favourites. Not only were there more fragrance-lovers taking part than ever before, but I'm sure you'll agree that the bar for creativity was raised even higher, for 2021.

I hope you enjoy the colourful feel to this edition of *The Scented Letter*. It reflects a wider trend: after the endless dreariness of successive lockdowns, we are totally ready for rainbows. It's happening in décor, in make-up, in interiors – and in fragrance, too, with brightly-coloured 'juices' and bottles. On p.20, discover how perfume houses decide on which colour's right for which scent – and swoon over some glorious, vibrant *flacons* that any of us would surely be happy to showcase on our dressing tables.

On p.34, Suzy Nightingale looks at how the future looks bright, for scent-lovers. When IFF (International Flavors & Fragrances) ran a recent survey, 79% of those polled responded that they'd like the opportunity to buy a fragrance 'with emotional or physical benefits'. Suzy explores how the perfume world will be shaped by that research – while also reflecting on how civilisations have tapped into scent's mood-boosting power, in the past.

I'm delighted to welcome two new regulars to the magazine. James Craven is a fragrance world legend and award-winning writer who will be sharing his expertise as our 'Perfume Agony Uncle', answering real-life scent dilemmas. And Pratap Chahal – also known as 'That Hungry Chef', who we first met at his scented London supper clubs – starts a new column, The Fragrant Foodie, which tantalises the senses by showcasing scented ingredients in food and drink, on p.43.

Our biggest-ever run-down of Latest Launches will ensure your finger's on the pulse, meanwhile. Last year, fragrance houses pressed the 'pause' button on plans for countless launches. This spring, many of them are finally being released, and there's palpable excitement among perfume devotees. Because who isn't looking for the new, the exciting, after a whole year of – well, the wrong kind of adrenaline, frankly? Turn to p.56, to start planning your spring scent wardrobe.

And may I suggest when you get to wear it out, you celebrate with one of Pratap's vetiver martinis? (Or maybe three.)

# THE *scented* LETTER



WINNER OF THE  
PRACTICAL GUIDE  
AWARD 2019

THE FRAGRANCE FOUNDATION  
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## *Carson Parkin-Fairley*

After many years at The Perfume Society, Carson is now a prop-maker, copywriter, workshop organiser, artist and maker, successfully pursuing her passion for all things colourful. Creator of our bright cover and author of It Takes Me Right Back (p.70), Carson specialises in creating fabulous, colourful framed icons to celebrate the lives of famous and real people. When permitted, she will host her exhibition, Paradise Found – An Exhibition of Joy, at Vout-O-Reenies club in London. Follow her @carsonparkinfairley



## *Claire Bowen*

Claire – this issue's Memories, Dreams, Reflections interviewee – runs seasonal flower classes and 1:1 workshops from her studio in South Oxfordshire and as a guest florist at Daylesford Farm. She loves to teach environmentally friendly methods of floristry in a wild, natural garden style. She has collaborated with many different brands including People Tree, Miller Harris and Berry Bros. & Rudd. Her first book, *The Healing Power of Flowers* (Ebury Press), see p.8, is out now. Find her on Instagram @honeysuckle\_and\_hilda



## *Louise Woollam*

Once an accountant and part-time perfume writer, now an almost fully-recovered anosmic and parosmic, Louise has finally decided to follow her true vocation and is currently studying for her Master's degree in comedy. With her first-hand experience of anosmia/parosmia – symptoms/side-effects of COVID-19 – Louise was the perfect writer for the assignment on p.38, offering hope to fellow sufferers. Follow her @getlippie

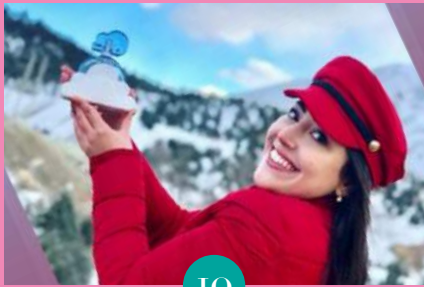


## *Chloe Counter*

A computer geek at heart, Chloe is responsible for The Perfume Society's social media, e-mail marketing and the abundance of GIFs – and for this issue, she was our 'Smellfie Queen', coordinating the hugely successful campaign. Relatively new to the fragrance world, she's enjoying exploring her fifth sense and building her ever-growing fragrance collection, all while sharing her new-found knowledge through fragrance tips and perfumery facts to our audience. Follow her @seewhycomms



# contents



10

## *scent gets social* **#SMELLFIE 2021**

For this annual celebration of International Fragrance Day, our fans and followers got more creative than ever



30

## *a walking scent encyclopaedia* **THE PERFUMED AGONY UNCLE**

Meet 'Uncle James', better known as James Craven, who's here to answer all your scent conundrums



38

## *I smell, therefore I am* **THE YEAR THE WORLD DISCOVERED ITS SENSE OF SMELL**

COVID-related anosmia and the path to recovery, by Louise Woollam



26

## *the perfume of all perfumes* **HAPPY BIRTHDAY, CHANEL N°5**

100 years an icon, we look into the crystal ball to imagine N°5 in a century's time



34

## *aroma perfumery* **PERFUME'S BRIGHT FUTURE**

How the scent industry is looking to harness fragrance's unique power to support us through troubled times



43

## *drink up* **THE FRAGRANT FOODIE**

Join us in raising a glass to Pratap Chahal's new column, blurring the lines between taste and smell

## *regulars*

NOSING AROUND **6** A NOSE TO WATCH **46** MEMORIES, DREAMS, REFLECTIONS **54** LATEST LAUNCHES **56** IT TAKES ME RIGHT BACK **70**



# nosing around

We've a rainbow of fragrances and candles for you, with this round-up – discoveries to delight the eye, as well as the nose



## *Just say 'spa-aaaaah'*

Frankly we should all be checked into an ultra-luxe Aman resort for R&R after the year we've had. We've a suspicion we'll have to make do with their divine fragrant innovations, however: a quintet of five transporting scents created by 'nose' Jacques Chabert (in bottles by Japanese architect Kengo Kuma), and a trio of spa candles, with Grounding, Purifying and Nourishing scents that echo the fragrances of Aman's skincare.

Candles £65/220g

Fragrances £220 for 50ml

eau de parfum

[shop.aman.com](http://shop.aman.com)



## WAXING COLOURFUL

Echoing the joyful vibe of this issue, Lalique Voyage de Parfumeur limited edition Les Compositions Parfumées Candles. Electric Purple offers violet, moss, patchouli, berries.

Pink Paradise flickers notes of citrus, musk, heliotrope and jasmine.

Sweet Amber wafts orange blossom, tuberose, Ambroxan, vanilla. So you can match your candle to your scent preference – or your décor.

£62 for 190g

[lalique.com](http://lalique.com)



## LOEWE'S BOTANICAL RAINBOW

This colourful new line-up includes 28 scents in six families: Agua, Aire, Aura, Esencia, 7 and Pour Homme – the joyful kaleidoscope capturing the character of each scent. Just gazing at the bottles gives us a mood boost!

From £65 for 50ml eau de toilette [perfumesloewe.com](http://perfumesloewe.com)







## Olfactory travels

Creed's Acqua Originale collection is inspired by perfumer Olivier Creed's lifelong love of travel: Zeste Mandarine, Green Neroli, Citrus Bigarade, Vétiver Geranium and Iris Tubéreuse. While we're confined to barracks, we'll happily let these colourful scents transport us around the world, from Java to Tuscany, Italy to Sicily (and beyond), with this perfumed passport. £220 each for 100ml eau de parfum [creedfragrances.co.uk](http://creedfragrances.co.uk)



We know it's springtime when Jo Malone London unveil their Blossoms Collection, each year featuring limited editions to bloom alongside the existing line-up. This year, discover Yellow Hibiscus (a sun-filled floral), Red Hibiscus - the first Blossom Cologne Intense, its solar floralcy offering a truly sunshine vibe - and a grab-it-before-it-goes Silk Blossom Diffuser. From £44-105 [jomalone.co.uk](http://jomalone.co.uk)

### WE'RE SO EXCITED!

Just-launched: The Perfume Society's newest Discovery Box concept, Seasonal Scents Subscription, to introduce you to perfumes perfect for the upcoming season, with a line-up of surprise (but sensational) scents, with eight samples in each box including gorgeous 7ml minis.

The number one question we're posed is: 'Which are the best fragrances to wear for Spring, Summer, Autumn and Winter?' So these boxes will not only guide but also entertain and educate you, through online Smelling Notes, unboxing videos, quizzes and tips. In our first (Spring) box, discover Floral, Floriental and Fresh fragrances...

Each box £18 or £68 for annual four-box subscription [perfumesociety.org](http://perfumesociety.org)



## THE FRAGRANT BOOKSHELF

**The Healing Power of Flowers**

Do you speak to your plants? Well, did you realise that your flowers can talk back? This

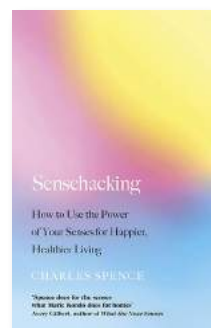
is an exquisite collaboration between photographer Éva Németh and Claire Bowen (see 'Memories, Dreams, Reflections on p.54), an enchanting modern update on the Victorian language of flowers that makes a perfect gift. (Perhaps for yourself?) £12.99 (Ebury Press)

**Nose Dive**

In this manual to reconnect you to your nose and enrich your life, Harold McGee introduces us to the aroma chemicals that surround us and colour the way

we experience the world. A joyous book that should be read by cooks, perfumers, fragrance addicts and absolutely anyone who has been struck by a smell, wondered what it was and wanted to know more...

£35 (John Murray)

**Sense Hacking**

Subtitled *How to Use the Power of Your Senses for Happier, Healthier Living*, this book aims to demonstrate how '...our senses change how we think

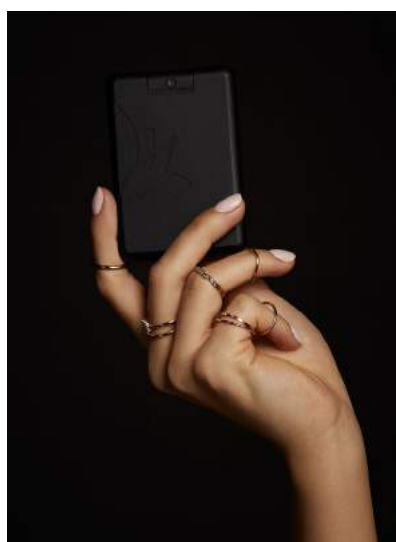
and feel, and how by "hacking" them we can reduce stress, become more productive and be happier.' Its author, Professor Charles Spence, is head of Oxford University's Crossmodal Research Laboratory, a specialist in our overlapping senses.

£16 (Penguin)

*Furla's fashionable palette*

Soothingly hued in pastels recalling the tones of Furla's clothing, the spectrum was chosen to add 'elegance and identity to the perfumes.' Available in 100ml format and two travel-sizes (for when we can, again) of 30ml and 10ml.

From £17 for 10ml eau de parfum [furla.com](http://furla.com)

**SANITISERS GET SOPHISTICATED**

Had to happen. After the vats of the stuff we've got through over the last year, it was time someone 'pimped' the hand sanitiser. So, a round of applause as we welcome...

● Zenatti Luxury Hand Cleanser Eau de Parfum, a sleek black atomiser of Jardin Aux Herbes fragrance, the debut launch from this premium hand-cleansing brand, and the first we'd be happy to flourish at lunch at The Wolseley, frankly.  
£125 for atomiser/vegan pouch and 3 x 2ml fragrance refills [zenatti.co.uk](http://zenatti.co.uk)



## DATE FOR THE DIARY: THE PERFUME BOTTLES AUCTION

Collectors around the world are excitedly awaiting this year's Perfume Bottles Auction, organised by Ken Leach (pictured) and taking place on 1st May. There's a wide offering of precious bottles sourced from private collections, the glorious catalogue featuring an exceptionally rare Baccarat bottle on the cover, among other treasures. Bidders can take part online - follow the updates and join us in our lusting... [perfumbottlesauction.com](http://perfumbottlesauction.com)



## *(Paint) brush up your scent skills*

Jo Loves have relaunched their Fragrance Paintbrush™, which can now be refilled via a scent cartridge, in line with the industry's increasing shift towards sustainability. A choice of seven spill-proof scents to stroke stylishly onto skin...

£40 each/refills £35 for 3 x 7ml  
[joloves.com](http://joloves.com)



## CARTIER'S BUNCH OF ROSES

Resident perfumer Mathilde Laurent plays on the flower's astonishing versatility in Les Heures Rose Collection, with classic rose L'Heure Osée, smoulderingly animalic Oud and Pink and lastly, Les Épures Pur Rose, a hyper-realistic rose that conjures up a bloom growing on a bush, stems and all.

£250-320 each for 75ml eau de parfum  
[selfridges.com](http://selfridges.com)

● Cedarwood-scented Gloved Moisture-Replenish Hand Sanitiser, joining perfumer Tom Daxon's fabulous hand wash and hand lotion duo. It's housed in a beautiful bottle so generous, it could potentially outlast the pandemic. £25 for 375ml [gloved.co.uk](http://gloved.co.uk)



## AND BREATHE...

With mask-wearing likely to continue for some time, a bright idea from Officine Universelle Buly: stickers scented with uplifting peppermint, lemon and eucalyptus, to 'lighten up the atmosphere behind your mask'. Applied to the outer side, the olfactory relief lasts for around six hours, depending on the type of mask. They're biodegradable. (Um, unlike many actual masks!) £11 for 8 stickers [buly1803.com](http://buly1803.com)



# #SMELLFIE DAY 2021

For perfume-lovers, International Fragrance Day is the best day of the year. End. Of. And this year, for our annual #Smellfie extravaganza, our fans, followers and fragrance community got more creative than ever

#smellfie

#Smellfie







YOU MADE US LAUGH. You made us go 'aaaah'. And you wowed us with the effort that you went to, to mark this landmark in the scent calendar.

In this, our sixth year of celebrating this landmark in the scent calendar, more of you got involved than ever before. But beyond that, the creativity was just so inspiring. Our #Smellfie community built sets, assembled props – and in the case of the winning entry – from Tiffany Crawford (@tiffanycrawfo10 on Twitter) – even reenacted a scene in 'From Here to Eternity' on a beach, with a selfie stick and two bottles of Calvin Klein. Now THAT – in every way – is love. Tiffany and her partner will be receiving this year's star prize of £300 worth of fragrance – something for him and something for her.

Look for the stars indicating our four other winners but because of all that's happened in the last year, we did want to award an extra prize – or rather, three of them. Among the entries was from @rookperfumes, featuring doctor/perfumer Nadeem Crowe, who enlisted his medic colleagues to make a short film which you can find on Rook's Instagram. The Discovery Boxes en route to them are our way of saying 'thank you' to the NHS, if you like.

This year's #Smellfie Day perfectly crystallised what fragrance has meant to us over the past year. The way it has buoyed and uplifted us, kept us connected with our senses and been a hugely positive force in our lives, generally. Enjoy sharing in the scented celebration, on these pages... ►



# #SMELLFIES: OUR WINNERS



tiffany crawford  
@tiffanycrawfo10

Our [#internationalfragranceday](#) [#smellfie](#) we recreated this iconic scene, married last year in the midst of a pandemic, this perfume makes me feel brighter lighter and wonderful, knowing we will love each other from today until "ETERNITY"!

#Smellfie



Nadine Daliah Roth  
@nd\_roth

My [#smellfie](#) for International Fragrance Day with my alltime favourite scent ever (yes it is a man's fragrance). I have loved this for years and wearing it continues to give me joy! [@Perfume\\_Society](#)





## RUNNER-UP



★Victoria ★Andy  
@goglegiggle1



'Marc Jacobs Sunshine' always brightens my mood. The floral fragrance is so uplifting! I'm closing my eyes and imaging the sun on my face for my #Smellfie



RUNNER-UP



persolaise • Follow  
Europe



persolaise Okay, let's not get into the whole 'where did the last 12 months go' thing (answer: they mostly stayed at home), but it's that time of year again — 21st of March — when we all get to post a #smellfie with a perfume that carries some sort of special meaning for us.

This year, @theperfumesociety asked people to post an image of a scent they've found particularly uplifting. Of course, this caused me to start thinking about some of the experiences that have helped me keep my spirits up during this unsettling period. And I realised that many of them have revolved around cooking. And not just cooking, but baking. I find few pastimes as relaxing and enjoyable as whipping something up with flour, eggs and butter. In recent months, I've attempted a few recipes I've never tried before, including palmiers, religieuse au café and speculoos. And Madame Persolaise and I have also started giving away our baked delights (partly so we don't eat them all ourselves) to a local organisation that feeds the homeless.

I tried to think of a perfume that would represent all this kitchen-based therapy, but I wanted to avoid anything overly gourmand (not my idea of 'uplifting'!). And then it hit me. There could be no better choice than this: @artisanparfumeur #BoisFarine, the Jean-Claude Ellena scent that has 'flour' in its name and smells of all the nutty, savoury, woody gorgeousness that fills the house when dough turns to cake. So here it is: my #smellfie2021. A homage to the alchemy that takes places in a hot oven.



jowoodofficial • Happy international fragrance day 2021!! Here is my #smellfie  
The first pic is my fave perfume Santal 33...swipe to see my favourite room spray!!  
@theperfumesociety @puressentiel @lelabofragrances



#SMELLFIES: PERFUME SOCIETY TEAM







#Smellfie



wafts.from.the.loft Happy International Fragrance day. Here's my #smellfie, and my SOTD is also my fragrant highlight of the past year. Creating it feels like a lifetime ago now, but it's a memory I treasure. Thanks again @sarahmccartneythinks @416Tuesdaysperfume. I hope you all smell sensational.



hollyhockysticks Well... Isla has a favourite! @theparfumesociety @smellfie #smellfie ❤️



thecandyperfumeboy • Follow ...



Liked by wewearperfume and others

thecandyperfumeboy If you're going to post a #smellfie for #internationalfragranceday, you might as well do it with a giant bottle of Alien, right?

Behold the mothership! 🚀

#smellfie



piamoomin • Follow ...

Liked by wewearperfume and others

piamoomin A #smellfie for #nationalfragranceday and especially for Suzy @theparfumesociety 🥰 - this is a happy bottle because it's so empty = means I really love it because ironically, even though it was my perfume obsession that led me to my job, I don't get to wear much perfume apart from what I'm working on. On the days I do wear perfume it tends to be following categories a) nostalgia, b) the biggest floral or amber I crave from my collection, c) something so easy to throw on that it feels like part of your own smell. @legalionparis Eau Noble is in this latter category, hence why even when I only wear perfume two days a week at most & own a couple of hundred bottles, this bottle is so empty. How to describe the scent? It's like I've rested my head on the shoulder of an elegant man who uses expensive French soap.



barnabywild @theparfumesociety I'm not gonna be lonesome tonight cos I'm wearing Dior Fahrenheit! #smellfie





**sn0wangelz** @thepfumesociety  
Awaiting to detonate my flowerbomb to unleash the irresistible heavenly scents, my kind of bomb 🌸💣🌸🌸🌸 #Smellfie #internationalfragranceday

**otiscoulter** Apologies for the David Lynch hair - but I just had to take my #smellfie for #internationalfragranceday



So my choice is Lothair by @penhaligons\_london  
This bottle of wonder has totally got me through the last year smelling wonderful. Must be something to do with those rich Ambergris notes and Fig Milk (probably one of my favourite sounding fragrance notes). It's been comforting and makes me feel elegant in a year where that's been almost impossible



**benthapa82** For #internationalfragranceday I'm celebrating 5 scents that have made me happy so far this year - there are so many others but... @arejledoreperfume @arejledoreuk #arejledoreoudluwak #arejledoreagardenoir #auphorieperfumes and @4160tuesdaysperfume Ealing Green and @wafts.from.the.loft - all awesome and covering a wide range of moods!



**vesakalho** My #smellfie is with my special Guerlain personalised black bee bottle with my initials! What fragrance I have inside the bottle will remain as my secret... 🐝 #fragrance #guerlain #guerlainbeebottle #beebottle #guerlainfragrance #nationalfragranceday #internationalfragranceday #perfume



**tinasparkle71** Happy #internationalfragranceday @thepfumesociety! Here's my #smellfie  
Cabotine Grès is today's fresh green cheap n cheerful, then swipe right for my most beloved by @4160tuesdaysperfume and my newest love - Libre by @ysl

**the\_scentinel\_** #smellfie  
I'm not a day early, it's already March 21st here in the future.

Habit Rouge is one perfume that pops to mind when it comes to scents that have given me a lift over the past 12 months. It was around this time last year that we went into our first lockdown, and even then Mr Optimistic here thought he'd still be able to travel to Europe later in June. Sooo much packed into the last year and it's all still playing out, but perfume was at least one constant in a truck-load of upheaval. Habit Rouge has become a real love, my favourite Guerlain.

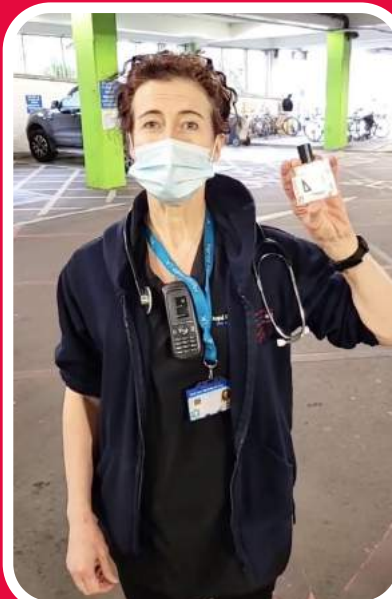




# #SMELLFIES: THANKYOU TO OUR NHS!



rookperfumes Happy International Fragrance Day from us all!



sarahgallogly Happy  
#internationalfragranceday 🌈🌈🌈  
♥️ #smellfie



The consistent love and joy of perfume has been one of the things that has helped my mental and emotional well-being in what has actually been an emotionally difficult few last months.

Today I'm wearing my newest perfume obsession which is the sublime Incense Water from @sanajardin 🌹🌹 A beautiful rose and patchouli fragrance that feels uplifting, tranquil and sensuous. Wishing everybody a happy great smelling day! ♥️

♥️♥️



missvictoriachristian My #smellfie for International Fragrance Day celebrates the spellbinding new Matsukita by @clivechristianperfume Crown Collection...a woody floral Chypre of 252 individual ingredients to evoke the visit of a fabled Japanese Princess who awed the Victorian Court in the 1800s...the perfume is dipped on to the edge of my trusty fan which is adorned with artwork inspired by the perfume itself by Japanese artist Yukako Sakakura.

Happy International Fragrance Day 🌸  
What's your perfume of the day?!



#Smellfie



nancymeilandparfums It's another happy - this time Happy International #smellfie 2021 of moi et GAIA for @theperfumesociety! ⚡



# #SMELLFIES: PETS' CORNER



**violasjournal** It's International Fragrance Day, and I'm so happy to talk about my current favourite perfume: Yvresse. When we were living in Provence with my fiancé, we went to the local Sephora for a naughty spray every other day...It reminds me of that freedom I felt then, under the endless blue skies, the sweet nectarine scent baked into my skin by the sun, being loved, in a dreamy adventure. There's a sense of glamour in it thanks to the champagne and the chypre notes that give it a glittering romance. So whilst we are all in lockdown, things can get a bit claustrophobic, but the smell of Yvresse opens it all up for me. Also it was a gift



**fragrancetwentyeight** #smellfie 2021

Many fragrances have made me happy over the last year, but this teddy shaped bottle always catches my eye! 🐻

I love seeing everyone's #smellfie on @theperfumesociety



**irena\_druzenko** Happy international Fragrance Day!!

In my hands Vintage Guerlain Eau de Cologne CHAMADE 1972-1980 years @theperfumesociety #smellfie



**ivyandbud** SPRING!!!! 🌱 Fresh. Clean. Green 🌿

Today is International Fragrance Day and to celebrate it @theperfumesociety is asking people to post a #smellfie with their favourite fragrance. I have a few that I love, mostly that evoke memories of times in my life. A particular favourite I go back to again and again is Philosykos @diptyque. The nose behind this fragrance is @oliviacobetti. Top notes are Fig Leaf and Fig; middle notes are Green Notes and Coconut; base notes are Fig Tree, Woody Notes and Cedar. I find it warm and comforting. It's earthy and natural yet more delicate than that implies, and pretty too without being overpowering. Both the fruit and the leaf smells of the fig can be interpreted in perfumery. The leaf gives a green note and can feel cool and shady. The fruit can be jammy, juicy, ripe and sunny. The sap is bitter, earthy and milky. Pretty cool really...



**aggjornalista** Today is #internationalfragranceday and this is my first (ridiculous) #smellfie with Sherlock my beloved #cairnterrier. But as I've just regained my sense of smell after a year sans - and am about to write a book about the mysterious fifth sense for the wonderful @elliotandthompson - I chose the first perfume that registered with my poor #Covid ravaged nose. I always loved

#Smellfie



**christophelaudamiel** Yuki: no messing around, we are putting the noses back into the heart of the fragrance community. #smellfie 🙌 @thezoonyc @maisonten @rainyarago @megansuttlesartist For @theperfumesociety contest: Community EdP www.thezoo.nyc : a symbol of transparency -formula published online to educate- is joyful with its citrus and citrus leaves medley as well as watery ocean wet moss and wet stones notes.







**you smell great what is it?** Forget Christmas, your child's birthday or the even the eventual end of lockdown - the most eagerly anticipated day of the year is here. Yes, it's 'International Fragrance Day!' What do you mean you didn't send me a card? It's OK - it's been a difficult year, I'll forgive you...



**ninetofiveblonde** @theperfumesociety My favourite perfume from the other side of the channel the iconic French Chanel Number 5 smellfie taken whilst standing in front of the English Channel #smellfie #internationalfragranceday #perfumelover #fragrance #prizedraw #perfume #fragrancecommunity



**houdini\_sotd** Happy international fragrance day! 🌸 @theperfumesociety I'm cheating. My #smellfie is of my son Elliott as he's much more photogenic than his Papi. 🥰 You don't want to see me on a Sunday morning as I don't tend to put clothes on until about 4:30. 🙄 We're wearing as our #sotd today the magnificently playful #musicforawhile by #fredericmalle and perfumer Carlos Benaim. I thought it was appropriate for son because both Elliott and MFaW have the potential to be loud, obnoxious and get on your tits, 🙄 but no matter how much I'd still find them adorable and love them unconditionally 🥰



**stubiebleased** Happy International Fragrance Day Everybody. MAKE IT A SMELLFIE DAY !!! ❤️ Apologies for the mask but I had my vaccine jab the other day and I'm not feeling my usual fabulous self. My perfume of choice for this special day is Archives 69 by Etat Libre D' Orange. I love this perfume for many reasons but the most important is that it makes me happy whenever I wear it. It's notes of Pink berries, tangerine, pepper leaf, orchid & prune JE, benzoin, camphor, incense, patchouli, musk... literally sparkle when on the skin and it's impossible not to smile when wearing it - even today.



**thechicgeekcouk** Today is #internationalfragranceday I've chosen my continual favourite @houbigant\_paris #fougereroyale The original #fougère & mine is drier than my 🌵! #peniscactus #bigdaddy #smellfie @theperfumesociety

# 50 Shades of SCENT

Perfume packaging is often rendered in eye-catching shades, while the 'juice' inside may be coloured to convey a message about the scent.

But can colour alter our perception of how a fragrance smells? And how do perfumers interweave colour and emotion in their compositions? SUZY NIGHTINGALE explores

'Seeing red', 'feeling blue', going 'green with envy' – we've linked colours with emotions for centuries. But there is science behind the pairing of certain hues with sentiment and sensation. And fascinatingly, some of your favourite fragrances may have been deliberately dyed a particular shade on the colour spectrum to evoke specific feelings, provoke memories and metaphorically 'colour' the way you smell them.

But it's not always a matter of taking an ingredient's literal smell and heightening the perception of it – for example, a delicate rose scent being presented in pretty pink packaging. Certainly, there's an element of expectation: if a sparkling citrus fragrance was tinted scarlet, there'd be a moment of cognitive dissonance, where our eyes had led us to believe we'd be smelling ripe berries or something seductive, while our nose was detecting bright, zesty lemons. It goes far deeper than that, when fragrance creators seek to trigger more complex emotions.

Colours are not a universal language, however – cultural differences shape our understanding of them, and the way we integrate them into our everyday lives. But whether we live in Tunbridge Wells, Toronto or Taipei, one thing can be agreed upon. As Kassia St Clair says in the introduction of her brilliant book, *The Secret Lives of Colour* [John Murray]: 'Colour is fundamental to our experience of the world around us.'

You might imagine that the savvy manipulation of shoppers via the use of colour is a modern marketing construct. But the first manifestation of a 'colour wheel' came from the German poet, artist, and politician Johann Wolfgang von Goethe. In 1810 he ►







## *The Art of Smell*

'Art is about illusion and suggestion,' says Arianne van Suchtelen, Curator of the forthcoming 'Fleeting: Scents in Colour' exhibition at the Mauritshuis museum in The Hague. 'It's about inspiring the imagination, and artists will refer to all of our senses, including the sense of smell.'

The exhibition will bring famous artworks to life by evoking the smells they represent: 'Scented flowers and perfumes, foul-smelling canals and unpleasant body odours,' as well as 'new aromas from faraway lands' - spices, tobacco, coffee and tea - while also exploring more esoteric aromatic connotations artworks can have. 'We think that people "see more", when they can smell at the same time,' Arianne enthuses, '...that smell enhances the experience of viewing art with its direct access to our emotions and memories.' Bringing someone up close and (very) personal to a painting can, she hopes, 'be a medium between the viewer and the artwork, making people feel connected to the art and to the past.'

Pandemic allowing, they hope to open - with COVID-safe methods of transmitting the smells via foot-operated devices - on 29th August. For those not able to travel to the exhibition in person, a 'fragrance box' will soon be available via the website. For €20 (not including P&P), the boxed smells can be shipped worldwide, and will also give access to a special online guided tour of the artworks - though we can't be alone in hoping that by then, travel restrictions will be lifted so that we can see (and smell) the exhibition in person... [Mauritshuis.nl/fleeting](https://Mauritshuis.nl/fleeting)

published his *Theory of Colours*, in which he deliberated on the psychological impact colours had on our moods. Colour theory debates have raged ever since, among psychologists, philosophers and scientists.

Relevant to those of us who love perfume is the fact that colour wheels linking perfume preferences to colour have existed in the fragrance world since 1949. Departments dedicated to properly understanding colour theory in perfume design didn't exist until the early 1980s, however. The most-used modern version of the colour wheel in the scent industry today was designed by fragrance expert Michael Edwards in 1992, to code relationship between fragrance preferences and the fragrance families.

Céline Manetta, PhD, is the CSI Global Innovation Senior Manager at IFF [International Flavors & Fragrance], and explained to me that when they're working on a brief for a client, colour is one of the first aspects of a scent that will be decided. 'Our perfumers can type the name of colour in our database and it will pull up a list of ingredients proven to stimulate certain emotions and responses in people. We've used this tool for over thirty-five years...' Exact details of this 'tool' understandably remain top-secret; called

“The evidence from numerous studies demonstrates that simply changing the colour of a fragrance can change the way it smells to us”

PROFESSOR CHARLES SPENCE, Head of Oxford University Crossmodal Research Laboratory

ScentEmotions, it was developed in-house for exclusive use of the IFF perfumers 'as an aid to their creativity'.

It was her predecessor, fellow psychologist Stephen Warrenburg, who invented this colour algorithm. 'We call him "the father" of IFF ScentEmotions,' says Céline, who explains that the hush-hush database has been extensively researched and added to over the years. 'We've now thoroughly tested over 3,000 perfumes and people's exact responses to emotions and colours,' she affirms. 'We can also combine criteria - so if the brief is both blue and energising, those terms correspond to combinations of ingredients, textures and the way they make people feel.'

So you may think your scent collection merely reflects your penchant for fruity perfumes or soft, skin-like musks. But how fascinating to know that somewhere, on a database, your mood has been extensively mapped in colour, to ensure that you make the perfect, sentiment-infused choice. And that when a fragrance house submits a very particular, emotionally-led brief, that influences the colour chosen for the 'juice' or the bottle itself (or perhaps both).

Of course, many, many fragrances are colourless, housed in plain glass - but others have been carefully thought through, to provoke a specific response. I was also interested to find out more, then, about how a juice might be tinted, in order to help fit a brief. And at what point are



dyes added to the composition? It happens at a critical stage, 'right at the end of the filtration process,' Stephanie Woimant, Technical manager of Scent Technology & Innovation Fine Fragrances, for IFF EAME (Europe, Africa and the Middle East), tells me. 'First, neat fragrance oil is diluted into alcohol, then water is added. The solution is chilled then filtrated, and finally, dyes are added.' Of course, like any fragrance ingredients, the dyes have to adhere to strict cosmetic and skin-safe regulations, and though we might like looking at the colours, we definitely don't want to dye our skin every time we spritz.

You might think that adding colour to a scent could change the character – but the dyes are specially developed 'so they don't alter the smell at all,' Stephanie assures me. Alas, a coloured dye won't protect your perfume from being exposed to sunlight. (So to be on the safe side, always keep those prettily coloured boxes, people!)

Marianne Martin, an experienced perfumer currently working at the UK fragrance house and consultancy Olfiction, told me dyes are also used by some manufacturers to ensure consistency of the product. 'For instance, if a quality of natural has to change for regulatory reasons, the customer will still expect to receive their juice with a similar hue to the original,' she explains. It's for that reason that sometimes a 'disguising' tint will be added to the formula.

Confirming that the colours of our scents – brightly-hued, or seemingly natural – really do make a difference is the academic paper 'Olfactory-colour Crossmodal Correspondences in Art, Science, and Design', published last year. In this, Professor Charles Spence discusses various methods used to test the links between colour, smell and emotion. In a 1996 study, 94 participants were given 'materials commonly used in commercial perfumery', such as bergamot, patchouli, galbanum and aldehydes, plus '11 possible colour terms to choose from.' They were then asked to 'fit' the colours to what they smelled. These turned

**Opposite: Goethe's  
Colour Wheel. Here:  
Michael Edwards  
Fragrance Wheel**



out not to be random pairings, Spence reveals: '15 participants who were brought back to the laboratory more than two years later showed a high degree of consistency in terms of their colour choices.'

Fewer studies have taken place with more complex fine fragrances, but Spence is sure it 'demonstrates that simply changing the colour of, or adding colour to, a fragrance can change the way it smells to us, and the emotional associations it evokes.'

While colour can heighten the feeling of a scent, it can also be used to deliberately 'trick' our noses. In the Histoires de Parfums collection entitled This is Not a Blue Bottle, perfumer Gérald Ghislain playfully uses vivid cobalt to lure our senses into 'an olfactory hallucination' – referencing Belgian surrealist René Magritte's famous 1929 painting, known as 'This is Not a Pipe', in which the artist sought to remind us that all may not be what it seems if we place sole trust in what we think we see. In HdP's creation This is Not a Blue Bottle 1.6, for example, the ingredients in fact suggest juicy orange and green, with underripe citrus peel and geranium leaves atop cooling vetiver.

Another house more faithfully representing recognisable notes in their colour choices is Brocard. In their recent Color Feeling collection, they asked perfumers including Bertrand Duchaufour and Wei Ling Png to 'imagine a colour as a fragrance.' So, for Feeling Yellow, Png picked narcissus, lemon zest and freesias, while Duchaufour selected cut grass, violet leaf and wormwood in Feeling Green.

For Italian niche house Jusbox, 'the colour of the bottle is decided upon by us before the composition,' say founders Andrea and Chiara Valdo. 'Because all senses are linked, colour is very important for giving a different kind of feeling. The choice of colour for each bottle is absolutely related to the inspiration behind the fragrance it contains.' So the bottle for Siren & Sailors, inspired by the late London chanteuse Amy Winehouse, was deliberately chosen as 'a

**Brocard's eye-  
popping Color  
Feeling collection**



1



2



3



4



5



6



7



8



9





dark pink. It reflects the innocent side of Amy's personality, but the shade is deep in order to illustrate her darker side.'

To complicate matters, colour preference varies in different cultures – something which must be taken into account in an age of perfume globalisation. 'We know that while colour is highly linked to perfumes in the consumer's mind, they can have varying meanings in different places,' agrees Céline. In Western cultures red can signify strength and passionate sensuality, while equally alerting us to 'DANGER' signs and stopping at traffic signals. For Eastern and Asian cultures that colour is associated with luck, long life and happiness, and so brides traditionally dress in red to harness good vibes for a prosperous marriage. In India it's used to specify purity of the mind, true love and natural beauty, beckoning wealth and power, while in South Africa, scarlet can be used to portray sacrifice and mourning.

The one consistency of red, for sure, is that it cannot be ignored – which may be one reason it's so often used in fragrance packaging. In the case of Giorgio Armani Si Passione, for instance, it apparently took over a hundred tests to perfect the vibrant, red lacquered *flacon*. Designed to evoke 'the self-assurance a swipe of red lipstick can instantly give the wearer,' that emboldening scarlet slick is then evoked with pink pepper and pear juice stained with

“ Our perfumers can type the name of colour in our database and it will pull up a list of ingredients proven to stimulate certain emotions and responses in people ”

CÉLINE MANETTA, PHD,  
CSI Global Innovation Senior Manager IFF

blackcurrants, heady jasmine adding a silky gloss to the deep roses of the heart.

But whether beguilingly blushed, slicked scarlet, blue bottled or hinting at nature's own green, a great deal of colour psychology, scientific study and emotional artistry may well be at play every time you feel unconsciously drawn to a particular perfume's shade. So why not have a look at your own favourite scents? Chances are that it wasn't just a perfumer involved in creating a scent that 'spoke' to you even before you'd smelled it, but a team of psychologists and packaging designers, too.

And at The Perfume Society, with our finger in the wind, we're betting on a huge trend for tinted 'juices' and bright glass bottles among upcoming perfume launches, tapping into what sometimes feels almost like a physical thirst for stimulation, right now. We know that we are not alone, one year into the pandemic, in longing for colour, colour everywhere – anything to cut through the Groundhog Day 'meh-ness' of life under lockdown.

And you might like to start with the rainbow of scents showcased right here... 🌈

## *An emotional spectrum of scents...*

### 1 BDK Parfums Rouge Smoking

Cherry lipstick on a cocktail glass and the cigarette, still smouldering. Tendrils of heliotrope-infused smoke escape the window as he watches her leave.

### 2 Bohoboco Sea Salt Caramel

Beneath the waves, tears are soothed with addictive stickiness. Sweetness tempered with a sea breeze carrying lemon groves, sunshine and optimism.

### 3 By Terry Soleil Piquant

Literally sunshine, bottled: an uplifting fusion of neroli, mandarin, cactus, almond blossom and woods – an olfactory anti-depressant, clearing the fog like a crisp Cap Ferrat breeze.

### 4 Carolina Herrera Saffron Lazuli

Cool, assured luxury prized by artists (soothing to artistic temperaments); blackcurrant swathed in crocus, rippled with a golden seam of sophistication.

### 5 Chloe L'Eau de Chloe

Twirling in silk, she radiates kindness (to herself and others). Sheer rosewater gently bridges joyful citrus and the sulkier tendencies of patchouli lurking below.

### 6 J.U.S Parfums Sopoudrage

Rebellious rose twisted with lychee coaxes cold, aqueous notes. Petals crushed, stems torn, but thorns softened with a surprisingly tender caress of iris.

### 7 Chanel No.19

The sixth-sense twinge of weather changing, a vibrant snapped-stalk galbanum freshness underpinned with the powder compact mirror's reassurance: yes, you are wonderful.

### 8 Map of the Heart Red Heart V.3

Red apple studded with peppercorns, smothered with spiced white flowers; a velvety dry-down like flouncing on a feather bed after a night of carnal passion.

### 9 Narciso Rodriguez For Her

High-heeled marabou slippers and a silk *peignoir*, to be worn while wafting Egyptian musk incense and tossing aside today's love letters.

# HAPPY BIRTHDAY, CHANEL N°5

Astonishingly, 2021 marks 100 years since the launch of this most iconic fragrance. Equally astonishingly, it smells as modern today as it did when first unveiled. But how, wonders JO FAIRLEY, might we be enjoying Chanel N°5 in a century's time...?

**N°5 IS** the most famous fragrance ever created. A rite of passage in so many women's lives, it has come to embody myth, mystery and magic, in one scented masterpiece.

Because there are no survivors of that time, nobody can be 100% sure whether the legend about its creation is true – but who wouldn't want to buy into the romance of this tale? We are told that N°5 got its name from the fifth vial presented to Gabrielle 'Coco' Chanel by French-Russian perfumer Ernest Beaux, who Chanel, as a successful *couturier*, had enlisted to create her debut perfume. Chanel had briefed him that she wanted 'an artificial fragrance like a dress, something crafted. I am a seamstress. I don't want rose or lily of the valley. I want a composed fragrance.'

It is said that he brought along a number of samples to that meeting, for Gabrielle Chanel to choose from. Into the fifth vial, Beaux had added – by accident, or on purpose, who really knows? – an overdose of synthetic aldehydes, which gave the scent its champagne-like, signature opening 'whoosh', and a distinctive, crystalline, clean edge.

For the superstitious Mademoiselle Chanel, there was also serendipity in the air. Since childhood, five had been her lucky number, and it was Beaux's fifth sample that she preferred. Chanel

allegedly declared: 'I show my collections on the fifth of May, the fifth month of the year, so let's leave the number it bears, and this number five will bring it good luck.' (How right she was.)

It is the almost alchemical mix which has ensured N°5 transcended fashion. No single flower can be easily identified in its construction – not ylang ylang, or jasmine, or rose, nor those aldehydes, nor any of the other 80 or so ingredients in its closely-guarded formula. A century ago, it was utterly unlike anything ever smelled before, that synthetic overdose rendering the bouquet almost abstract, and certainly as avant garde as the music, the art and the literature in which the designer immersed herself.

Today, there is much talk of 'molecules' and 'synthetics' – indeed there is nothing more modern, in the world of the perfumista. Then? In an era of pretty-pretty florals, it was utterly radical. But it is perhaps the abstract effect created by the aldehydes in N°5 which have kept it relevant, decade after decade, through wars and (now) a pandemic.

But enough of Chanel N°5's fabled past. We thought we'd get out our crystal ball and look to the future. (Mademoiselle Chanel was extremely fond of those –

and indeed, I've been amazingly fortunate to pick up and hold her own crystal ball, on a trip to Chanel's Rue Cambon apartment). So, to that end, we asked Chanel-wearers, admirers and perfume world figures to let their imaginations fly, predicting how we might wear and enjoy this icon a century hence.

Because you can be sure of one thing: we may not be around to enjoy it, unless cryogenics really do become a thing. But 100 years into the future, Chanel N°5 will surely still be casting its spell.

## THAT N°5 BOTTLE...

It's the most famous fragrance *flacon* ever designed. The only one to appear in the permanent collection of New York's Museum of Modern Art (MOMA). And certainly the only one immortalised by Andy Warhol, in a series of nine silkscreens. Chanel insisted: 'I will put everything into the perfume, and nothing into the presentation'. Until N°5, fragrance bottles had been fussy, feminine, flirty. Chanel rebelled, opting for absolute, pared-back minimalism – taking her inspiration for the bevelled-edge stopper from shape of Place Vendôme, viewed from her Ritz hotel suite. Thus, fragrance bottle design entered a new age... ►







# HAPPY 200<sup>TH</sup> BIRTHDAY, CHANEL N°5

Five imaginings of its fragrant future...



“ THE STUPENDOUS popularity of N°5 means that something that started life as a profoundly anti-establishment statement now masquerades as the establishment choice, rendering it perfume’s ultimate red under the bed. In its ubiquity, it has come to signify the category “woman” itself, meaning one can use it as a cloaking device to make oneself unreadable. Its great golden gleam appears to say so much, yet reveals very little. It’s a secret-agent scent.

This is how it will be deployed 200 years after its inception, when it will be only more epically inscrutable. Some woman somewhere will be about to do something devastating and she will apply N°5 as her olfactory rally cry, armour and invisibility shield.

Planets will fall in her wake.  
HANNAH BETTS, journalist

“ WHEN PEOPLE try the original Chanel N°5 in 100 years’ time, they will wonder at the extraordinary fact that the formula was created by one man, without the use of algorithms, deep data or AI technology to create it, and from ingredients grown from the earth. Also, that you spritzed it just to smell good.

By 2121, Chanel fragrance will be personalised and prescribed to augment and improve your mood and health. Every ingredient used will be created via sustainable biotechnology, with N°5’s traditional naturals and aldehydes grown from fungi, yeast and upcycled waste, and sent out via pellet compounds that you will rehydrate yourself. It will also optimise your inner beauty and wellness, allowing you to radiate the now-famous Chanel Scented Glow, launched in 2100, a worldwide bestseller that stimulates the olfactory senses to maximise inner happiness.

By 2121, we will also have the ultimate in fragrance luxury, the Chanel Scentronica, a device able to create your own, personalised version of N°5 from reading your behavioural and health data, align this with your performance expectations for the coming season and create your own bespoke version of the iconic scent. AMANDA CARR, *Wewearperfume* blog





“CHANEL, as a brand, has phenomenal adaptive powers to cultural and social moods, and they can forecast a shift a few steps before everyone else. In 100 years' time, I see a Chanel N°5 Beauty package digitally integrated into your bathroom. It includes a Gabrielle-voiced pod - similar to an Alexa - uploaded into your bathroom SmartMirror (which also, handily, selects the specific Chanel skincare you need that day based on a quick and nifty hydration/pigmentation face scan).

Gabrielle asks you a series of questions about your mood, the day's plans, your mental wellbeing and physical health. Once registered and analysed, a bespoke N°5 scent suggestion appears behind the cabinet door. Over the years, Chanel will have adapted its original N°5 formula with emotion-trigger notes pushed to the forefront, presenting 12 versions of the scent that smell almost identical, but with subtle nuances in the opening blast to counteract negative emotions or enhance a positive outlook. The original perfume is all there, but it's manipulated for scented self-care in those vulnerable moments we spend at our mirrors.

Once your N°5 is selected, it is presented within your bathroom cabinet (which contains a concealed Chanel-branded electronic turntable) with a lip colour and base foundation that matches your N°5 mood. But the bottle? Entirely unchanged, except instead of glass, it is crystallised biomatter from the green waste accumulated at Chanel's rose and jasmine fields in Grasse.

ALICE DU PARCQ, blogger and author



“IN 100 YEARS I imagine we will have scent libraries. Like music downloads rather than a physical record. We'll be able to “play” our favourites scents wherever we are, whenever we want. But there always be the real thing, like vinyl, the bottle of *parfum* to dab on one's neck, wrists, behind our knees. Because it's not just the scent; it's the way it smalls on us. That's what is so unique about Chanel N°5 - it is famous, global, ubiquitous, but it becomes our own, on our skin. I don't know any other scent that is so uniquely transformed.”

HENRIETTA LOVELL, Chanel N°5-wearer, founder of The Rare Tea Company



“ASSUMING that we're still permitted to have perfume in 100 years, N°5 will still be loved and admired and revered. But perhaps it will no longer be worn on skin. I imagine a future in which many, many more of us will be living in small, apartment-like homes. Our natural resources won't be as plentiful as they are. The air will be breathable only because it is constantly being artificially purified. And one of our pastimes will be to visit 'experience centres' which will provide a multi-sensory impression of scenes and vistas from yesteryear. N°5 will be used to scent the 'experience' of an endless, open space. It will conjure images of blue skies lit up by crystalline sunshine. It will evoke the feeling of opening your arms to a morning breeze. In short, it will be the smell of freedom and liberty.”

PERSOLAISE, blogger and author



# *The Perfumed*





# Agony Uncle



Meet 'Uncle James', better known as JAMES CRAVEN – Jasmine Award-winning author, scent archivist and expert. And now here to answer all your scent conundrums



**Q: Where should I apply perfume so that it lasts? I know Marilyn Monroe apparently said she sprayed it wherever she wanted to be kissed, but I'm more interested in smelling fabulous all day!**

**A:** Crucially, apply to the pulse points of the body: these radiate heat, thus intensifying the expansion of perfume. But also spray on clean hair: being porous, hair is an excellent retainer and diffuser of scent. (If you're worried about the alcohol in a perfume drying out hair, try one of the many, many hair fragrances which have been launched in the past few years.

Spray on washable natural fibre clothing and dab perfume on the eyebrows and ankles – yes, really! (They certainly do that in France, where they surely know a thing or two about the delights of *parfum*.)

But please also understand that perfume is a poignantly fleeting pleasure: like a lovely piece of music it enchants and then it fades. Re-application is a gracious and seductive ritual, not a chore. Enjoy it!



**Q: I think I'm allergic to some fragrances as I get a rash on**

**my skin and some make me sneeze. How do I find out what's causing this, and any suggestions for how I can still enjoy fragrance?**

**A:** Keep calm. Make a list of all the perfumes that you think have caused adverse reactions. Establish what notes they have in common by reading up on them online (I would of course point you in the direction of The Perfume Society), then by process of trial and error try to discover the 'joker' in the pack. The help of an experienced sales assistant in a sympathetic perfumery can be very useful here – and hopefully before very long at all, we will once again be able to venture into such stores. Talking it over often clarifies matters no end and sudden enlightenment dawns.

Allergies come and go, often abruptly. Don't automatically blame chemicals and synthetics: natural organic oils are now recognised as equally liable to be allergenic. Meanwhile you might still enjoy perfume as our ancestors did – anywhere but on the skin, so instead on scarves, the linings of coats, soft furnishings... And remember, sublime fragrances are all around us, not just confined to bottles. ►



**Q: Is it true that fragrances are seasonal and, if so, which styles of fragrance are best for spring?**

**A:** It's certainly understandable that anyone might want to celebrate the emergence from an especially grim winter with a new scent for a 'new you'. If you want to personify spring in your own aura, then try leafy greens (see the question right), light woody colognes and fresh florals that echo the stirring natural scents outside. You should always wear what excites and pleases you, and the start of a new season is a great time to kickstart exploring new scents, ingredients and fragrance families.



**Q: I often hear about 'green' notes – which are the green notes to look out for to give that cut-stem, outdoorsy scent?**

**A:** That crisp energising smell of spring gardens and early morning florists' shops... there are few things lovelier! As you suggest, there are many shades of green. For those sharp, sappy cool notes go for damp, grassy vetiver; dark earthy galbanum resin; spicy geranium leaf and bitter artemisia, also known as mugwort or wormwood (a.k.a. artemisia). You will probably respond to herbs such as tarragon, basil and mint, as well as violet and blackcurrant leaves, ivy and hyacinth – and perhaps even green apple or mandarin accords which have had a certain recent vogue.



**Q: Can men wear florals? Do they smell different to on a woman's skin?**

**A:** Most certainly men can. Why should they limit themselves? The males of ancient Assyria, Rome and Egypt had no such inhibitions. The idea that flowers are sissified is a boring 20th Western European trope, long past its sell-by date. The finest manifestation I ever smelled of Éditions de Parfums Frédéric Malle's Une Rose was on a Brazilian male client at Les Senteurs. In any case many men's scents are chocka with jasmine, rose, iris, violet and the like. The floral oils just don't tend to draw attention to themselves.

The bottom line is that on a man's skin, florals tend to manifest as deeper, darker, woodier - less sweet and more earthy. It's a hormonal thing.



**Q: How can I make fragrance last longer on my skin - it disappears too quickly.**

**A:** Perfume is all about the seduction and intoxication of the brain: it's a phenomenon of smoke and mirrors. The more you adore a scent the more difficult it is to smell it. Fragrance flees the over-ardent lover.

You'll know all about layering - but increasingly I'm advising people to apply a little less perfume, not more. Sharpen the nose by compelling it to chase the scent! Challenge your olfactory responses by wearing the scent in a different way: on clothes instead of on the skin; on the back of the neck; behind the knee rather than behind the ear; in your hair. Use the matching body cream instead of liquid perfume. Don't get your nose get lazy.

And please! never apply scent directly after bathing. Let your skin regain its normal temperature and balance before spraying: give the perfume a base to grip.



**Q: What styles of fragrance might be suitable for a 15-year-old who's just starting to get into perfume? And how can I tell her to wear it so that it doesn't overwhelm those around her?**

**A:** Your young friend is lucky to have you. Most 15-year-olds love analysing themselves so encourage this young woman to do just that. Ask her to define her personality in her own mind, and then introduce her to the most empathetic sales consultant at your favourite perfumery. This maven - if worth her salt - will assist the young person in interpreting and expressing herself via a fragrance that fits like a handmade glove.

Youth is best showcased by light, subtle - but not necessarily naive - scents. We are all allowed a few garish fragrance mistakes as we develop our tastes, and perfume picking should always be fun. But I have found that most teenagers naturally actually tend to shyness and restraint when it comes to choosing and spraying fragrance.

I hope I have not grown cynical with the years, but the surest way to ensure an ingenue will NOT do something is to beg her to do that very thing. So maybe pass her the Giorgio and the Poison!



**Q: What's your best tip for getting fragrance off the skin if I try it and I don't like it?**

**A:** O, glory! this can be such a problem. The more you dislike a scent, the longer it will linger in your nostrils, long after it's washed off. This is because the brain is registering revulsion to warn you of a possible danger. That's the animal nature of smell.

Prevention is better than cure. Always spray fragrances on blotters, before trying them directly on skin, and allow time to develop before deciding to use on the body (or not). When trying a new perfume be very wary of how much you apply. I know it's difficult, but go slow and steady. Do not douse yourself! Spray just a small area of easily accessible skin: usually the palm or wrist. If you're not happy - and give the perfume time, don't rush to judgement - then wipe away with a proprietary moist cleansing tissue. Nip into the nearest loo and wash thoroughly, rinse with lots of cold water to help remove the smell of the soap. A small flask of denatured perfumer's alcohol is useful to have on hand for removing scent from skin, or failing this a drop of gin or vodka. Don't drink it. Clean your skin with it!



**Q: How should I store my precious fragrances?**

**A:** The honest but possibly boring answer is OUT OF SIGHT! A cool, dark, closed deep drawer or cupboard is ideal. No glorious dressing table displays, I'm afraid. No sunlight, no radiators, no fluctuating temperatures. Glittering glass in the bathroom is verboten. Store your collection in a spare bedroom or a rarely used gloomy dining room. Keep your beautiful bottles in their original packaging: they are born to blush unseen. Hide your scent as you would conceal your deepest darkest secret.





**Q:** Are there any ingredients that you think I should be looking for if I want to feel calm and grounded? Do you have any rituals for using fragrance to calm yourself?

**A:** Fragrance is all about the power of Memory. I seek those notes that remind me of happy tranquil times: each of us will have his own favourites. Rose, sandalwood, frankincense, jasmine and orange are well-known pacifiers. I find that brisk green scents are empowering and lavender wonderfully soothing, but you need to find the oils that hit the spot for you. As so often with perfume you must do a little homework. Browse the aromatherapy section; but above all, trust your instinct. What smells call to you? Your body will tell you what you need if you let it. A little of what you fancy, and all that. As to rituals: I find the very act of putting on scent is deeply calming and elevating in itself.



**Q:** Is it ever worth buying those gorgeous bottles of fragrance you see in an antique store? And is there any way to tell before I buy it if it's 'off', or it's turned?

**A:** The shortest, safest and kindest answer is NO. But then, life's a lottery. By all means take a chance if you fall in love with the bottle or the packaging. If you find the contents to your liking look upon it as an added bonus. Perfume can keep its quality for a lot longer than you may think but my advice would always be to consider buying only for the look and feel of the thing; never for what's inside.



*Do you have a general fragrance question?*

Then ask our Perfume Agony Uncle. Simply e-mail [info@perfumesociety.org](mailto:info@perfumesociety.org) and put 'Ask Uncle James' in the subject box. He'll endeavour to answer as many as possible in future editions of *The Scented Letter*.

# PERFUME'S BRIGHT FUTURE

Fragrance sales blossomed during lockdown as we tapped into perfume's 'feel-good' factor. Now the scent industry is looking to harness that unique power to support us emotionally through tough times, reports  
SUZY NIGHTINGALE

#fragranceisthenewhope



**I**HAD AN INFERIORITY COMPLEX when I began working in the fragrance industry, compared to the doctors and scientists in the world who are saving lives,' admits Judith Gross, Global Marketing Director of IFF, during a recent online seminar entitled *Perfume: An Enabler for Positive Living*, for the Fragrance Foundation in the UK. 'But now I have come to realise that perfume is essential to our lives, and we ARE making people's lives better in many ways.'

Many of us working in fragrance in the past year have at some point had similar tussles with our consciences. (After all, nobody was standing on their doorsteps clapping perfume writers at 8pm on a Thursday, were they?) Too often, we hear fragrance dismissed as 'fluffy', 'inconsequential', 'non-essential'. (And though it's a bit of a sweeping generalisation, those comments often come from men. Men who almost certainly don't wear scent.)

But we know different, don't we? As evidenced by the amazing #smellfies on p.10, fragrance lifts us up. Brightens our lives. Can turn around a difficult day, comforting us or energising us or just making us feel at ease in our skin again. This knowledge, for now, is entirely instinctive; while there have been a few scientific studies into the mood-shifting power of aromatherapy essential oils, we surely need similar trials on complex fragrances, or even their individual ingredient components. For now, that ability of perfume to nudge us into a different place mentally is something many of us know to be absolutely real.

So the good news is that over the coming years, the fragrance industry will be exploring the mindpower of perfume, using it as the springboard for a whole new scent genre. There's no official name for it, as yet, but 'emotional support' fragrance seems, to us, to nail it. In other words, functional-but-fabulous.

During her webinar for The Fragrance Foundation, Judith shared details of a survey that IFF had recently conducted, asking people what they needed from a fragrance. 79% of people polled said they'd love the opportunity to buy a fragrance 'with emotional or physical benefits'. And it's easy to understand why. As Judith says, 'Fragrance sparks our emotions. It's an invisible, instantaneous trigger.' Which at least partly explains why more than half of those surveyed reported that they wear perfume at home every day, even if they live alone and aren't going to be seeing anyone else.

The response a fragrance might evoke begins before a single drop has been added to the formula, at the big perfume houses. 'Emotions are now used to drive the design of fragrance,' Judith reveals. 'We are starting to understand which parts of the brain react to specific smells, so our perfumers can create perfumes that can be measured emotionally.'

'We now know the "Proustian reaction" is rooted in science,' Judith continues, citing Marcel Proust's seminal seven-volume novel *Remembrance of Things Past*, in which the protagonist experiences an overwhelming rush of recollections while he eats (and smells) a tea-soaked madeleine biscuit. With smell informing 80% of what we

taste, that connection is clear. But as Judith elaborates, 'When we smell, it triggers the limbic system. Through this, fragrance connects us to our memories. So we can use perfume to summon the people we are estranged from, or happy moments and places we love.'

Beyond flipping through a mental photo album via scent, being truly connected to our sense of smell allows us to tap into an emotional toolkit most of us were born with, but few take full advantage of. It works like this, according to Christina Salcedas, Global Director of Education & Wellbeing at Aromatherapy Associates: the limbic system is 'the part of the brain most concerned with survival, instincts and emotions. It's thought the activity of the nerve signal passing through this region causes mood change by



**"FRAGRANCE SPARKS OUR EMOTIONS. IT'S AN INVISIBLE, INSTANTANEOUS EMOTIONAL TRIGGER"**

**JUDITH GROSS, Global Marketing Director IFF**

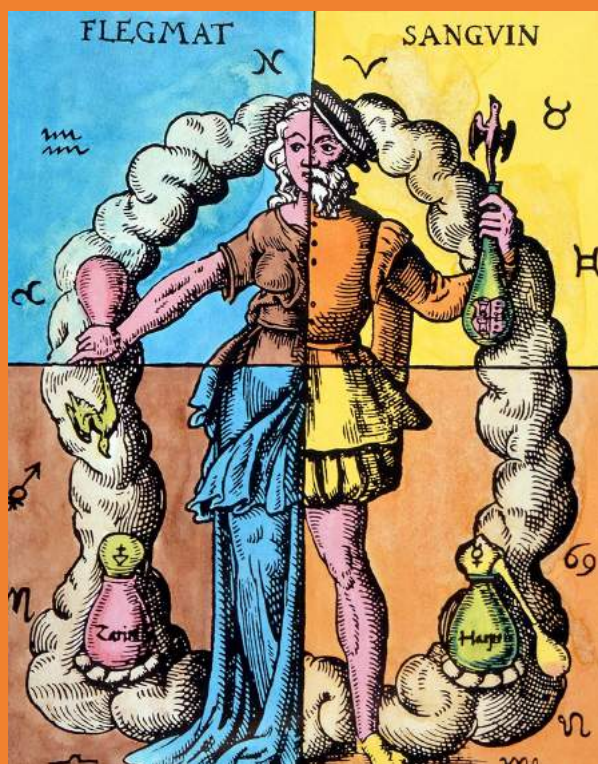
altering brain chemistry.' More simply put: 'Fragrance is a way of making us feel good. And actually, we've known this for centuries,' Judith Gross smiles.

For millennia, perhaps. In Ancient Egypt, priests were also doctors and perfumers. They prescribed perfumes for health benefits, including to cure ailments, as well as enabling mortals to speak to the Egyptian gods through the use of scented smoke. 'Aromatic materials have had a triple purpose throughout history,' Judith recounts, 'religious, medical and hygienic.' Some of the ingredients which were used in the time of the pharaohs are still part of perfumers' palettes today, including frankincense, myrrh, Nile lotus, Madonna lily and honey.

As the centuries rolled on, the custom of dousing oneself (or one's home) in fragrance went on to become deeply ingrained in many cultures around the world. And at the same time, those scents, and the way we use them, became more complex. 'During the Renaissance,' Judith says, 'scent became a spectacle. Court perfumers were hired. This was seen as both curative and preventative, and also used as a hedonistic pleasure.' This was scent as therapy, on a truly grand scale.

To find out more, I spoke to Rose Byfleet, an historian completing her PhD in Florence, her studies focusing on the use of fragrance in the Renaissance era. There has been quite a media focus on this lately, with recent pandemic newspaper coverage occasionally reprinting illustrations of 'Plague Doctors' wearing beaked leather masks.

At this, however, Rose rolls her eyes heavenwards. ►



17th Century print of The Four Humours

## THE 'CURE OF CONTRARIES'

When you felt out of sorts in Renaissance Italy, it called for a trip to your local perfumer - not to indulge in a bit of retail therapy, but to request a bespoke recipe of scented ingredients to 'balance' your emotions and, therefore, your physical body, as the two were believed to be bridged by our 'vital spirits' and responded to fragrances.

Medicine was based on the idea the human body was made up of four main 'humours': Melancholic, Phlegmatic, Sanguine or Choleric. An 'imbalance' would be treated with fragrant ingredients considered to be opposite in character: lemon, mint and styrax were considered 'cold' and dry; ginger, pepper, clove and animalic scents like ambergris and civet were 'hot' (and thus might be deployed to treat a cold).

This 'cure of contraries' involved 'feeding' those spirits with pleasant aromas in elaborate ways: soaking your leather gloves in scent, eating perfume-laden pastilles or carrying pomanders, filling your home with fragrant smoke, sprinkling scented vinegars or strewing the floors with aromatic flowers among the fresh straw. Explains historian Rose Byfleet: 'When you were smelling a rose, [they thought] you were inhaling tiny parts of the plant. What this meant in medical terms is that they believed that smelling fragrance had a physical reaction.'

The science may have been off. But the belief itself, it turns out, has some basis...

Follow Rose Byfleet @medicifangirl

'Press articles generally mention the fact the "beaks" were stuffed with scented ingredients to ward off sickness - but that's a misunderstanding,' she says.

Those herb-stuffed beaks were not merely to guard against germs; in Renaissance Italy, she explains, scent was literally thought to nourish body and soul. 'People believed smelling fragrance had a physical effect on "the spirits"' - invisible yet physical entities that bridged our corporeal and spectral selves.' The whiffs in the very air itself might be categorised as 'good' and 'bad', and were thought to have an impact on wellbeing. 'Good smells were thought to strengthen our resilience,' Rose continues. Bad smells, unsurprisingly, were considered to have a negative impact.

**I**TALY'S POWERFUL and unimaginably wealthy Medici family were particular proponents of this olfactory wisdom, employing perfumers to create bespoke fragrances, which they used in almost every aspect of daily life, from scenting the home to fragancing garments. (See 'The Cure of Contraries', left, for details.)

The aromas that filled the air were believed to directly 'feed' the vital spirits (and the physical body), as they were inhaled. Continues Rose: 'In the Renaissance, people thought smells contained minute particles which you ingested and became part of you.' Fragrance recipes were constructed so you could 'feed your spirit daily with choice odours. Today,' Rose says, 'this might be the equivalent of wearing your favourite perfume to give you courage for a job interview.'

In one existing piece of contemporary research into the power of scent on our psyche, meanwhile, 'Pleasant ambient odours were found to enhance vigilance during a tedious task and improve performance on anagram and word completion tests,' reports *scientificamerican.com*. They go on to explain that, conversely, '...the presence of a malodour reduced participants subjective judgments and lowered their tolerance for frustration. Participants in the studies also reported concordant mood changes. Thus,' they conclude, 'the observed behavioural responses are due to the effect that the ambient odours have on people's mood.' Not so far from what Medicis believed, actually.

Maverick perfumer Geza Schoen harnessed this idea of feel-good 'aroma-perfumery' in 2006 when he launched his fragrance house Escentric Molecules, which set out to revolutionise modern fragrance by showcasing single, synthetic aroma chemicals. In the case of his blockbuster global bestseller Molecule 01, the ingredient is ISO E Super, a gently musky and vanilla-like synthesised ingredient discovered by IFF in 1973, 'which stimulates one of our remaining pheromone receptors,' he says.

Although Iso E Super had previously been used by perfumers in small doses, it remained somewhat of an industry secret: that special something you couldn't quite put your finger on but somehow made a fragrance swoon-worthily irresistible - a truly feel-good smell. But when Schoen first smelled Iso E Super, his mind was blown, and a small olfactory grenade was set off in the perfume world.

As he explains: 'There's a theory that it's not only absorbed by our smell receptors, but also acts on



Jacobson's organ [a patch of sensory cells within the main nasal chamber that detects heavy moisture-borne odour particles], which perceives the so-called pheromones.' Geza's theory is that Molecule 01's popularity is at least in part 'because it literally does something to us, physically...' But it's a still theory, and much of this work is currently still at the 'theory' stage, while scientists work to decode exactly why and how odours work on our brain.

Here's what we know for sure – and for now – though; 73% of respondents to that aforementioned IFF survey agreed with one very important statement: 'My fragrance is essential'. The commercial proof of this can be seen in a report from business analysts the NPD Group: 'Fragrance demonstrated its resilience in 2020, and is outperforming the entire prestige beauty market, helping to lead the market recovery.' What makes that all the more noteworthy is that for over a year, now, since the start of the pandemic, it has been virtually impossible to walk into a store to try a fragrance on our skin. (A factor which has led to a boom in fragrance sampling, however, including record sales of The Perfume Society's discovery boxes.)

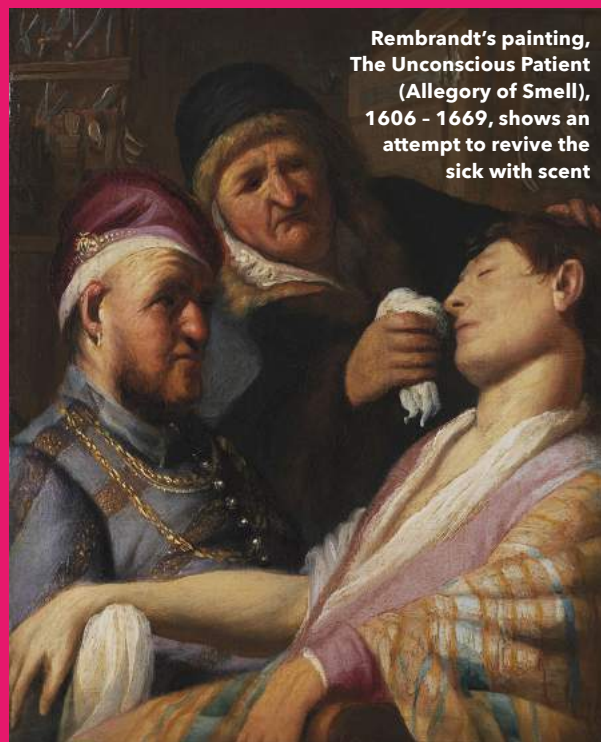
Although there's so much more to understand about the fascinating science behind it, anyone who has felt that immediate whoosh of joy when wearing or surrounding themselves with a scent they love understands that

## VANILLA HAS SINCE BEEN TRIALLED IN SCENTING PARTICULARLY HIGH-STRESS AREAS OF HOSPITALS, SUCH AS MRI AND CT SCANNING ROOMS

fragrance definitely does something, physically as well as emotionally. Already, when you find a fragrance that connects with you in that way, you've essentially been handed a precious key to uplifting or inspiring or grounding yourself, each time you wear (or perhaps scent your surroundings) with that fragrance.

Dominique Ropion, revered Master Perfumer at IFF, believes: '[Perfume has] a fabulous power. My undertaking is to try to create emotion in my fellow men and women, letting them feel more present in the world or step back from it, contributing to building bonds of community, religion or love, generating self-confidence, bringing people together...'

But while we play the waiting game a little longer for fragrances that are specifically formulated and marketed to power us on to a deadline, to kickstart our get-up-and-go when it got-up-and-went, or to calm us in a crazy (and intermittently locked-down) world, the hashtag that IFF chose for their scented survey speaks for all of us who've long understood that perfume is an enabler for positive living: #fragranceisthenewhope. 📌



Rembrandt's painting, *The Unconscious Patient* (Allegory of Smell), 1606 - 1669, shows an attempt to revive the sick with scent

## LET US SMELL CAKE...

Just why do we find certain scents so irresistible? A paper published in the scientific journal *Psychophysiology* in 1994 is one of the few definitive studies, looking into the apparent calming properties of vanilla-like odours. Previously, it was assumed that vanilla was simply 'addictive'. Indeed it is often cited as the world's favourite smell because the scent infantilises us somehow – reminding people of mother's milk or the childhood bliss of licking cake-batter straight from the bowl.

However, the research proved that vanillin, an organic compound that's the primary component of vanilla bean extract, significantly reduced the 'startle reflex' even in animals that don't suckle. (And which don't share our nostalgia for cupcakes, or hanker after perfumes that remind us of 'naughty treats' to be found at the *pâtisserie*). Frustratingly, scientists don't yet know how vanillin is working such magic – just that it does. But vanilla has since also been trialled in scenting particularly high-stress areas of hospitals, such as MRI and CT scanning rooms, and for patients undergoing chemotherapy.

If the pandemic could be said to have a silver lining, it is that the sense of smell has never had so much media coverage. Its loss is a widely-reported symptom/side-effect of Covid-19 infection (see Louise Woollam's article on p.38), and has thus piqued scientific interest in this 'fallen angel of our senses', as Helen Keller described it. So perhaps, finally, we can hope this so-vital part of our lives will be more fully researched, in the future?

*In* 2014 I LOST MY SENSE OF SMELL, and my life hasn't been the same since. No bite of food, no sip of drink, not even a single shower has gone by untouched by anosmia and parosmia since I caught the cold that killed my olfactory nerve. I'm not even sure I truly knew what anosmia was at the time, and there was little information around to help me out.

Since then, I've done my best to raise awareness of how debilitating smell loss and dysfunction can be. I've written countless articles about my experience in order to help out other people who have suffered similarly. I've worked with Fifth Sense and AbScent, lectured at the Royal School of Medicine and at international conferences; I've even made a couple of documentaries for the BBC!

But nothing, literally nothing has done more to raise awareness of the effects of smell loss than the current pandemic of COVID-19. 2020 was an incredibly difficult year for an unimaginable number of people, and while I've been lucky enough not to have suffered the virus directly, I can't say that I've been left entirely untouched by the pandemic. I help run a Facebook group dedicated to helping people cope with acquired anosmia, and I see every day the toll this previously little-known condition has taken on people's lives. I also see how what is known as 'long COVID' can also have unexpected effects on people's sense of smell.

To the outside world, smell loss seems so simple. So: you can't smell. Big deal, how bad can it be? It's not like being blind or deaf. But truth is that anosmia can be a life-changing condition for many sufferers. And, as more and more scientists are finding out, olfaction itself is far from simple. Experts estimated (pre-COVID) that around 20% of the population would suffer, or have suffered, from some form of smell dysfunction in their lifetime. That's shot up: according to Scientific American, an estimated 80% of people with COVID-19 experience smell disturbances.

Smell dysfunction can have any number of causes and takes a variety of different forms. Common causes include viral infection, not just COVID; as I discovered, even an ordinary head cold can be virulent enough to damage an olfactory nerve in some cases. Then we have brain injuries, polyps, chronic and recurring sinusitis, and chemotherapy is also known to have smell dysfunction as a side effect. Some people are born anosmic and some cases simply have no known cause. In addition, various neurological conditions have anosmia as a symptom, such as Parkinson's disease. Since the sense of smell naturally degrades as we age, it is estimated that up to 80% of people over the age of 80 suffer some form of anosmia or hyposmia. (Strictly speaking, hyposmia is the term for a decreased sense of smell, but it isn't as widely known as the term anosmia, so they're used pretty much interchangeably.)

Some sufferers develop phantosmia, where the sufferer experiences scents that don't have any physical cause – for instance, smelling burning when there's nothing alight, or

rotting food, or petrol where there is none. And then there's parosmia, which is where the patient can tell there is a smell, but it is distorted. So coffee, for example, might smell like sewage, and peanuts or roast potatoes might have the flavour of mud and dust. For both parosmia and phantosmia sufferers, even simple everyday tasks can cause stress and distress; many parosmia sufferers report difficulties in eating or just leaving the house, where they'll have no control over the smells they will encounter.

Pre-COVID, most people only realised they were anosmic over time, mostly because they initially noticed that food didn't taste as good to them as previously. In fact, a lot of people first mistake losing their sense of smell for losing their sense of taste. While most people with anosmia have fully functioning taste buds, these perceive only salt, sweet, sour, bitter and umami. What we generally think of as "taste" is actually flavour, and we experience flavour primarily through our noses – so if your nose isn't functioning, you probably can't taste food.

According to Chrissi Winkelbauer Kelly, founder of AbScent, and who runs several anosmia Facebook groups, one major difference between pre- and COVID-related anosmia is that the onset of the latter can happen incredibly quickly, and is noticed much sooner than in non-COVID sufferers. Prior to March 2020 people would pitch up in her groups after living with the condition for a while. Now, she says, they are joining the groups within days of realising they have no sense of smell – and with it, they're bringing a much greater sense of both urgency and anxiety related to their smell loss. Indeed, Chrissi had to begin a specific COVID-related smell-loss group, which has grown to almost 25,000 members in less than a year.

## THERE ARE THINGS THAT PEOPLE CAN DO TO HELP THEM ALONG THE PATH TO POTENTIALLY RECOVERING THEIR SENSE OF SMELL

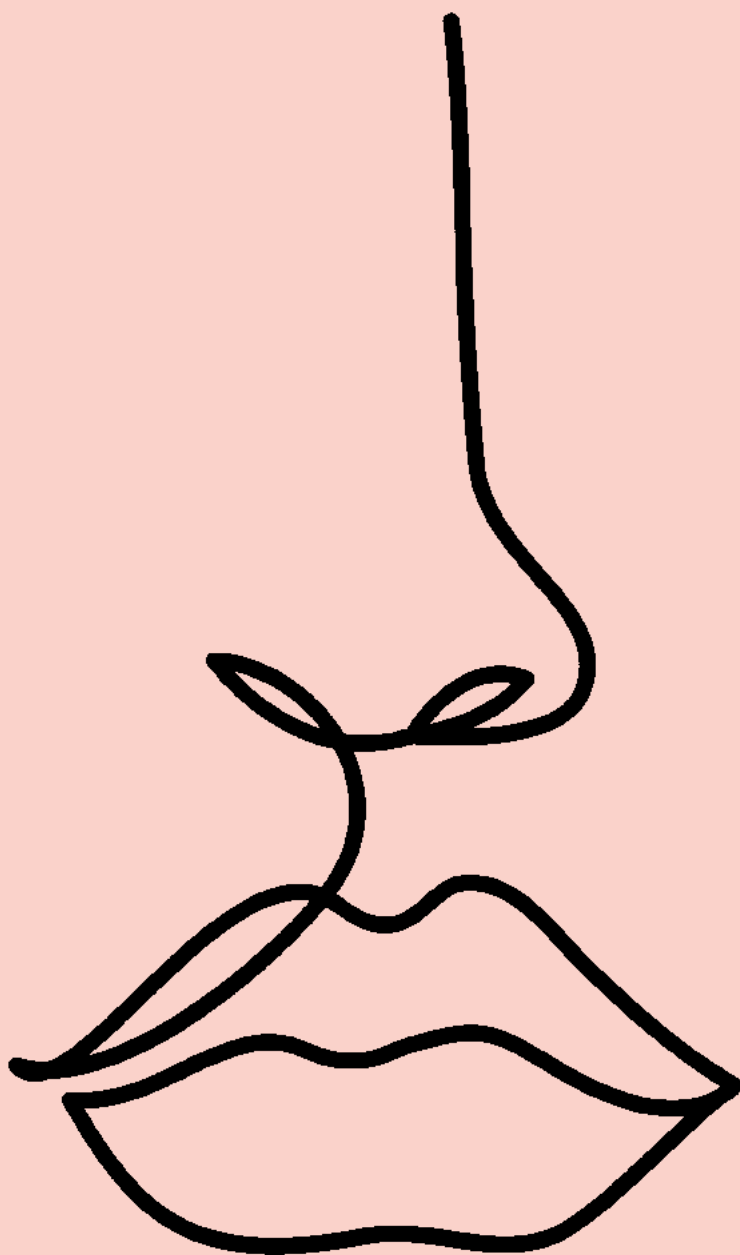
Many of the stories that people tell about their smell loss journeys in the Facebook groups are heartbreakingly similar. People talk of isolation, feelings of detachment, the fear that they were alone in their suffering. Many also speak of the 'glass box' feeling of anosmia, where you are present in the events of your life, but also separate, apart, alien. I find myself in each of these stories, and I'm reminded afresh of what were some of the darkest days of my own life. And my heart weeps for all of them, many of them who now face a similar journey to my own.

However, the sheer numbers of similar stories from so many patients in one place has highlighted that there may, in fact, be two additional and previously undocumented smell disorders. One is 'smell perseveration', where once a smell is encountered, it then becomes 'locked' and refuses to dissipate when the smell stimulus is removed (effectively becoming a "phantom" smell).

People may alternatively suffer 'smell fatigue', where the patient smells things normally, but only for a second or two before the scent disappears completely, despite the stimulus item still being in the vicinity. Papers are being prepared on these conditions, but anosmia sufferers have ▶



# THE YEAR THE WORLD DISCOVERED THE *Sense of Smell*



'You don't know what you've got till it's gone,' goes the song. But with loss of the sense of smell a symptom of COVID-19, never have more people paid attention to the problem of anosmia, reports LOUISE WOOLLAM

been discussing these anecdotally with each other over a period of year. Without the sheer numbers of people reporting these symptoms, it is unlikely that they would have been recognised at all.

Another common topic of discussion in the online groups is: 'When will I be normal again?' This is an extremely hard question to answer. As Chrissi Kelly puts it, acquired anosmia is an injury, not an illness, and we don't ask that question of any other injury. A runner who breaks his ankle may not ever run again, and sadly, the same might be true for someone who has had their olfactory nerve injured through illness or trauma. We simply don't know, and currently aren't able to tell, which groups of anosmia sufferers will recover completely spontaneously, will recover partially, or will never recover. And the really hard part for patients is that they won't find out until they either do recover, or they don't. While it might not be a big deal for some, for others, particularly in careers that depend on smell to be able to do their jobs – cooking, nursing, even firefighting (never mind perfumery) – it can be a tragedy.

But it isn't all doom and gloom. There are things that people can do to help them along the path to potentially recovering their sense of smell. Smell training, for instance has real evidential proof that it can help some acquired anosmia sufferers improve their chances of recovery. AbScent has a huge library of resources for this on their website, and I highly recommend anyone who is interested take a look at their archives and try smell training out for themselves. Smell training in itself is ostensibly quite simple. People use a small library of scents (usually essential oils, purely for convenience, rather than any aromatherapy effects) and smell them for a few minutes twice a day, while doing specific brain training exercises along with the smelling. Whilst not a cure, it could be considered the olfactory equivalent of physiotherapy for a damaged olfactory nerve.

- : I can personally attest to the effectiveness of smell
- : training in my own case, as I used my (still frankly enormous)
- : perfume collection in what I know now was a rudimentary
- : form of training back in 2014-2015 – I was determined not
- : to let my collection go to waste! – and I credit it almost
- : entirely for my recovery. My sense of smell is not the same
- : as it was, my left nostril remains dead, as the olfactory bulb
- : didn't ever recover, but the right one works well enough
- : for me to function almost as well as before. I still smell train
- : regularly, though, and recommend it to everyone.
- : One thing COVID has done is to have finally shone a
- : spotlight on precisely how neglected our sense of smell
- : has been by the medical establishment at large. Again and

## COVID HAS FINALLY SHONE A SPOTLIGHT ON PRECISELY HOW NEGLECTED OUR SENSE OF SMELL HAS BEEN

- : again, in anosmia support groups, stories
- : are told about patients' concerns being
- : dismissed: 'It's just smell, you'll live,' doctors
- : say. Or when patients admit to struggling
- : with life with no sense of smell, they are
- : disparaged, and told they'll 'get over it.'
- : But in what has to be extremely good
- : news for anyone affected by anosmia, as a
- : direct result of COVID's effect on the sense
- : of smell, respected medics, scientists, and
- : researchers from around the world have got
- : together to form a new group dedicated
- : to the study of the olfactory, taste, and
- : trigeminal systems which together form our
- : senses of taste and smell. Called the Global
- : Consortium for Chemosensory Research
- : (GCCR), the group now has around 630
- : members based in 64 countries. Together,
- : they are concentrating research on how
- : olfaction works, and the impact on lives when our olfactive
- : capabilities are destroyed.
- : Already, we are seeing many groups looking into making
- : diagnosis through smell-testing (currently slow, specialised
- : and very expensive) cheaper, faster and accessible to many
- : more anosmics. The very existence of GCCR has to be a
- : good thing, too. But for the many anosmia sufferers who've
- : been affected by this for years, the question is: why, oh why,
- : did it take a global pandemic to make this happen...?

## ANOSMIA ACTION PLAN

If you're worried you have smell-loss, here are some things that might help.

- ① Try not to panic. I know this is easier said than done, but there are things that can help, and always remember you are not alone.
- ② Get informed. AbScent and Fifth Sense both have a wealth of resources to help get you up to speed on what is happening.
- ③ Find support. There are many groups dedicated to smell loss on Facebook; both AbScent and Fifth

Sense have lively communities who swap tips and share stories. Or there's my Facebook group, Living Well With Anosmia.

- ④ Practise good self-care. By keeping informed, getting support, and speaking with your medical team to determine the cause of your smell loss, you'll feel better, I promise you. And finally, and this applies to everyone, not just those worried about smell-loss...

- ⑤ Smell train, smell train, smell train. Even a fully functioning olfactory nerve will benefit from being able to discern scents better, and at present, for those worried about smell-loss it's the best therapy there is. AbScent have videos and information galore to help get you started.

[abscent.org](https://abscent.org)  
[fifthsense.org.uk](https://fifthsense.org.uk)



# Bryan Cranston health: Actor 'lost ability to taste and smell' as a result of long Covid

**BRYAN CRANSTON** health: Despite the tough as nails character he plays on the smash hit show *Breaking Bad*, Cranston revealed he too succumbed to coronavirus. The actor describes how his symptoms still affect him even after recovery.

By **JESSICA KNIBBS**

PUBLISHED: 19:45, Fri, Mar 5, 2021

HEALTH NEWS

✓ Fact Checked

## Post-COVID-19, It Can Take Over 5 Months for Sense of Smell to Return

**COVID can ravage our sense of smell. It's also sparking research on the sense we often take for granted**

Brooke Jarvis | New York Times | March 23, 2021



## A Food Critic Loses Her Sense of Smell

Produced by Tina Antolini; edited by Wendy Dorr; music by Dan Powell; and engineered by Corey Schreppel.

A Times restaurant critic is on a quest to regain a crucial ability after Covid-19.

Tuesday, March 23rd, 2021

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HEALTH

## You Recovered From COVID-19. Now Your Coffee Smells Like Sewage.

The way back from smell loss is its own strange experience.

SARAH ZHANG MARCH 22, 2021



### RECOMMENDED READING

COVID-19 Took My Sense of Smell Nearly a Year Ago

MICHEL PARADIS





THE NEW FRAGRANCE *Salvatore Ferragamo*



# THE *fragrant* FOODIE



Please join us in raising a glass to PRATAP CHAHAL (also known as 'That Hungry Chef') as we welcome his new column, which deliciously blurs the lines between smell and taste. Here, he explores vetiver



IN THE LAST ISSUE of *The Scented Letter*, I shared my love of vetiver, the smell I've been obsessed with since my childhood – the (for me) dreamy aroma that battled the oppression of Indian summers and embraced the lust of the monsoon. 'The scent of 'waterfalls and wet mud, dancing with sunshine and flowers,' was how I described it.

I've always been proud of my own, home-made, somewhat rustic liqueur concocted with vetiver, sugar and vodka, feverishly pushing a dram on anyone who came to my Islington supper clubs so that they could infuse their tastebuds and souls with this perfumed libation. But that pride swiftly disappeared when I came across a unique collaboration between the brilliant team at London bar, Tayēr + Elementary, and De Kuyper Royale Distillers.

Muyu Vetiver Gris is nothing short of sensual and dreamy. It's a 22% ABV liqueur powered by vetiver, bolstered by the most delicate notes of patchouli, cedarwood and petitgrain with a subtle warmth provided by *timur* (Sichuan pepper). I can't begin to tell you just what a flavour sensation this liqueur is. I've trickled it into a glass of prosecco, stirred it with a Negroni and used it to turbo-charge a lemonade.

I even tried to recreate my childhood memories of cooling myself with vetiver by sipping this incredible liqueur with the heating on full blast, tuned into rain sounds on Spotify, before my wife collapsed in hysterics. But don't let that stop you from enjoying it your way.

For more about Pratap's delicious home delivered 'Feast Boxes' and future supper clubs, visit [thathungrychef.com](http://thathungrychef.com)

## THANDAI

In 'It Takes Me Right Back' (Issue 45 of *The Scented Letter*), I referenced a cooling Indian drink called *thandai*, a drink of almonds, fennel seeds, watermelon kernels, rose petals, pepper, cardamom, saffron, milk, sugar and vetiver, which is consumed in the summer, and in particular around the time of the colourful Hindu festival, Holi.

So, as the days get longer and the prospect of warmer months is tangibly on the horizon, here's a recipe for *thandai* that you can make at home.

### SERVES 6-8

1 litre milk (can substitute any plant-based milk)  
 20 almonds, skinned  
 20 pistachio, shelled  
 2 tbsp melon seeds (can use 1 tbsp sunflower seeds as a substitute)  
 1½ tbsp poppy seeds (preferably white)  
 1½ tbsp fennel seeds  
 10 green cardamom, seeds only  
 1 inch stick cinnamon (or ¼ tsp ground cinnamon)  
 4 black peppercorns  
 4 tsp sugar (or honey)  
 Pinch saffron  
 1 tsp rose petals  
 10 strands natural vetiver (as an alternative to vetiver strands, infuse 1 drop of vetiver absolute in 500ml water and whisk until the absolute is dissolved)

### METHOD

● Soak the nuts, melon and poppy seeds in warm water for one hour. Grind the spices and rose petals in a spice grinder to a fine powder.

● Add the ground spices and soaked nuts mix to a blender and add 200ml of milk to make a smooth paste.

● Add remaining milk to a pan and bring to the boil. Add the vetiver strands to the milk, turn off heat and infuse for one hour, then bring it back to a boil and strain out the vetiver.

● Turn off the heat and whisk in the spice paste and saffron along with the sugar/honey. Let the mix cool before putting it in the fridge overnight to let all the flavours mingle and infuse. If using vetiver infusion, make the dilution as per instructions (left) and add 1 tsp of the infusion, at the end.

● The next day, strain the mix through a sieve (make sure you press all the liquid out). If you prefer a smooth drink, blend with a few ice cubes before drinking; I personally like to have it a slightly thicker consistency akin to a smoothie. If using the vetiver absolute flavouring, add 1 tsp of the diluted vetiver water to your drink – depending on your preference for how strong you want the vetiver flavour to be, feel free to add more if necessary. ☐

## VETIVER MARTINI

25ml Muyu Vetiver Gris  
 50ml dry gin (I like to use Sipsmith for this)  
 25 ml Martini Extra Dry Vermouth

Shake or stir it, sit back and let the delicate flavour of vetiver's verdant perfume wash over you. Alternatively, add a splash to a glass of prosecco for an afternoon pick-me-up!

Muyu Vetiver Gris Liqueur/£29.99 for 500ml  
[masterofmalt.com](http://masterofmalt.com)











## A NOSE TO WATCH:

# *Ezra-Lloyd Jackson*

In a new series, SUZY NIGHTINGALE goes nose-to-nose with the burgeoning talent of the fragrance world – meeting perfumers whose names will soon be on your lips. And whose creations will soon be on your wrists...

AT THE PERFUME SOCIETY, we're used to interviewing A-list perfumers – the grandees of the perfume world, with hundreds, if not thousands, of creations to their name. But for 'A Nose To Watch', we wanted to showcase up-and-coming talent – not least as an inspiration to the many perfume-loving readers who contact us asking how they might, perhaps, become perfumers themselves.

For our first focus, we spoke to Ezra-Lloyd Jackson, an artist and designer from south-east London, who is currently completing

perfumery training at Olfiction – the privately-owned fragrance house and consultancy, founded by perfumer Pia Long and creative director Nick Gilbert. Specialists in perfumery and storytelling for a long list of clients, they now also market their own Boujee Bougies candle range.

For many decades, the fragrance industry has been pretty much a closed shop. The traditional perfumery schools were the 'Oxbridge' of the olfactory world, rarely open to those from more diverse cultures and backgrounds.



But for Ezra, his heritage and upbringing plays a huge role in how he works, informing his work. 'Coming from a Caribbean-British heritage I was raised in Black and multicultural spaces, as well as rural British settings across London and the UK,' he explains. What he also brings to perfumery, though, is a fascinating CV that includes 'graphic design, illustration, music production, and creative coding – all of which play a key part in the creative process of perfumery, for me.'

Like many of us, Ezra's exploration of smell began early. 'I loved making potions as a toddler and would imagine stories around them,' he smiles. As an older child, Ezra also remembers 'heavily associating scent with certain places. I was very aware of the atmospheric home smells of a relative's house, for example.' But turning that interest into a job wasn't on his radar. 'Perfumery wasn't something I ever conceived as a career. Nobody in my family has any ties to the perfume industry or trade, and it was never something that was seriously discussed.'

For his own interest and enjoyment, Ezra began assembling a collection of fragrances, which led him to research online the ingredients and construction of scents. He went on to explore articles about collaborations between artists and perfumers, stumbling across projects that Olfiction had been involved in. Getting in touch with Pia and Nick at Olfiction to find out more, Ezra realised perfumery could be 'a real job': a door was opened, when they offered him a form of apprenticeship. He started as a lab assistant, in 2018, and has since become a perfumer's assistant, a role that includes weighing and measuring fragrance ingredients for the perfumers to smell. Today, he is working towards a Junior Perfumer role, with the aim ultimately of becoming a fully-trained perfumer. (It's worth remembering that at perfume schools, including ISIPCA, this process can take from two to four years, after successful completion of a chemistry degree.)

Learning that all-important chemistry has, Ezra admits, 'been tricky at times, because of it being

such an alien field to me. But I enjoy the challenges; it pushes me a lot further.' He particularly enjoys working with certain materials. 'Cardamom CO2 is exquisite. Vetiver is also incredibly interesting, because of how multi-faceted and tenacious it is.' Other materials he finds trickier, 'but I enjoy the challenge of it all; it's like solving puzzles!' As for memorising, Ezra reveals he often attaches 'colours, shapes and textures to smells, sometimes sounds, which can help, but it really comes down to copious pages of notes and repetitive smelling.'

“  
*Nobody in my family has any ties to the perfume industry or trade, and it was never something that was seriously discussed*  
”

Mentoring is vital, providing encouragement to young perfumers. In Ezra's case, he mentions help from figures who are keen to see the amplification of diverse voices in the scent world, including artist and niche perfumer Paul Schutze, as well as Michael Donovan – owner and founder of the Roullier White boutique and founder of St Giles fragrance house. With the skills he's gaining, Ezra ultimately aims 'to collaborate with other artists and

designers using scent as a medium.' And perhaps it goes without saying: one day, he would love to develop his own brand.

For now, at the Olfiction lab, Ezra appreciates the support he gets from the whole team. Talking about the company's resident perfumers Pia Long and Marianne Martin, it's clear Ezra understands just how fortunate he is to be able to watch these pros at work, 'and they both continue to have strong impacts on my creativity.' Other perfumers who inspire him include Francis Kurkdjian – 'I look up to how he executes his work with a refined, modern style' – and Jean-Claude Ellena, for his ability 'to manipulate the opacity of fragrances, without losing consistency.'

Individual fragrances have led to 'aha!' moments, too, for Ezra. He recalls the moment 'when Guerlain Vetiver clicked, for me, opening with sharp citrus-green spikes, expanding in depth over time and eventually warming, tangling and binding into itself, submerging into the skin. I can appreciate the poetry in the work.' When asked which fragrance he would most like to have composed, Ezra replies: Amouage Interlude Woman. 'I appreciate its complexity without it being messy. I think [perfumer] Karine Vinchon Spehner found a curious way to borrow particular elements from certain materials – like the frankincense that has been stripped of all the smoke.'

There is still an enormous amount of work to be done to make the world of perfumery more diverse and representative. 'I think it starts with role models, so that younger people can see themselves in certain roles and senior levels, as well as outreaching to different communities that haven't historically had access to this space. I'm excited by the idea of opening the craft to new views and perspectives.'

But for now, Ezra has more immediate challenges, on his path to becoming a perfumer – and no doubt a role model, himself. 'Just when you think you've understood a material, something happens that reminds you that you know a relatively minute detail about its behaviour,' he smiles. 'They say that never stops...' 📖

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#MBxMe



# *Perfume's* PRINTS CHARMING



JO FAIRLEY explores a colourful cross-Channel collaboration between the creatives at Parisian interiors brand Antoinette Poisson and London perfumer Lyn Harris ►



*There are* alas, few historic records of the perfumes actually worn by Louis XV's mistress and confidante, Madame de Pompadour (see overleaf) – although it's said that the scent of musk could still be found in the curtains of her chambers, 20 years after her departure from Versailles. But I can't help feeling that a woman with such elevated aesthetic sensibilities would, in pride of place on her gilded dressing table, have showcased the trio of exquisitely-packaged fragrances newly launched by Antoinette Poisson.

Founded in 2012 by Jean-Baptiste Martin and Vincent Farrelly, their company's branding is taken from 'Jeanne Antoinette Poisson' – the birth name of Madame de Pompadour, a highly influential beauty who was also a patron of the arts and wallpaper enthusiast.

Before launching their own wallpaper brand in 2013, Martin and Farrelly worked in wallpaper conservation, painstakingly restoring interiors in the US, France and England for museums and private owners. They had met while studying at the Sorbonne and France's Institut National de Patrimoine, where conservator-restorers train to work on public collections under the auspices of the French Ministry of Culture.

On a project in the Auvergne, the pair became completely fascinated by the lost art of 'domino' wallpapering, dating back to the late 17th Century. As Martin explains over the phone from a semi-locked-down Paris, 'Before wallpaper came on rolls, it was in the form of sheets created by etched plates, then hand-blocked, stencilled and hand-painted.' These would then be trimmed and applied to the walls of the homes of the rich and the aristocracy – quite the status symbol.

'Some of the designs actually felt very modern,' he continues. 'So we started to buy examples at auction, as well as original designs. For one restoration job we had to

reproduce a domino wallpaper and we loved the process: it's created from fabric fibres, and it gives such amazing soul to the wall. Looking back, I guess we were a little bit bored by conservation work. There's not much room for creativity...'

But bébé, look at them now. The pair literally became an overnight sensation, darlings of interior designers the world over, after unveiling their first domino decorative papers at Paris's Maison et Objet show. John Derian, *découpage* obsessive and purveyor of fabulous homewares, made an order for Antoinette Poisson's designs to showcase in his downtown New York store, which attracts journalists, designers and fashionistas like moths to a candle.

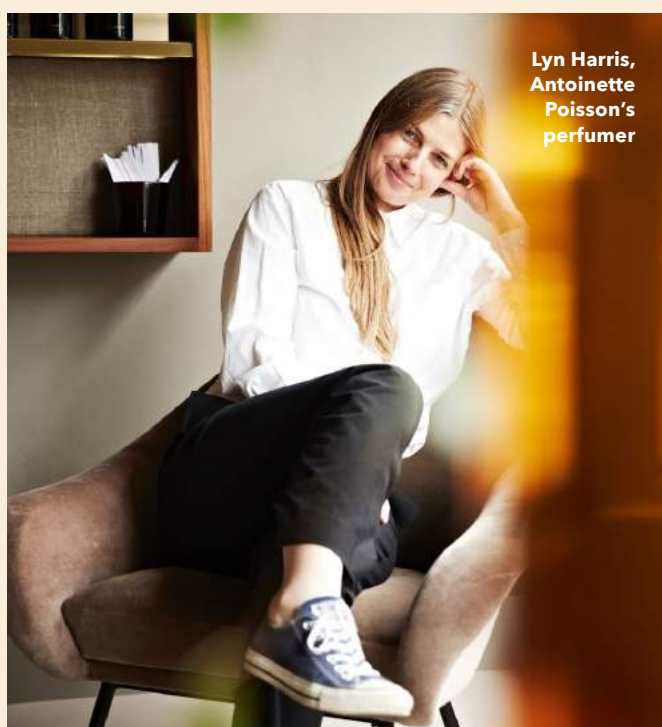
And it's no small achievement that their first collaboration was with Diptyque, whose creative dynamo Maryam Badault came knocking with an invitation to design a collection of candles, drawer liners, cushions and trinket dishes. Their next, even swisher #collab was with Gucci: not only did the Italian luxury brand translate the designs of the domino papers into fabrics for their 2019 spring/summer collection, but an original Antoinette Poisson drawing was recreated on a vast scale for the floor of Gucci's SoHo store, at 63 Wooster Street in New York. And then there were the *Ladurée macarons*, offered in an Antoinette Poisson box...

So from its launch, Antoinette Poisson's trajectory has been near-vertical. And is it any wonder? In a mass-produced world where 'Made in China' is stamped on half the products you pick up, there is a craving for the authentic, the artisanal, the 'different'. And they don't come more artisanal and authentic than this. 'Everything is made in France,' Martin says. 'The mill was restored about 30 years or so ago by a Parisian paper-maker, who also renovated the 18th Century machinery. The paper itself is made with 19th Century vintage rags, brought mostly from nearby villagers: things they get from their grandmothers, generally beyond repair.'

When this stock is used up – as will happen, eventually – they're unsure what will happen to that side of the business. 'We've got a few years yet, but when you look at paper made with modern linen, it's quite different. Modern linens are very bright, because they're washed with detergents using optical brighteners and look quite different.'

So, with the knowledge that their flagship product may end up going the way of the dodo, Antoinette Poisson has savvily expanded into more traditional (non-rag, more accessibly-priced) wallpaper on rolls, alongside divine decorative objects. And, Martin explains, 'We had long wanted to complete Antoinette Poisson's very visual universe with the olfactory dimension, creating fragrances capturing key moments in the life of the Madame de Pompadour.'

There was an obvious contender to transform their vision and designs into fragrance. A good mutual friend introduced Martin and Farrelly to the masterful Lyn Harris, who trained in Paris before going to work with Robertet in Grasse, was founder of Miller Harris and now has her own Perfumer H store on Marylebone's Crawford Street. A long-time champion of craftsmanship and artisans, Lyn Harris was always going to 'get' Antoinette Poisson. 'We just connected,' she says. 'I'd go so far as to say that we had a mutual fan club going on a creative level, which enables good things to come.' As she puts it: 'Everything Antoinette ►



Lyn Harris,  
Antoinette  
Poisson's  
perfumer



*“Everything Antoinette  
Poisson does is so beautifully  
executed, it seduces you”*

LYN HARRIS







Above: Inspired by 18th Century tapestries, the design for 'Joli-Bois' wallpaper is hand painted in tempera, a permanent, fast-drying paint made of coloured pigments, usually mixed with egg

Right: The 'Bien-Aimée' design is taken from floral pieces of embroidery from the designers' personal collection

Below: The repetitive wallpaper pattern 'Tison' borrows from the tradition of domino papers. As the designers explain, 'The stylised wood fire design refers to the muffled world of interiors and to the Marquise de Pompadour's passion for printing and engraving techniques.'



*"We had long wanted to complete Antoinette Poisson's very visual universe with the olfactory dimension"*

JEAN-BAPTISTE MARTIN



*"Tison is... the solitude, the library, the comfort of hot chocolate by the fire, the smell of beeswax"*

LYN HARRIS



Poisson does is so beautifully executed, it seduces you. You just want to immerse yourself in their decadent world.'

So Martin, Farrelly and Harris spent a weekend in London, 'dreaming about it together. Spending time with Jean-Baptiste and Vincent was amazing: I got their energy, they got a feel for my laboratory and my work.' The samples then ping-ponged to-and-fro from Paris to London. 'In all, it took around a year,' remembers Jean-Baptiste Martin. 'But it all just flowed perfectly,' adds Lyn.

Despite the exquisiteness of the 'wallpaper' boxes in which the final fragrances are packaged, this wasn't simply a case of taking three Antoinette Poisson designs, then creating a scent to fit. 'For me, it was the story of Antoinette and the three different stages in her life that fascinated me. As Jean-Baptiste and Vincent told me the story, I began to visualise the setting – and then came the smells that expressed these three scenes.'

Though she knew something of Antoinette's life, Lyn steeped herself in the history of this 'king's favourite', to kickstart the creative process of her formulations. Those three distinct stages are Antoinette's meeting with the king, her rise at the court of Versailles, and her latter years, far from the frenzy of court life.

Each evokes a very different mood. Like stepping into the cool shade on a hot summer's day, Joli Bois is woody-fresh, Cologne-like, with its cool, green, vegetal qualities, notes of green leaf, irone, angelica, juniper, incense and cedarwood brightened by bergamot, orange bigarade and grapefruit. 'It's about innocence, lust, attraction, a meeting, the green forest,' she explains. In Antoinette's timeline, it represents 1743, the year she first charmed the king.

The second, a bright floral, perfectly echoes its sunshine yellow, flower-sprigged Antoinette Poisson carton. Bien-Aimée ('Beloved'), represents 1745, the prime of Antoinette's life. 'It's the garden of Versailles,' Lyn says. In the words of the brand, this is 'a bouquet of freshly-cut flowers on the arm of La Pompadour, the rise of a young *bourgeoise* turned Marquise, the blossoming of a woman, mistress of the king, mistress of her destiny.' All evoked via armfuls of lilac, orange blossom, jasmine, cassie absolute and ylang ylang, reclining on a bed – or perhaps a chaise longue – of iris absolute, cedar and white musk.

And then there's Tison – a perfect Sunday-afternoon-in-a-bottle, representing the year 1750 in Antoinette's life. 'Tison is the house she was sent to after they separated. It's the solitude, the library, the comfort of hot chocolate by the fire, the smell of beeswax,' explains Lyn.

And of course, for Antoinette Poisson, not just any *flacon* would do,. Martin and Farrelly went to the historic, 100-year-old Waltersperger glassworks in northern France to source the perfect bottle design, which was then hand-etched with arabesque flourishes reminiscent of Madame de Pompadour's time. Into each of those very special bottles is then decanted an olfactory story. The fragrances take one of history's most fascinating figures, weaving tales in scent of Marie Antoinette's life that are both nostalgic and utterly modern – that magic trick which Antoinette Poisson's creators have so cleverly pulled off, with everything they do.

And which – when worn on the body – are anything but wallpaper.

[antoinettepoisson.com](http://antoinettepoisson.com)



## WHO WAS MADAME DE POMPADOUR?

'Antoinette Poisson' seems a kooky name, to anyone who hasn't immersed themselves in French history. But Jeanne Antoinette Poisson, born on 29th December 1721 and elevated to 'Madame d'Étiolles' on her marriage, had the much loftier title 'Marquise de Pompadour' bestowed on her after she became the King's mistress and was given apartments at Versailles, connected to his own via a secret staircase. Because it was impossible to be presented at court without a title, the king bought the marquiseate of Pompadour for his love, with coat-of-arms, *château* and land – most definitely not to be sniffed at.

Patron of the arts, helping to found the royal porcelain factory at Sèvres, supporter of authors and artists, architects and artisans (including those who made wallpaper), Antoinette was overseer of many new construction projects. Ultimately, she persuaded the king, with the help of her brother (also ennobled, as the Marquess of Marigny), to build the Petit Trianon palace in the grounds of Versailles. On a more sensorial level, meanwhile, Madame de Pompadour also had a fondness for truffle soup, champagne and chocolate, flowers and gardens.

At what seems now like the preposterously young age of 30, however, having suffered a series of miscarriages and no longer the king's favourite (though having procured for him a string of younger mistresses), Madame de Pompadour retreated from royal life to other homes purchased for her by Louis, including the Hôtel d'Evreux (now the Élysée Palace) and the Palace of Bellevue, in Meudon, just south-west of Paris.

Though remaining the great love of the king and his enduring confidante, she buried herself in books and country living, before dying of tuberculosis at the age of 42. King Louis remained devoted to her right up to her death, nursing her through that final illness. As Louis XV watched over her coffin's departure from his first floor apartment overlooking the Marble Courtyard, it is said that tears fell down his cheeks.

# MEMORIES, DREAMS, REFLECTIONS



CLAIRE BOWEN *is a florist, floristry teacher and author of THE HEALING POWER OF FLOWERS, with a devoted Instagram following for her exquisite arrangements. Here, Claire shares her life in scents*

**What's the very first thing you remember smelling?** In the 1970s, there was an ice cream shop next to Sloane Square tube station, and once a week, if I'd been very good at nursery school, I was allowed a scoop of tangerine ice cream in a cone. It smelled like nectar to me.

**When did you realise scent was important to you?** I was about 16 years old. I didn't get many compliments as a teenager, but friends always told me how nice I smelled.

**What's your favourite scented flower?** In the winter I love paperwhites and hyacinths indoors. Gardenias also smell wonderful in the house. But when I'm out in the garden, nothing beat the scent of a rose. Except perhaps jasmine... May I have *all* of them?

**What was the first fragrance you were given?** Chanel Cristalle, by my mother. I spent school holidays in Scotland and the biggest treat was Cristalle bubble bath. The water was so soft that the bubbles were huge and I would languish in a hot bath for hours, not least because the house was so cold.

**What was the first fragrance you bought yourself?** Clarins Eau Dynamisante. While my friends were out partying, I was investing any cash I had in my skincare regime and staying at home with my face masks. As a fan of Clarins at the time, I discovered their scents at an early age. This also worked well as a room spray at school if anyone had been smoking out of my bedroom window (I hated the smell so much, I never took up smoking myself).

**Have you had different fragrances for different phases of your life?** Specific songs remind me of certain phases of my life, defined either by study or a job or a partner, and fragrance works for me in exactly the same way, as it conjures up so many memories. As an undergraduate, I wore *Feminité du Bois* by Shisheido. As a postgraduate at The Courtauld, I switched to Clinique Aromatics Elixir, which is much heavier, but I particularly loved this. I don't know why I've changed scents in such clearly defined periods in my life. Perhaps it's like getting a new pencil case at the start of the autumn term.

**The smell that always makes me happy is...** Éditions de Parfums Frédéric Malle *Portrait of a Lady*. Five years ago, I had a small, surprise hen weekend in Paris with four dear friends. As a treat they organised for me to go to a Frédéric Malle boutique and try out perfumes in the scent chamber so that I could choose one as a present. I chose this and wore it on my wedding day. On the same day, in a masterpiece of planning, my maid of honour also arranged two strippers on the Paris Métro posing as ticket inspectors, which is probably the most I've ever laughed. So it brings so many thoughts rushing into my head at once, all around the most fun weekend with my girlfriends and then the happiest day with my now husband.

**The smell that always makes me a bit sad is...** Chanel N° 5. In my 20s, I had a boyfriend who was really particular that I wore it. I was perfectly happy to go along with that until I discovered his mother had always worn it.

**The scent I love on a man is...** Aesop *Hwyl eau de parfum*. Such a good smell on a man. Honeysuckle and Hilda (our two dogs) bought some for my husband Charles, which was really very thoughtful of them.

**The fragrance from the past that I've always wanted to smell is...** My grandmother's hot cross buns.

**What is your favourite book about fragrance?** In my mid-30s I was diagnosed with a rare autoimmune disease which, while there is no known exact cause for it, was put down to 'environmental factors'.

I was told to be very careful about any chemicals I had around the home, whether that meant cleaning materials or make-up and perfume. I immediately went out and bought both Sarah Stacey and Josephine Fairley's *The Green Beauty Bible* and also Romy Fraser's *Recipes for Natural Beauty*. I became an avid reader of books on aromatherapy, too. I also love Christina Strutt's *Green Housekeeping: Recipes and Solutions for a Cleaner, More Sustainable Home*.

All of this was to prove really useful recently, as I have just written a book myself, *The Healing Power of Flowers* (see p.8). Depending on the flower featured in each section, sometimes I talk about the traditional meaning of the flower, or the energy it has in the garden, but I like to think about the aromatherapeutic properties it has too. All my earlier research certainly helped to inform this book.

honeysuckleandhilda.com  
@honeysuckle\_and\_hilda



Claire's dogs,  
Honeysuckle and  
Hilda, with one of  
her arrangements



## Claire's five favourite smells

❶ **PORTRAIT OF A LADY**  
(see main article).

❷ **FRESH-BAKED SOURDOUGH BREAD** Like so many other people, I finally mastered the art during lockdown, and the smell (and taste) of warm bread is incredibly hard to beat.



❸ **FRESHLY-GRATED GINGER** I've been perfecting my Japanese cookery recently, and love the clean smell of ginger. It makes me feel healthy even before I've eaten any.

❹ **MY GARDEN ON A SUMMER'S MORNING** The scent of lots of flowers coming together can be quite heady, in fact.



❺ **A FRESH CHRISTMAS TREE** My most anticipated scent of the year is our tree, when it's just gone up. The dogs and our cat all come and watch too - they love to drink the pine-scented water from the base of the tree. I like to call it their Christmas cocktail. 🐾



Scents worn by Claire and (right) her husband Charles



Tangerine ice cream, a nectarous childhood memory



# latest launches

A bumper crop of newness – some of it delayed by the pandemic – are waiting for you to discover them

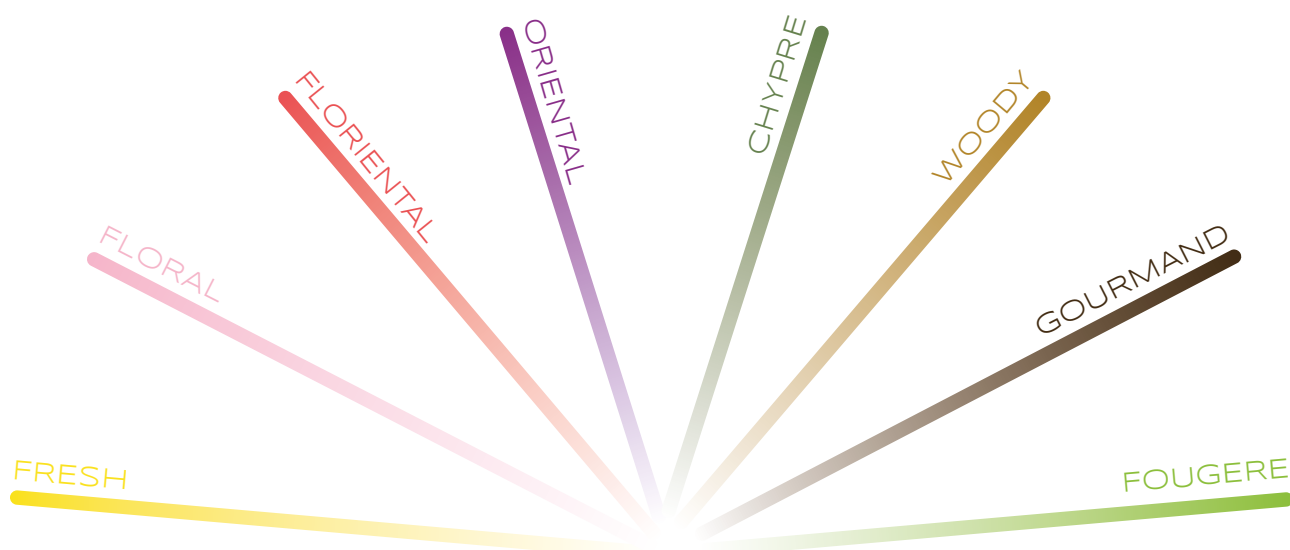
The Perfume Society's **The Scented Retreat Box** has been assembled to deliver much-needed TLC while we're (mostly) still closeted in our homes, tapping into the amazing healing and uplifting power of scent. Find it at [perfumesociety.org/SHOP](https://perfumesociety.org/SHOP), price £23 (£19 to our VIPs). Enjoy FIVE luxury extras, to create your own at-home spa...

- LA MONTAÑA HOME FRAGRANCE DISCOVERY SET
- ANIMA VINCI SESAME CHÂN
- HISTOIRE DE PARFUM 1899
- SHAY & BLUE MERMAID KISSES
- INITIO REHAB
- ÅND FRAGRANCE MÅD



## 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](https://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.





## ABERCROMBIE & FITCH

### *Authentic Night*



Frank Voelkl, senior perfumer at Firmenich, weaves sumptuousness, mystery and a little sprinkling of stardust in a floral fragrance that is just begging to be dressed up and taken out on the town. (As are we all, of course.) When that night comes, spritz generously this concoction of tuberose, jasmine, magnolia atop lingering notes of sandalwood, patchouli and cedarwood, which they promise is 'as surprising and enthralling as a howl at the moon.'

£29.50 for 100ml eau de parfum  
[escentual.com](http://escentual.com)

## ÅND FRAGRANCE

### *Måd*



Vanilla as you've never smelled it – resonant of an orchid's majestic warmth – is swirled through bright blackcurrant, violet, creamy ylang ylang and luminescent jasmine. Touched with a tingle of cloves to wrap you in a soft, spacious hug, måd (for 'Madagascar') does good while smelling great: ånd insist on sourcing from ethical, eco-friendly independent producers, giving back directly to the indigenous people who grow and harvest the fragrant ingredients.

From £35 for 10ml eau de parfum  
[andfragrance.com](http://andfragrance.com)

## ARMANI/PRIVÉ

### *Cyprès Pantelleria*



Whisking us to Pantelleria, the remote Mediterranean outcrop which has been a place of retreat for Giorgio Armani, an outdoorsy breeze of woody-fresh air. Alberto Morillas captures its luminosity through neroli, mandarin, bergamot and cedrat, with waves of transparent clary sage and cypress essence at the heart. Vetiver, oakmoss, patchouli and an amber wood accord tether the creation, just as the island itself might ground us.

From £96 for 50ml eau de parfum  
 (from 1st April)  
[armanibeauty.co.uk](http://armanibeauty.co.uk)

## ATELIER COLOGNE

### *Lemon Island*



Ramping up the feel-good factor here is the partnership behind the star lemon oil ingredient, via a project which supports 260 growers in Rodrigues, the 'lemon island' in the heart of the Indian Ocean (and how much do we long to visit that place?). Indian jasmine and a vanilla infusion from Madagascar soften the sharp citrus tang, evoking 'the scent of the ocean with the perfume of sunscreen left on your skin.'

Oh. Yes. Please.  
 From £55 for 30ml Cologne Absolue  
[spacenk.com](http://spacenk.com)

## AUTHENTIC BEAUTY CONCEPT

### *Eau de Toilette*



Not every fragrance can be spritzed safely onto hair (alcohol can be drying). But this can, launched by the collective of hair pros behind the disruptive Authentic Beauty Brand. Inside a *flacon* created from 25% recycled glass (and a box that is 'climate neutral'), the 'flower shop' intro offers fresh-cut leaves, white peony, rose, freesia and powdery violet, softening on the skin to a downy base of cottony musks and soft woods.

£50 for 50ml eau de toilette  
[mewiesandcoshop.co.uk](http://mewiesandcoshop.co.uk)

## BATH HOUSE

### *Climbing Trees*



A collab with British perfumer Ruth Mastenbroek, the name alone conjures wonderful images, while the scent doesn't disappoint. Memories of carefree childhood summers and fields of sun-scorched grass are evoked through vetiver, cedar and amber. Clambering through canopies of aromatic green leaves, bergamot and radiant jasmine sparkle like dappled sunshine, while lemon and rosemary feel like crisp countryside air. Basically, the scent of freedom, bottled!

£72 for 60ml eau de parfum  
[thebathhouseshop.co.uk](http://thebathhouseshop.co.uk)

**BEL REBEL**  
*Bubblegum*



One sniff and you're immediately propelled back to the days of flipping through teenage magazines, dancing madly at the disco and illicit snogs around the back of the bike sheds, while covering your beau in fruit-flavoured lip gloss. The photo-realistic bubble gum scent bubble pops to reveal a cool, chic wave of Cashmeran on a base of sheer patchouli and vanilla, the sudden sophistication juxtaposed with the giggle-inducing joyousness of the opening.  
£139 for 69ml eau de parfum  
belrebel.com

**BJÖRK & BERRIES**  
*Never Spring*



Scandi brand Bjork & Berries' fragrances are inspired by the volatile seasons in northern Sweden, where they certainly have to be more patient for spring than in the UK. Green notes, crisp lemon and cedarwood open up to bittersweet blackberry, garlanded by sprigs of jasmine, warmed by deep amber and soft musks, resonant of the sun rising over the frozen landscape. True to their eco-roots, this features 84% natural ingredients, 71% certified organic, and 100% lovely.  
£85 for 50ml eau de parfum  
bjorkandberries.com

**BOUGUE PROFUMO**  
*Lita*



For this immense swathe of rum-soaked, floral-licked lusciousness, perfumer Antonio Gardoni worked with Luke Pritchard, lead singer of The Kooks, and his singer-songwriter wife Ellie Rose, to celebrate their new musical project, 'Duo'. Gardoni says 'I wanted to produce something that echoed their dark, smokey, lustful sound.' Cue heady ylang ylang and plush gardenia wrapped in tobacco and champaca, ripe jasmine swooning to the sticky, resinous base. *Encore!*  
£190 for 50ml extrait de parfum  
bloom.com

**BYREDO**  
*Mixed Emotions*



Mixed Emotions has been created, so we're told, 'to reflect the tumultuous nature of our times'. Yet the fragrance itself seems to offer something of a welcome antidote: a beautiful, cool blend of maté tea, sharply sweet blackcurrant, Ceylon black tea, violet leaves, tethered by papyrus and birch wood. 'A refreshing reminder that it is OK to not be OK – and that from unsettling experiences, a new reality might emerge,' conclude BYREDO. Here's hoping.  
From £122 for 50ml eau de parfum  
byredo.com

**CAROLINA HERRERA**  
*Very Good Girl*



Embodying the spirit of fun, fabulous and fearless, even if you're not ready to squeeze back into your actual heels; we know many who'll be reaching for the instant glam of this so-collectible new version of the bestselling scent. Redcurrant and lychee make the mouth water before a swag of red roses garland the heart (we imagine them draped around the shoulders, like a feather boa), while the base swirls seductively with vetiver and vanilla.  
£55.50 for 30ml eau de parfum  
theperfumeshop.com

**CHANEL**  
*Les Exclusifs  
le Lion de Chanel*



With a launch postponed from last summer, the fragrance world was on tenterhooks for the Olivier Polge's Le Lion de Chanel – but it absolutely does not disappoint. *Au contraire*, all hail to this absolute masterpiece: a smoky swirl of resinous, leathery labdanum, sweet vanilla, with bright flashes of bergamot for contrast. Purring on the skin for hours – at least till sun-up – this is a scent to be worn as we dance on tabletops. (Just watch us. And smell us.)  
From £169 for 75ml eau de parfum  
chanel.com



**CLIVE CHRISTIAN**  
*Matsukita*



There's such a tale behind this woody-Chypre reimagining of the famous Crown Perfumery perfume, first created in 1892 and inspired by a fabled Japanese princess who wowed the Victorian royal court. Conjuring up that elegance, grace and mystery for a new generation are fresh top notes of pink pepper and bergamot, spiced by nutmeg, a floral heart of Chinese Imperial jasmine and smoky black tea, on a whispering base of amber, musk, mosses and woods.

£325 for 50ml eau de parfum  
clivechristian.com

**DIPTYQUE**  
*Orphéon*



Taking its name from the bar in cool and groovy Saint-Germain in the 60s, beside Diptyque's first store, Orphéon sets out to evoke the warm, buzzy atmosphere where the brand's founders relaxed to the sounds of jazz, while exploring boundlessly creative ideas. Woody, floral and subtly spicy, it's a fabulous fug of tonka, cedarwood, jasmine and juniper that is a gender-free and super-wearable 'tribute' to the inspiring heritage of this fabled fragrance name.

£125 for 75ml eau de parfum  
diptyqueparis.com

**DOLCE & GABBANA BEAUTY**  
*Dolce Rose*



Perfumer Violaine Collas adds a perfect bloom to Dolce & Gabbana's bouquet of Dolce creations with an ultra-feminine fruity floral, contrasting rose absolute and crisp, fresh *rosa Centifolia* with tart redcurrant, green apple, mandarin and white peach, all wrapped in soft musks, snug as a cashmere wrap on a cool summer evening. The cap of the now-iconic bottle is reinterpreted in a deep rose red, adorned with a black grosgrain ribbon that is too, too chic.

From £68 for 50ml eau de toilette  
harrods.com

**DOLCE & GABBANA**  
*Velvet Black Patchouli*



The dark, heady, shareable counterpoint to Dolce Rose is this woody-Oriental, conjuring up a time when precious goods from the East would arrive in the ports of Italy, filling the air with the scent of the patchouli used to protect precious fabrics *en route*. Davana, blood orange, clary sage, tonka, caramel and sweet vanilla build a seriously intriguing construction that positively smoulders. One for patchouli-lovers – but also, one to convert patchouli refuseniks.

From £200 for 50ml eau de parfum  
harrods.com

**DS&DURGA**  
*Jasmin Yucatan*



Not sure if we're more Lara Croft or Indiana Jones, but wearing this it's a whole lotta fun imagining exploring ruined temples in a humid jungle. Rather than face snakes and frizzy hair, let's spritz on this aqueous floral filled with a rare white flower known as 'jazmin yucateco' in Spanish, sweeter than (yet unrelated to) jasmine itself. Laced with luscious bergamot, entwined with passionflower and laced with drifts of lemon-y incense-like copal. Exotic adventures await.

£148 for 50ml eau de parfum  
libertylondon.com

**ELIZABETH ARDEN**  
*White Tea & Ginger Lily*



Rejoice, all you lovers of the phenomenally successful White Tea fragrances, because – as they like to do each year – Elizabeth Arden have once again unveiled a twist on the original, to keep you interest piqued. The exhilarating, bright floralcy is freshened by a burst of bitter orange, with ginger lily blossoming at the heart. Tethering it to the skin, meanwhile, is a soothing, almost earthily sensual white cedarwood. Our cup of White Tea.

£40 for 100ml eau de toilette  
elizabetharden.co.uk

## ESCENTRIC MOLECULE

### *Molecule 01 + Iris*



Geza Schoen set the cat amongst the perfumed pigeons when he dared to decant a single note with a complex olfactory profile – Iso E Super – into a bottle, and market it as Molecule 01. The molecule – which some can't even perceive, while others swear it's pheromone-like, in its power to attract – has become a global cult classic. Now, Molecule + perfectly pair the original molecule with other single ingredients – starting here with creamy, powdery iris. £95 for 100ml eau de parfum [escentric.com](http://escentric.com)

## ESCENTRIC MOLECULE

### *M+ Mandarin*



'Mandarin is all about the instant hit,' explains Geza Schoen. 'It's so alive, the way it radiates off the skin with that citrus zestiness. But there's more to mandarin; it's very fruity and aromatic, as well. Its transparency means that it vanishes quickly. I've touched it up with a little extra shading to extend it, adding a mandarin ingredient used in fruits to give it super-juiciness.' As the Molecule 01 syncs with the citrus, expect fireworks. £95 for 100ml eau de parfum [escentric.com](http://escentric.com)

## ESCENTRIC MOLECULE

### *M+ Patchouli*



Geza Schoen tells us that he loves patchouli for its 'moody beauty' and its cool, rather aloof woodiness. And do cast aside any notions of hippy-dippiness, please: here, he takes Indonesian patchouli oil and Patchouli Coeur, which has patchouli's love-it-or-hate-it camphorous quality edited out via a process of fractionation, giving 'a sophisticated, clean patchouli that pairs fantastically well with Molecule 01'. The perfumer's words – but we couldn't put it better ourselves. £95 for 100ml eau de parfum [escentric.com](http://escentric.com)

## GIORGIO ARMANI

### *Si Eau de Parfum Intense*



It isn't every afternoon you get to Zoom with Cate Blanchett, but for the launch of this super-sophisticated incarnation of Si, the Oscar-winning actress was joined by perfumer Julie Massé to introduce this stunning Chypre-Oriental-fruity masterpiece. Si's signature blackcurrant nectar is paired with Ispartira rose and velvety davana, imparting serious va-va-voom, before your senses are enveloped by patchouli, benzoin and sustainably-sourced vanilla. *Fabulissimo!* From £60 for 30ml EDP intense [armanibeauty.co.uk](http://armanibeauty.co.uk)

## GUERLAIN

### *Mon Guerlain Sparkling Bouquet*



A jewel-like bottle, a shimmering scent: in this latest addition to the Mon Guerlain family, a pear accord in the overture has been magnified to juicy, fruity, joyful effect, to sparkle 'like a mischievously irresistible smile', Guerlain promise. The resonances of the original Mon Guerlain are apparent throughout – the floral heart, with its aromatic lavender flourishes, the jasmine scampering everywhere, the vanilla and sandalwood in the so-feminine base. £70 for 50ml eau de parfum [guerlain.com](http://guerlain.com)

## IKON

### *914*



Part of the new Fragrance Shop exclusive vegan and cruelty-free range, with an ethos of eco responsibility, the concept is to showcase 'simple yet high-quality ingredients, materials, and messages.' Here, bergamot, lime and tagetes fizz atop smoky oudh and golden saffron, while a plump cushion of musk relaxes to a mellow base of amber, woods and mosses as it warms. Though powerful notes are used, it's a soft caress of gauzy layers. £60 for 100ml eau de parfum [thefragranceshop.co.uk](http://thefragranceshop.co.uk)



**JIMMY CHOO**  
*I Want Choo*



Juicy succulence explodes in a whoosh of mandarin and velvety peach, while jasmine gets twisted with red spider lily in the heart – a flirtatious pairing that sashays all the way to a scrumptiously warm, sweet benzoin-soaked vanilla base. It's vivacious enough to boost your spirits, and effortless enough to grant you a cloak of 'I just woke up like this' glam. Think of it as your fragrant filter: everything's better with it on!

£45 for 40ml eau de parfum  
theperfumeshop.com

**JO MALONE LONDON**  
*Scarlet Poppy*



A permanent addition to Jo Malone London's Cologne Intense Collection, Scarlet Poppy is inspired by the overblown flower that cloaks the wild steppes of Asia. But poppies are scentless, we hear you chorus. Well, it's the flower's exuberance that's expressed here, via notes of velvety iris, tonic bean, barley and luscious fig, making for a truly grand, extravagant floralcy. We're very taken with the new incarnation of the classic JML bottle, too: simply red, simply fab.

From £86 for 50ml Cologne Intense  
jomalonelondon.com

**JUICY COUTURE**  
*Viva La Juicy Le Bubbly*



#PartyForOne promises the hashtag for Juicy Couture's latest – so: no rule-breaking required to crack open a scent that pops champagne-drenched pink berries, double pink freesia, blood orange and 'fizzy' mandarin oil. Sparkling with the 'cheery brilliance of a crystal coupe glass' are heart notes of gardenia petal, jasmine and vanilla orchid, sweetened by praline, creamy woods and golden amber. Any excuse to dust off the disco ball, eh?

From £13.99 for 10ml eau de parfum  
spray pen  
boots.com

**JULIETTE HAS A GUN**  
*Musc Invisible*



'A fluffy scent as comfortable and unfussy as your favourite old jeans,' Romano Ricci promises with his powdery-musk latest. 'As appropriate at work as on a casual date.' Not so sure about that, in the current climate – though we do of course always wear scent while #WFH – but this is one to snuggle up to, dreamily blending jasmine absolute with almost nose-tinglingly soft cotton flower, resting on a featherbed of white musk.

From £20 for 7.5ml eau de parfum  
johnlewis.com

**KENZO**  
*FlowerByKenzo EDT*



The archetypal fantasy floral is shot through with sunshine – each spritz makes us feel not so much as though we're walking through the poppy fields, but soaring above them. The wind gleefully ripples our hair as scarlet petals scatter beneath us, a whisper of white musk dotted with sparkles of lemon, fluffy clouds of organic vanilla sprinkled with Bulgarian rose water. If the original's too powdery for you now, try this flight of fancy.

£41 for 30ml eau de toilette  
boots.com

**KILIAN**  
*Love Don't Be Shy Extreme*



Get ready to clutch your pearls, girls (and anyone who loves wearing the original), because this Kilian bestseller has been ramped up with an extra dose of Bulgarian rose. Part of the 'Narcotics' collection, they warn us that it's now such an addictive pleasure that 'sensitive souls are asked to abstain...' With heady orange blossom up top and pillowy marshmallow in the base, the even-more-voluptuous floral heart won't spare your blushes...

£225 for 50ml eau de parfum  
bykilian.co.uk

**LANCÔME**  
*La Vie Est Belle Soleil Cristal*



How we love seeing 'soleil' in the name of a fragrance: a glimmer of sunlit hope and promises of outdoor living (without the blankets and hot chocolate). A solar brightness gives a new twist to the bestseller, here, via radiant mandarin, extravagant white flowers and a trail of Madagascan vanilla and patchouli, from Bali. And oh, the bottle's spectacular, with a shimmering, almost holographic finish that echoes the luminosity of the scent inside.

From £78 for 50ml eau de parfum  
[lancome.co.uk](http://lancome.co.uk)

**LANCÔME**  
*Maison Lancôme Jasmin d'Eau*



Exquisite bottles and precious scents are the signature of Maison Lancôme, who rolled out a big gun for this creation, enlisting Olivier Cresp for its creation. 'My goal was to capture that wonderful moment, that first encounter with a floral fragrance based on a crystal-clear water jasmine, set off by hints of tea, plum blossom and subtle musk.' The result, concludes the revered perfumer, is 'a moment in time suspended within a refined aquatic flower *sillage*.'

£162 for 100ml eau de parfum  
[lancome.co.uk](http://lancome.co.uk)

**LANCÔME**  
*Maison Lancôme Rose Peonia*



The rose is the signature flower of Lancôme, and here, Givaudan's Marypierre Julien was charged with making it bloom anew. As she puts it, 'Imagine walking through a spring garden. You catch sight of a young woman wearing a delicate dress that looks like a collection of flower petals. Her light-footed steps create an airy blend of peony and wild rose, set off by a hint of ambrette, musk and a dash of elegant raspberry.'

£162 for 100ml eau de parfum  
[lancome.co.uk](http://lancome.co.uk)

**LOUIS VUITTON**  
*Étoile Filante*



Vuitton's Jacques Cavallier-Belletrud recalls that 'Osmanthus absolute was my first revelation among raw materials, when at 11, I discovered it in my father's lab in Grasse. Its marvellous scent, as well as a name that evokes distant horizons, immediately fascinated me.' With its nuances of apricot and cassis, this tiny, deceptive, powerful bloom is perfectly amplified by jasmine, with a breath of white musks in the softly tender, enveloping base.

£200 for 100ml eau de parfum  
[louisvuitton.com](http://louisvuitton.com)

**LUSH**  
*The Perfume Library Confetti*



Perfumer Emma Dick has been part of the 'Lush family' for 21 years, and there's a personal story behind this romantic perfume: she will be wearing it at her wedding this year. Confetti (as the name suggests) couldn't be more bridal-perfect: a romantic rose, with a touch of green from violet leaf absolute, and smoky (sustainable) sandalwood, in the base. Whatever summer's restrictions on weddings, lovely to waft down the aisle.

£35 for 35ml eau de parfum  
[lush.co.uk](http://lush.co.uk)

**LUSH**  
*Keep It Fluffy*



What's with the 'fluffiness' trend we're seeing in scent right now? Well, at a time when we all need extra TLC, there's something just so comforting about the idea of a fragrance that wraps you in an olfactory cuddle and holds you tight. Powdery, sweet and cocooning, this fragrance previously wafted forth under the B Never Too Busy to be Beautiful brand in 2004, and makes a welcome return here, using a regenerative rose absolute from Turkey, caressed by vanilla.

£80 for 100ml eau de parfum  
[lush.co.uk](http://lush.co.uk)



**MALIN + GOETZ**  
*Strawberry*



Forget jam and berry shortcake: this is strawberry 'reimagined' by the artistic team at Malin + Goetz. They 'deconstructed' the garden strawberry, invoking its luscious freshness via bright shafts of pink pepper and bergamot, given a floral flourish by orris root, jasmine petals and warm musks. 'A dynamic scent that challenges the conceptions around the strawberry,' they promise. What the fruit has in common with this, however, is a decided moreishness. £75 for 50ml eau de parfum [malinandgoetz.co.uk](http://malinandgoetz.co.uk)

**MARC JACOBS**  
*Daisy Eau So Intense*



Daisy Marc Jacobs is renowned for its transparent airiness, in all its manifestations. Until now. This is an addictive, altogether more grown-up proposition by Alberto Morillas to capture the fleeting feeling of 'golden hour', before the sun dips – in this case, 'over lush fields of daisies'. Fruity elements of strawberry and pear soften to sweet honey and pretty rosebuds, but it's the trail of soft vanilla, balanced by crisp green moss, which lingers so beguilingly. From £55 for 30ml eau de parfum [boots.com](http://boots.com)

**MARC JACOBS**  
*Daisy Love Spring Limited Edition*



The boundless airy optimism of Daisy gets three limited edition seasonal twists for Summer 2021, our favourite (above) being the unfurled, new-shoots green of Daisy Love. Perfumer Alberto Morillas drizzles freshly picked, still sun-warmed figs with the powdery blossoms of blowsy pink peonies, lapped by cool fig milk in the base. It's a gourmand-esque comfort to those of us not nearly ready to ditch the tights but welcoming every lighter day with a whoop. £60 for 50ml eau de toilette [boots.com](http://boots.com)

**MOLTON BROWN**  
*Lily & Magnolia Blossom*



An olfactory ode to Cornish woodlands. Close your eyes and sense the serenity of a patch of wild blooms at the first blush of daylight, lily of the valley's delicate white bells shivering in the breeze, creamy magnolia shot through with crisp white tea and fresh, green mandarin. At once sparkling with optimism yet still every-day demure, this is one to wear when you feel restless and need a spark of hope and something beautifully comforting. £120 for 100ml eau de parfum [moltonbrown.co.uk](http://moltonbrown.co.uk)

**NANCY MEILAND**  
*Gaia*



We're sensing a trend for contemplative scents that offer moments of meditation, and this limited-edition attar more than fits the bill. An ultra-soothing blend of Calabrian bergamot, nutmeg, jasmine sambac, blue lotus, Atlas cedar and New Caledonian sandalwood is blended within an organic jojoba oil base. Delivered via a so-handly rollerball bottle, we've been anointing pulse points and taking a deep breath in moments of stress (read: often!) £45 for 30ml attar [nancymeiland.com](http://nancymeiland.com)

**NARCISO RODRIGUEZ**  
*Musc Noir*



Musk – or rather, *musc*, as it's referred to, here – is having such a moment, here pulsing mysteriously at the heart of a darker, more daring incarnation of Narciso's contemporary classic. Leather and suede accords accent the skin-on-skin sensuality still further, while opulent heliotrope, dry white cedar and rose become juicy and luscious, with a fruity flash of plum. Worth getting properly dressed up for, when we're let out again. From £50 for 30ml eau de parfum [johnlewis.com](http://johnlewis.com)

**NINA RICCI**  
*Nina Rose*



Some of the prettiest bottles around – we know many collectors who snap up every whimsical Nina iteration – the glossy bubble-gum pink here evokes cheeks rosy from a joyous (perhaps even coat-free!) walk in the park. Olivier Cresp weaves bergamot, lemon and pear into armfuls of velvety orange blossom absolute, neroli essence and jasmine. Those radiant florals are borne aloft on a whisper of musks and a contrast of smooth, dry cedarwood – instantly happy-making. £50.50 for 100ml eau de toilette [superdrug.com](http://superdrug.com)

**NISHANE**  
*Nanshe*



Perfumer Cécile Zarokian dedicates this to the Sumerian goddess Nanse – a deity who looks after ‘fertility, water and social justice’, believed to be ‘the patron of dreams and prophecy.’ Swoonsome rose flutters just beneath buoyant bergamot, carrot seeds, cardamom and yuzu, then dips to water fruits, luminous jasmine sambac absolute and creamy ylang ylang. The dry-down’s a sacred caress of orris, musk, patchouli and sandalwood that feels as though you’ve been blessed. £185 for 50ml extrait de parfum [harrods.com](http://harrods.com)

**ORMONDE JAYNE**  
*Damask*



Celebrating 20 years of British perfumery, founder Linda Pilkington was inspired to showcase La Route de Soie (The Silk Route), known for its trade in precious materials and fragrant ingredients. Here, the trademark silky pink pepper and slinky musks are punctuated by sharp blackcurrant, pear and lemon on a supremely sumptuous base of vetiver and amber. Opulence abounds as you sashay forth in this – a damask robe to greet one’s eager, tribute-bearing lovers. £135 for 50ml eau de parfum [selfridges.com](http://selfridges.com)

**PACO RABANNE**  
*Olympéa Blossom*



A new spring frock for the so-recognisable bottle, with this beautiful pen-and-ink floral flourish inspired by the blooms splashed across many of designer Julien Dossena’s creations for the fashion name. Inside, the theme of ‘the airiness of flowers’ is continued, with fresh-cut roses and aromatic pink pepper. A note of blackcurrant and frosted pear sorbet works like a palate cleanser, before the creamy indulgence of vanilla, Cashmeran, patchouli and a sprinkling of salt. From £49 for 30ml eau de parfum [johnlewis.com](http://johnlewis.com)

**PENHALIGON'S**  
*Babylon*



Inspired by the mysteries of ancient Mesopotamia, Penhaligon’s give us a fragrant ticket travelling ‘to the dawn of civilisation’. If you’re wondering what that smells of, it’s a warm waft of spices tickling the senses, the trail of coriander, leathery saffron and nutmeg mingling with the grounding, warm earth scent of cypriol. There’s a decided woodiness to that last note further elevated by the cedar and sandalwood of the base, beautifully smoothed by vanilla. £178 for 100ml eau de parfum [penhaligons.com](http://penhaligons.com)

**SALVATORE FERRAGAMO**  
*Amo Per Lei*



Turning the page on another chapter of the Amo Ferragamo story, a fruity flirtation of succulent pear and ripe raspberry gets the juices going before the romantic heart fully embraces you. Then we’re waltzing into fuzzy apricot notes of osmanthus and magnolia – a graceful dance as a shower of delicate petals falls from above. The music slows, the pulse quickens, a sensual smooch of cedar, sandalwood, cashmere and musk that twirls in a transparent haze. £47 for 30ml eau de parfum [theperfumeshop.com](http://theperfumeshop.com)

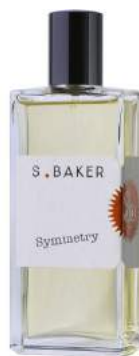


**SANA JARDIN**  
*Incense Water*



Cool and comforting, this is a fragrant respite for frazzled nerves. Last year, perfumer Carolos Benaim worked alongside 'an up-and-coming NY based perfumer in lockdown', we're told, and for inspiration, took to his garden, literally stopping to smell the roses. The result? A scent that marries May rose to crystalline patchouli heart with the piquancy of pimento berries and raspberry leaf on a pellucid sandalwood base. Like wearing an echo of a comforting dream.  
£95 for 50ml eau de parfum  
sanajardin.com

**SARAH BAKER**  
*Symmetry*



Ancient Greek geometry inspires this composition – a symbiosis of opposing ingredients. The bustling markets evoked with a jolly jostle of juicy bergamot, petitgrain and neroli, the floralcy of the citrus picked up and carried aloft on a salty breeze as we explore the port itself. Orange blossom continues the Cologne-like freshness but earthier, wet woody cypriol hint at the cargo hiding in ship's hulls – a breeze of musk and oudh completing our odyssey.  
£80 for 50ml eau de parfum  
sarahbakerperfumes.com

**SERGE LUTENS**  
*La Dompetuse Encagée*



As ever with Monsieur Lutens, the name and story are poetically written but sparsely populated, allowing the wearer to create their own narrative. Apparently 'La Dompetuse' translates from the French as a lady 'animal trainer', and we encounter her inside the cage... Whatever the story, the scent is sublime – a gourmand touch to this floral (we're sensing another trend) that plays a sensory trick, creating a cold, creamy texture from frangipani, almond and ylang ylang.  
£110 for 50ml eau de parfum  
libertylondon.com

**SHAY & BLUE**  
*Tallulah's Camellia*



Notorious movie icon Tallulah Bankhead inspires this latest Shay & Blue fragrance, which is halfway between a classy afternoon tea and a walk in a bluebell glade, the spring breeze carrying the verdancy of the blooms. Imagine a table for two in the woods, the crisp white cloth set with china cups (one rimmed with lipstick kisses), a plate of untouched vanilla slices, a bundle of love letters torn asunder, a cashmere shawl hurriedly cast aside...  
From £30 for 30ml eau de parfum  
shayandblue.com

**SHISEIDO**  
*Ginza*



Into this scent, Takasago perfumers Karine Dubreuil and Maïa Lernout decant elements of the sacred Japanese Kodo incense ritual, in which participants 'listen' to the burning wood in order to purify body and spirit. So there's a meditative aspect to this intoxicating floral, which gives us a whirlwind of magnolia, freesia, Japanese orchid and jasmine swirling in the heart, before the camphorous Hinoki wood, patchouli and cypress begin to smoulder, gently.  
£70 for 50ml eau de parfum  
shiseido.co.uk

**SISLEY**  
*Izia La Nuit*



Izia was created as a tribute to a unique rose that blossoms fleetingly in Sisley founder Isabelle d'Ornano's garden. It takes on a new night-time cloak of glamour, reconstructed as a Chypre-floral-woody scent for after dark by perfumer Amandine Clerc-Marie. Labdanum, patchouli, oakmoss, Ambrox and vanilla offer a trail that will follow you around for hours, while the Izia rose at the heart of this fragrance is bathed in moonlight by freesia and magnolia.  
£198 for 100ml eau de parfum  
sisley-paris.com

**THE ZOO**  
*Smile & Shine*



In keeping with the uplifting vibe of this edition, we include Christophe Laudamiel's creation from 2020, which just crossed our desks. Specifically created to 'brighten your day when you're in need of some sparkling energy' (um, that's all the time right now), it delivers cheerfulness with every spritz of Italian lemon, lime, grapefruit and blood orange.together with narcissus, tagetes and creamy tolu balsam, inspired by Christophe's study trip to sun-drenched Calabria. €129 for 60ml eau de parfum [perfumelounge.eu](http://perfumelounge.eu)

**TOCCA**  
*Belle*



Tocca's scents are unashamedly feminine creations in dressing-table-worthy bottles. Belle by name and belle by nature, this citrus-floral-musk is at first super-fresh (bergamot and petitgrain, further brightened by a touch of white pepper), with a bouquet of freesia, tuberose and magnolia at the heart, giving way to skin musks, golden amber and sandalwood. Utterly carefree and optimistic (and boy, we need that). From £68 for 50ml eau de parfum (from April) [lookfantastic.com](http://lookfantastic.com)

**TOM FORD**  
*Tubérose Nue*



Extravagant. Intoxicating. Sensual. Tuberose may be a love-it-or-hate-it note in perfumery, but its swooning fan base will be head-over-heels for this. Rendering the white floralcy even more intoxicating, night-blooming jasmine trails through the heart, which is spiced with Akigalawood and Nepalese timur pepper, resting on a snugglesome blanket of musks. An illicit encounter on a summer's evening in a moonlit garden – in a deceptively virginal white flacon. From £228 for 50ml eau de parfum [tomford.co.uk](http://tomford.co.uk)

**TOM FORD**  
*Costa Azzurra*



Will we, won't we be able to head to the Med this summer? If not, here's an excellent evocation of that longed-for 'refreshing plunge into the ocean', merging elements of water and air 'to transport the senses to the deck of a luxurious yacht'. To salted air, add a tangle of aromatic juniper, cypress, pine cone and myrtle and several squeezes of lemons, then wrap the lot in the resinous, sunset warmth of cistus absolute. From £85 for 50ml eau de parfum [tomford.co.uk](http://tomford.co.uk)

**VALENTINO**  
*Born in Roma Yellow Dream*



Celebrating 'a new beginning, full of life, hope and optimism' (yes, PLEASE!) we're imagining a golden sunrise over Rome – lemon coloured blossom carpets the pavement as a confident woman strides forth to greet the new day. Floral yet fruity (in the most grown up, effervescent way), this gives us vibes of just-washed hair gleaming in the sun, a vibrant yellow dress, heels kicked off, a musky trail followed in bare feet on sun-warmed cobbles. £77 for 50ml eau de parfum [boots.com](http://boots.com)

**VERSACE**  
*Dylan Turquoise EDT*



Rivulets of Primofiore lemon trickle through a multi-faceted mandarin that encompasses juice, flesh, peel and pith alike, the succulence speckled with piquant pink pepper. Guava juice adds a proper 'ah yes, we're on holiday' note of exoticism that we're all craving right now, while transparent jasmine and green freesia add an airy floralcy. A heavy base would ruin such carefully crafted spaciousness, but clever Clearwood® layers sheer amber atop white musk for glossy sex appeal. £48 for 30ml eau de toilette [boots.com](http://boots.com)



**27 87**  
*Sonar*


We first saw this young Barcelona-based indie house showcasing their fragrant wares at Florence's Pitti Fragranze, and it's lovely we can now find them in the UK. The scents are genderless, carefree and quite unique – this one is inspired by the sense of sound vibrating, captured in the most unlikely contrast of notes: beer and tuberose! It's malty and hyper-white all at once, a familiarity wrapped in iridescence, exuding freshness with an electric crackle.

£140 for 87ml eau de parfum  
[sniph.co.uk](http://sniph.co.uk)

**ABERCROMBIE & FITCH**  
*Authentic Night for Men*


Perfumer Gil Clavien set out to create 'a "see-through" effect, to tell the story of contrast and tension', in this counterpart to Authentic Night for Women (see p.53). In a dark-as-night smoked bottle, it's a spirited, multi-faceted *fougère*-Oriental fizz of apple, rhubarb, lotus, lavender, vanilla, oakmoss, tonka bean and leather notes. Free-spirited, energetic and extrovert, it demands a night out on the town the very moment that's sanctioned.

£29.50 for 100ml eau de parfum  
[escentual.com](http://escentual.com)

**AESOP**  
*Marrakech Intense*


Redolent of a Moroccan *souk*, the richness of Aesop's original has been stepped up a gear with an animalic intensity that somehow hums intriguingly on the skin. Those who are allowed close enough to enter its scented orbit should be prepared to swoon (we suggest velvet cushions to the ready), as wafts of dried roses weave with aromatic clove, smooth sandalwood and a caress of cool cardamom. Wear with silk PJs and enjoy the intimacy.

£67 for 10ml parfum  
[libertylondon.com](http://libertylondon.com)

**BRIONI**  
*Brioni*


Can a new launch be an instant classic? We think this is! Characterful, suave and assured as the perfectly tailored menswear line itself, which was founded in Rome in 1945, Brioni's pared-back style is perfectly reflected via Master Perfumer Michel Almairac's genius. Green apple studded with pink pepper feels like a cool sip of gin, while violet and Ambroxan are perfectly blended with tonka bean and musk – like a second skin. Absolutely sublime!

£70 for 60ml eau de parfum  
[brioni.com](http://brioni.com)

**CARTIER**  
*Pasha Edition Noire*


Classics reinvented are another definite trend for the year ahead, and Cartier's iconic Pasha has a vibrant new edge with this limited edition. The green and citrusy freshness feels like the dawn of a new day, while the amber and cedar base is resonant yet ultra-fine. Interesting fact: the name comes from the 'pasha' on board a ship – someone 'who had the most charismatic personality, who stood at the helm and set the course.'

£94 for 100ml eau de toilette  
[cartier.com](http://cartier.com)

**GIORGIO ARMANI**  
*Stronger With You Absolutely*


With their finger on the trend pulse, it's encouraging to see Giorgio Armani move even further in an eco-direction, with the vanilla for this sourced via the Solidarity Sourcing Programme to support local communities in Madagascar, and the lavender heart sustainably sourced in France. Completing the cocktail: davana, glazed chestnut, cedarwood, resinous, amber-y elemi and a jigger of rum, deftly composed by Cécile Matton and decanted into a liquor-like flask. From £60 for 50ml eau de parfum  
[armanibeauty.co.uk](http://armanibeauty.co.uk)

**HERMÈS**  
*H24*


For H24's launch, Christine Nagel Zoom-ed us note-by-note through this contemporary creation, which evokes the sense of stepping into cool, mossy shade on a hot day, perfectly tapping into this past year's joyous rediscovery of nature by so many. Green narcissus and fresh, elegant rosewood are given a so-modern edge by sclarene, which conjures up 'the smell of hot irons on damp woollen cloth in Hermès's sewing workshops.' Gorgeous (refillable) *flacon*, too.

From £61 for 50ml eau de toilette  
[hermes.com](http://hermes.com)

**KAREN TIMSON**  
*Pendragon*


There's definitely something magical about the melding of the verdant herbaceous notes with smoky leather, like a clandestine exploration of an alchemist's garden. Sweet coriander's shrouded in a haze of bright bergamot, a dry, peppery undertone uniting the green foliage and the swirl of incense-like sandalwood and oakmoss beneath them. Picture that mystical hour just before the sun sets, when even the familiar is rendered peculiar and enticing.

£99 for 100ml eau de parfum  
[karentimson.com](http://karentimson.com)

**L'OCCITANE**  
*Karité Corsé*


We want to go to the Mediterranean. Soon. And while we play the waiting game, we'll allow this to escort us there in our imaginations, first via spicy cardamom, black pepper, clary sage and bright bergamot. Then, we'll enjoy a mellow surprise: a warm, gourmand Oriental heart, mixing cocoa, coffee and roasted shea nut accord, giving way to powdery orris, grassy Bourbon vetiver and cedarwood, captured in an *ombré* bottle reminiscent of a longed-for sunset.

£69 for 75ml eau de parfum  
[loccitane.com](http://loccitane.com)

**LOEWE**  
*Loewe 7*


Housed in a brilliantly blue bottle (we find it refreshing even to look at), Loewe 7 sits happily among the new Botanical Rainbow colour-led range – showcasing scents bringing you closer to nature. The name refers to the succinctly curated list of ingredients – red apple and peppercorns, an aqueous drift of incense like smoke on a salty breeze, neroli offering dappled sunshine, while in the base cedar sighs dreamily to a whisper of vetiver and sexy wash of musk.

£66 for 50ml eau de toilette  
[selfridges.com](http://selfridges.com)

**MATIÈRES LIBRES**  
*Absinthe Gaiac*


A bitter green opening soon segues to the powdery bliss of violet, rose and the alluring 'warm-skin-of-your-lover's-neck' appeal. And there's reach-out-and-stroke-me buttery soft leather, to be found in the smooth base of creamy resins and rich amber. Wonderfully rounded, this shimmies in a very artistic, quite bohemian way between comfort and sensuality. We imagine you wearing this while dancing to the radio, a paintbrush in one hand.

£129 for 100ml eau de parfum  
[jovoyparis.com](http://jovoyparis.com)

**MERCEDES-BENZ PARFUMS**  
*Black*


Fizzing from the bottle with a party-like 'POP!', luminous bergamot bursts forth, a joyously uplifting freshness that soon mellows to a beguiling heart of jasmine-infused incense. Renowned perfumer Olivier Cresp marries the gentle smokiness to a base of Ambrox that glows as it warms on the skin with silky benzoin, golden woods and smooth vanilla. Come for the amazing architecture of the bottle but stay for the so-wearable purr of this juice.

£69 for 100ml eau de toilette  
[superdrug.com](http://superdrug.com)



**MERCEDES-BENZ PARFUMS**  
*Mercedes Benz Club*



Well, this is a veritable cocktail party in a fragrance bottle – not that it's boozy, but there's a whoosh of zesty citrus, rhubarb and piquant juniper that will, we predict, immediately put you in the mood to cha-cha. It doesn't really matter if it's around your own kitchen or while sitting at your desk and filling your diary with \*actual dates for meeting with friends again\* – go with the flow, let the good times roll.  
£63 for 100ml eau de toilette  
superdrug.com

**MIHAN AROMATICS**  
*Untitled*



When we spritz this, there's an image of salt crystals clinging to warm skin, coconut sun lotion, a warm leather-bound book cast aside while gazing at the sea. Josh and Julia Mihan are the so-cool couple behind the super-hip, pared-back Australian fragrance house, and this latest fragrance remains unnamed because, officially, they tell us, it is still in development. We find that idea rather thrilling – and could you, perhaps, come up with the name...?  
£52 for 30ml eau de parfum  
mihanaromatics.com

**NISHANE**  
*Ege*



You remember that feeling of absolute bliss when you stare into an impossibly blue sea? Allow yourself to be whisked to the Aegean while you wear this, the sparkle of yuzu-like sunlight on water while violet presages the cool, herbaceous breeze of basil, mint and green cardamom. An intriguing ribbon of liquorice leads to a rich base of olibanum and warm woods – a perfectly perfumed cultural melting pot of Greek and Turkish cultures.  
£185 for 50ml extrait de parfum  
harrods.com

**PENHALIGON'S**  
*The Inimitable Mr. Penhaligon*



Vetiver lovers: put on your smartest attire and sashay forth for a meeting with Mr. Penhaligon himself. We've been wondering when he'd make an appearance in the Portraits collection, and here he announces his presence with a distinguished blend of bergamot garlanded with jasmine in his buttonhole. The heart will have you pledging your affections, that cool vetiver encircled with cedar and curls of incense swirling to the base of Ambrox, warm as his handshake.  
£204 for 75ml eau de parfum  
penhaligons.com

**VALENTINO**  
*Born in Roma Yellow Dream for Him*



This really does feel like wearing the scent of yellow – a zip of zest radiating sunshine as Italian mandarin and pineapple awaken the senses. Lusciously juicy – actual mouth-watering will occur, when you spritz this – a gingerbread accord captures your interest, while the whole composition smoothed and speckled by creamy vanilla. From the Italian architectural bottle inspiration to the scent itself: we're so there, sipping our coffee while watching Rome's crowds.  
£75 for 100ml eau de toilette  
boots.com

**VERSACE**  
*Eros Eau de Parfum*



'I envisioned a heroic, passionate man, almost a Greek god. This fragrance is made up of notes that express sensuality and power, an extreme force,' says Donatella Versace, designer and keeper of the Versace flame. Nothing about this is shy and retiring; it's a flirtation of woodiness (patchouli, vetiver) with freshness (lemon, mandarin and candied apple), before the 'fatal and provocative weapon' of vanilla and leather, bringing out Eros's Oriental side.' Ker-pow!  
From £50 for 65ml eau de parfum  
boots.com

“THERE'S SOMETHING deliciously good about the scent of French body products. And that thing is orange blossom, although I wouldn't really identify it till long after my first encounter.

It was 2001 and we took a family trip to the South of France, staying in a friend's house not far from Nîmes. It was picturesque to say the least. If you looked up 'French cottage' in the dictionary there might be a picture of this very house to illustrate it. Cobbled-together limestone walls enveloped in big, flowering, climbing plants. Wooden, shuttered windows painted a dusty green. Big slabs of paving stones on the floors inside, cool to the touch of a bare foot. A covered veranda outdoors where we would play Scrabble, sheltered from the hot sun. And a winding path of wild flora that led to the most exquisite little river I had ever seen, with a rock so perfectly positioned to jump off into the crystalline waters below, you might have believed it had been placed there by the gods especially for us.

Suffice to say, my 11-year-old self was in heaven. Running about, swimming and eating *baguettes* stuffed with French cheeses to my heart's content. And then there was the body wash... I think they just had an old bottle in the shower; the branding wasn't much to write home about but, boy, the smell was something else. My nose was alive! And my skin smelt just like a dream afterwards, my nose dipping to sniff my arms throughout the evening. Thus began my lifelong love affair with orange blossom. Years later orange blossom scented products would be something I never left a French *pharmacie* without.

So I suppose it would come as no surprise that when I began to work in fragrance, any scent that had a whack of neroli, or blossoms of the orange variety, had my name written all over it. At one sniff I would be taken back to that little French village and the long balmy evenings I stayed up playing poker dice with my brother and my mother's boyfriend.



## Orange Blossom

CARSON PARKIN-FAIRLEY recalls the joy of her first encounter with this white floral note, marking the start of a love affair

As I learnt about scent, my nostrils were opened to the countless other divine smells the world has to offer. And I observed that my tastes did change. In the beginning, I liked citrus aromatics and pretty florals, but after a few years I would be dousing myself in a heady Oriental or buttery iris, embracing anything and everything. But rarely would anything come close to the comfort I felt from orange blossom, though. It will always be my favourite ingredient, ranging from the purity of neroli, sparkling and effervescent in its innocence, to the deep dark depths of orange blossom: warm, hypnotic and

altogether dirty. There's something about it that just sings of summer – a tune we could all do with a little of on dark days. It's a smell that makes me audibly go 'mmm', and while it's immensely transportive for me, I've noted it's deeply comforting to many others. I've rarely seen anyone turn their nose up at a lovely orange blossom perfume. It seems, to me, to bring every nose a little bit of universal joy.

Orange blossom is the ingredient that embraces women in all our stages, all of the outfits we put on, from maiden to wild woman. It charmed me as a child and has mesmerised me as a woman. And I love it in all its forms; from the green, bright neroli that tingles with verdancy, to the honeyed, sun-drenched sweetness of orange blossom. So, this is my ode to the bitter orange tree from which my treasured orange blossom grows. Thank you, for your juicy fruits, your verdant leaves, and for your almighty blooms which have created lasting memories for me.

And when my love and I do finally get to have our Covid-postponed wedding, I will on the day be wearing Serge Lutens Fleurs d'Oranger – the fragrance I'd decided on, actually even before ever getting engaged. Making sweet new memories, to layer over the precious, orange-blossom-scented childhood ones. ■



“I've rarely seen anyone turn their nose up at a lovely orange blossom perfume”



PARFUMS de MARLY  
PARIS



DELINA LA ROSÉE

# GIORGIO ARMANI

Adria Arjona

I AM WHAT I LIVE

## MY WAY

THE NEW FEMININE FRAGRANCE

