

ICE CREAM SCENTS

THE GARDENER'S PERFUME

LATEST LAUNCHES



PENHALIGON'S

EST. LONDON 1870

125 Regent Street, London W1B 4HT penhaligons.com

editor's LETTER



Isn't summer all about flowers? It is for me, and practically every perfume-lover and perfumer that I know. So, when we discovered that Francis Kurkdjian had been involved in the creation of a new outdoor space at Versailles, 'The Perfumer's Garden', we knew that we had the perfect theme for this issue.

It got us wondering what perfumes do gardeners wear? So, for our lead feature on p.14, we asked some of this country's most celebrated gardeners and florists to share their favourite perfumes. We also share recommendations for scented plants for your garden, and showcase a round-up of magnificent modern florals, for home and for the skin, that evoke gardens or even greenhouses – a glorious trend in perfume and home fragrance, right now.

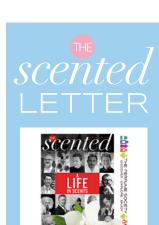
But if there's one thing nicer than sitting in a garden, it's licking an ice cream while you do so. The other joyous mood in perfumery, currently, is a playful nod to the fruits and nuts and sweet treats more usually found in a gelateria. This new wave of gourmand scents is never sickly or sticky, but manages to be marvellously moreish, nonetheless - as Suzy Nightingale explores on p.36.

Only one perfumer is fortunate enough to have tuberose fields in his back garden. Travel with us to the flower farm outside Grasse where Aurélien Guichard grows an increasing number of ingredients for his own creations, on p.42. And on p.32, meet another nose, 'rising star' Delphine Thierry, whose studio also happens to be set in a beautiful Provence garden. Who could fail to be inspired, working in settings like theirs...?

There were plenty of floral scents chosen for this year's 'Smellfies'. National Fragrance Day is our favourite day of the year, when so many of you share your love of fragrance via inventive selfies, reels and InstaStories. See our favourites - including this year's winner, who composed a poem! - on p.26.

We're cracking open an iced bottle of champagne at The Scented Letter HQ, meanwhile. The magazine's team is celebrating another Jasmine Award, after Suzy's article 'Time to Spray Your 5 a Day' scooped 'Best Practical Guide' at 2023's glittering Fragrance Foundation Awards – deserved recognition for her brilliant writing, which we're so pleased to showcase in The Scented Letter and online at perfumesociety.org. Read the full line-up of winners – writers, fragrance houses and Consultant of the Year – on p.10. Congrats to one and all – but especially Suzy.

And it only remains for me to invite you to pour yourself a glass (or reach for a lolly), sit back - and celebrate with us this fabulous, fragrant time of florabundance.



JASMINE AWARDS SPECIAL RECOGNITION

The Perfume Society

EDITOR

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Kate Moss

She's the face that launched a thousand magazine covers and has walked the catwalk for every leading designer on the planet, but more recently, Kate has gone on to launch her own very successful Kate Moss Agency, nurturing the careers of young talent. Last year, at Harrods, she unveiled her debut skincare collection, COSMOSS, including Sacred Mist fragrance, focused on balance and rejuvenation, mirroring a new phase in her life. Read her 'Memories, Dreams, Reflections' on p.40. @COSMOSS



Francis Kurkdjian

A world-renowned perfumer, Francis is a true 'Renaissance man': artist, business leader, ballet dancer, gardener, designer of artistic installations and now the driving force behind The Perfumer's Garden, in the grounds of Versailles, which you can read about on p.14. While remaining at the helm of his own perfume brand, Maison Francis Kurkdjian – Baccarat Rouge 540 is now one of the world's bestselling fragrances - Francis is now also Dior's Perfume Creation Director. @maisonfranciskurkdjian



To Thompson

Listed by House & Garden and Country Life magazines as one of the UK's top 10 garden designers and plantswomen, Jo has received four Gold and five Silver Gilt Medals at the RHS Chelsea Flower Show, and in 2017 won the People's Choice Award at the first RHS Chatsworth Flower Show. Based in East Sussex and Venice, she has a busy design practice creating outdoor spaces all over the world. On p.58, Jo shares her 'touchstone' smell, the herb rosemary. @jothompsongardener



Delphine Thierry

After graduating from perfume school ISIPCA, our 'Working Nose' Delphine (see p.32) made her name working for leading fragrance houses in Grasse. Since she became an independent perfumer, she has been highly in demand in the niche fragrance universe, creating for brands that include Lubin and Masque Milano. As a specialist in creating natural perfumes, she recently worked on the complete collection of ARgENTUM fragrances for that apothecary skincare and perfume brand. @inspiration.libre

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THE PERFUMER'S **GARDEN**

Inspired by a fragrant garden just opened at Versailles, we celebrate gardens, florists and flower scents



A WORKING NOSE



MEMORIES, DREAMS, REFLECTIONS



#SMELLFIE 2023



GELAT-EAUX!



WHEN YOUR BACK GARDEN IS A TUBEROSE FIELD

EDITOR'S LETTER 3 NOSING AROUND 6 FRAGRANCE FOUNDATION AWARDS 10 LATEST LAUNCHES 46 IT TAKES ME RIGHT BACK 58

nosing around

Prepare to have your nose delighted by exciting new fragrance collections, special editions, home scent innovations – and some must-read books, too





Dream a little dream



Tapping into the mystical trend explored in our last edition, Tory Burch's Essence of Dreams collection is a reminder to follow our own. Tune in to Divine Moon, Electric Sky, Mystic Geranium, Cosmic Wood and Sublime Rose – exquisite reveries, in scent form.

£90 for 90ml eau de parfum spacenk.com

THINK BEAUTIFUL THOUGHTS

Composed to inspire creative thinking by perfumer Sarah McCartney for 'brand elevation agency' Free The Birds, all profits from this stunning room spray will go to CREATE, a



charity to empower young people. You get to enjoy Beautiful Thinking's notes of rhubarb, peppermint and Virginian cedar. They get a new future. And we think this will fly...

£39.99 for 100ml beautifulthinking.co.uk



IT'S (GUERLAIN) HARVEST TIME

A fragrant celebration of nature, the Guerlain Aqua Allegoria Harvest Collection spotlights exceptional raw materials: Calabrian Marzolo mandarins (Mandarine Basilic Harvest), organic Grasse rosewater (Rosa Rossa Harvest), and in Neroli Vetiver Harvest, honey from hives whose bees visit flowers and trees that provide the perfume essences. All 95% natural, with it. £127 for 125ml eau de toilette guerlain.com



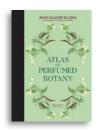
THE FRAGRANT BOOKSHELF



Smelling to Survive: The Amazing World of our Sense of Smell

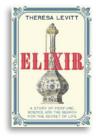
by Bill S. Hanson £14.99 (Hero)
A leading scientist shares fascinating research from the plant, animal and

human kingdoms into what Helen Keller called 'the fallen angel of our senses'. Prepare to be amazed.



An Atlas of Perfumed Botany by Jean-Claude Ellena £25 (MIT Press). Where do fragrance ingredients come from? One of the world's greatest

perfumers takes us on a glorious journey of scented discovery.



Elixir: A Story of Perfume, Science & the Search for the Secret of Life by

Theresa Levitt £20 (Basic Books)
How the birth of modern perfumery can be traced back to

a Parisian perfume shop. This reads rivetingly like a novel – but is firmly rooted in scent history.



The Big Book of Perfume by Le Collectif Nez £40 (Nez)
A must-read for all perfume-lovers (and would-be perfumers, come to that), this

pulls back the curtain on industry secrets and follows scent's story from concept to our pulse-points.



The Perfumist of Paris

by Alka Joshi £20 (Mira Books) Too few novels are rooted in the fragrance world. But – hurrah! – this last page-turner in Alka

Joshi's New York Times bestselling trilogy has a perfumer as its heroine.





Misty mists

To create the Jo Malone London Highlands Collection, evoking the magic of moors and hillsides, Yann Vasnier, Marie Salamagne and Anne Flipo were spirited to Scotland. They conjure up their adventures in Mallow on the Moor, Melancholy Thistle, Highland Heather, with Wild Achillea reissued, to join the line-up. Close your eyes and imagine a bagpipe soundtrack... £58 for 30ml Cologne jomalonelondon.com



FFERN TIMES FOR FRAGRANCE-LOVERS

New to Soho's retail scentscape, a jewel of a flagship store for the all-natural British fragrance brand Ffern, where you can leave the concrete jungle's madness behind in this restful space and settle back for a sniffing session of current and archive creations. A space that every perfumists should sniff out.

23 Beak Street, London, W1F 9RS ffern.co

FANCY A TOP-UP?

Acqua di Parma continue their sustainability journey via this 200ml Colonia Refill, to top up that all-time classic Cologne – saving 32% paper, 66% glass, 50% plastic and 24% packaging. Bravo!

Colonia Eau de Cologne Refill/£168 for 200ml selfridges.com



FFERN PHOTOGRAPH: JO FAIRLEY



FAB FOUR

Created for layering, intensifying, personalising your fragrances - or wearing alone, come to that - The Merchant of Venice have added Vetiver, Vaniglia, Petigrain and Rosa to their Accordi di Profumi line-up, promising endless perfume permutations.

£65 for 30ml eau de parfum harveynichols.com





In step with the floral theme of this issue, Full Iris, Full Ylang Ylang, Full Rose and Full Orange Flower. A great price for great scents. (Full-on fabulous, basically.)

£39 for 75ml thebodyshop.com

HEAVEN CAN'T WAIT

Two or three resinous nuggets of Officine
Universelle Buly's
Mount Athos Incense scent a room, honouring a 2,000 year fragrant tradition at the ancient
Orthodox monasteries on Mount
Athos, in 14 scents, including Rose, spicy-flowery Heavens Scent and honeyed Byzantine. (Just don't confuse them with breath mints.)
€25 buly1803.com



BOOGIE BOUJEES

Perfect for shifting the mood as darkness falls, Discothèque's nine candles are inspired by famous (and infamous) nightclubs, from the Wag Club to Paradise Garage, via Hacienda. Time travel, via scented wax. £45 for 220g

discothequefragrances.com

THE FRAGRANCE FOUNDATION AWARDS 2023



Celebrate with us as we share the roll-call of winners of The Fragrance Foundation Awards 2023 and the Jasmine Awards 2023. (And champagne corks have been popping in The Perfume Society offices)



Perfume Extraordinaire **RUTH MASTENBROEK**



Design & Packaging DRIES VAN NOTEN SOIE MALAOUAIS





Best National Distribution **GUCCI FLORA GORGEOUS JASMINE**



Limited Distribution DIPTYQUE **OPSIS**



Reader's Choice CHANEL LES EAUX DE CHANEL **PARIS-PARIS**



People's Choice **VERSACE EROS PARFUM**



Independent Fragrance ANGELA FLANDERS LEATHER ROSA



Interior Fragrance DIPTYOUE ROSES

Media Campaign PRADA PARADOXE

Best New Fragrance
PRADA PARADOXE

Ultimate Launch (joint) PRADA PARADOXE





Ultimate Launch (joint) FREDERIC MALLE **UNCUT GEM**

Harrods

Retaile<mark>r of th</mark>e Year **HARRODS**

THE PERFUME SHOP

Online Ret<mark>ailer</mark> of the Year THE PERFUME SHOP









Innovation **JO MALONE**

'Shining A Light on Mental Health Foundation'



Newcomer (joint) **EDENISTE**



Newcomer (joint) BY FAR

THE JASMINE AWARDS 2023

Practical Guide

SUZY NIGHTINGALE: 'Time to Spray Your 5 a Day', The Scented Letter



Suzy Nightingale's selfie with her Lalique 'Victory' trophy, taken at the glittering Fragrance Foundation Awards celebration









SALI HUGHES 'All The Perfumes I Wore Last Week', Instagram @salihughes



Literary ALICE DU PARCO

'It's Time to Stop Treating Affordable Perfumes Like Dirt & Champion the Must-Smell Now Scents for Under £30', Glamour Magazine



Consultant of the Year NATHAN MACPHERSON LA MAIRE Kenneth Green Associates







the gardens stretching out from the Palace of Versailles, more recently. Architecturally beautiful, the plants cultivated in the gardens are mostly evergreen, for structure (and ease of

Kurkdjian to reintroduce that sensory element. A long-term patron of Versailles, he has worked on several blossom water once again sprang from Versailles' Orangery parterre.

Beyond that, the Palace is a place that has long loomed large in the perfumer's life. 'Versailles actually helped to shape a lot of who I am told us, from his office in Paris. 'It is steeped in history, which has fascinated me since childhood - but it's more than that, for me. At school, with a weird name like mine, I had to to fit in. And learning about Versailles - its buildings, gardens, sculpture, the artisanship, about artists and sculptors and gardeners like LeBrun and Bernini and Le Nôtre – somehow anchored me

During his youthful career as a performing in the gardens at Versailles, 'in feathers and a gold dress. We had a lot of fun.' And the fabled perfumery two blocks from the Palace gates. As a student confined to a tiny room, he would take his books and study in the grounds. 'So, I had in mind, first and foremost, to give back to Versailles what it has given to me, as a perfumer and as a person.

Maison Francis Kurkdjian had already sponsored a researcher to work on a thesis: 'What is it, to be a Perfumer at the Court of Versailles?' As Francis explains, 'We know what they ate at Versailles – and today, we can eat meat and potatoes and know they taste pretty much as they did then. But it was always so frustrating to me, to look at a portrait of Madame de records that she wore perfumes created from jasmine and tuberose,



but what did she really smell like...?'

In 2021, as COVID restrictions began to lift, Maison Francis Kurkdjian helped sponsor a temporary garden at Le Trianon to tempt visitors back to the attraction. At the opening, he was asked by museum officials if he had any ideas for long-term use of the space. And so, The Perfumer's Garden was conceived, and duly approved. With the Head Gardener and the team

We worked closely on a list of scented plants and herbs – a kind of pas de deux with the

Versailles team



of gardeners, 'we worked closely on a list of scented plants and herbs that we'd like to have – a kind of pas de deux with the team there,' he says.

The gardens are divided into three distinct sections. 'Le Jardin des Curiosités' (Garden of Rarities) features herbs like rosemary, thyme, and Iris Florentina; and jasmine and

roses, from specialist French nursery, Roseraie Ducher. The planting includes some 'mute' plants - hyacinths, peony and violet – whose joyous scents must be recreated synthetically, since the flowers don't produce an extract that

Another section, 'Sous les Arbres', showcases hyacinth, planted amidst magnolia and a walkway of flowering tuberose will fill the air, in season. A small greenhouse allows visitors to enjoy the scent from tender plants like patchouli; via another display, more exotic perfume ingredients such as benzoin (styrax), white sandalwood and tonka bean, none of which will happily flourish in the suburbs of Paris, but which play such an important role in fragrance creation.

'I am truly thrilled with what we educate schoolchildren and other visitors about the history of perfume at Versailles, and about fragrance itself.'

We hope the opening of The in the concept of gardening for scent, as well as visual beauty. And we thank Francis, for putting this new Versailles garden right at the top of a perfumista's bucket-list.

Or should that be 'bouquet list'...?

MAD ABOUT geranums

Geraniums are having a moment in the sun. (Which is where they like to be, actually)

In our gardens, fragrances and bathtubs: as horticultural fashion goes, these are the 'it plants' of 2023 - not least thanks to Cath Kidston. Frankly, Cath deserves to be made Honorary President of The Pelargonium & Geranium Society, having made a huge, geranium-scented splash in the beauty world with the launch of her C.Atherley body care brand, showcasing Pelargonium radens in the debut Geranium No.1 collection.

Strictly, for botanical accuracy, we're talking scented pelargoniums, not geraniums. But whatever you call them, these plants can be sleuthed out in literally dozens of different varieties: strawberry, lemon, nutmeg and cinnamon geranium, as well as the particularly well-loved and really rosy Pelargonium graveolens (it means 'strong-smelling), which is the type most often harnessed in perfumery.

To quote Experimental Perfume Club founder Emmanuelle Moeglin, 'When you think of scented geranium, you'll probably conjure up images of flower boxes on windowsills, with beautiful pink and red flowers sitting elegantly, their scent filling your nose as you walk by. But in reality, it's not the flowers that carry its scent, but the leaves; if you crush a geranium leaf between your fingers, you'll smell citrus and fruity accents, perhaps a hint of spice – and a rose smell... but



with a less powdery and more lemon, herbaceous aroma. A soft but potent, warm green scent.'

Distillation of the stalks and leaves gives us geranium oil: herbaceous, green, aromatic. (A pricier absolute oil is also used.) Traditionally, it's been used in more masculine fougère and Chypre accords, but this summer - 'The Summer of the Geranium', we're calling it – has seen geranium woven into many different launches that have landed on our desks, at The Perfume Society.

Here are a few of our favourite geranium creations. Just don't be surprised, once you've fallen for one, if you find yourself building a collection.

Just as gardeners passionately do, with the plants themselves.

c-atherley.com

The Pelargonium & Geranium Society thepags.org

CRAZY ABOUT GERANIUMS?

Indulge your obsession with these (left to right)...

- **SEDENISTE** Rose Fatale
- **% TORY BURCH Mystic Geranium**
- **% C.ATHERLEY** Geranium No.1 Bath Oil
- **% BVLGARI** Le Gemme Kobraa
- *** EXPERIMENTAL PERFUME CLUB** Rose Rhubarb
- * SISLEY L'Eau Rêvée d'Hubert















'I wear lots of different scents, all pretty heady, strong and floral. But I adore 4160 Tuesdays Burnt Cedar Rainbow Doves. which is wonderfully smoky'

SARAH RAVEN



I love really natural smells, so I often wear a tiny dab of essential oil, like lemongrass. But a fragrance I always return to is Jo Malone London Oud & Bergamot Cologne *Intense. The woody* spiciness is very mellow on my skin'

ARIT ANDERSON



THE 12 MOST SPECTACULARLY SCENTED PLANTS

In spring this year, Jo (Fairley) was a guest on the top-rated podcast 'Grow, Cook, Eat, Arrange', in conversation with Sarah Raven. You can find it on Apple podcasts, Spotify (or wherever you get your podcasts), but below, we list the divine dozen plants that Jo and Sarah discus.

- Scented geraniums see previous page
- Trachelospermum Jasminoides (star jasmine)
- Sarcacocca varieties
- Sweet peas
- Rosa 'Double Delight'
- Rhododendron Fragrantissimum
- Daphne Odora 'Aureomarginata'
- Eau de Cologne Mint
- Polyanthes tuberosa 'The Pearl' (tuberose)
- Tomatoes
- Stephanotis floribunda
- Convollaria majalis (lily-of-the-valley)

Jo also recommends several books for would-be fragrant gardeners: Perfume in the Garden, by Roy Genders (find a vintage copy on eBay); Scent Magic by Isabel Bannerman; and another vintage volume to seek out, Gardens of Fragrance, by T.W. Henslow Geoffrey.

sarahraven.com



Tve only ever found one perfume that I really love, which is Perfumer H Patchouli. It's grounding and earthy, and I love Lyn Harris's artisan approach to perfumery' **DAN PEARSON**



Tve worn Terre d'Hermès for so long, I can hardly smell it any more. But I love it and feel it suits me.... Terre d'Hermès somehow seems like earth, and allows all the other scents to thrive

> **SHANE CONNOLLY** (The Coronation florist)



...AND THE GARDENER'S PERFUMES PETAL-POWERED PERFUMES

We pick a gorgeous bunch for you, inspired by real and imagined gardens...

Perfumers talk so often of being inspired by the garden - their own, containing personal scent memories, and more exotic or even fantasy spaces. Beckoned into those olfactory landscapes, with each spritz we might close our eyes and sense a flagstone path leading us deep within a walled garden filled with herbs, or dusky bowers of velvety, rambling roses. Perhaps we follow our noses to a perfumed patch where honeysuckle tangles into sweetly scented swags of jasmine, or tiptoe to a mini, meadowed corner where wildflowers have been left to bloom.

The garden-centric scents we've chosen here evoke specific places or are composed for you to imagine your own secret, scented garden. But they don't necessarily wallow in nostalgia. Houses such as Floral Street take a more contemporary, intriguing spin on 'floral', for example, proffering 'bunches - not bouquets', as founder Michelle Feeney once told us, to be worn by hip urbanites who might swagger through city gardens in a leather jacket rather than a Barbour.

MIZENSIR VERT EMPIRE GRATON ALIETTO MORILAS

MIZENSIR Vert Empire

His Instagram tells us that Perfumer Alberto Morillas is rarely *not* in a garden, and this homage to his own Mediterranean paradise is an aromatic abundance of lemon and orange trees basking in sunshine, further inspired by his love for the orangery of the Château de Malmaison.

PENHALIGON'S Highgrove Bouquet

Prior to becoming King, Charles III asked Penhaligon's to capture the scent of his favourite silver lime tree, in the garden of Highgrove. Captured via Headspace Technology, the linden blossom glides through a breeze of mimosa, cedar, and citrus.

3 4160 TUESDAYS Midnight in the Palace Garden

Shortlisted for a Fragrance Foundation Award back in 2016, this ode to sensual, moonlit spaces invites ardour among the arbours. It's a forbidden tryst scented with mulled wine-like artemisia woven through coffee, as it might be sipped amidst jasmine, neroli and frangipani.

4 LE JARDIN RETROUVÉ Osmanthe Liu Yuan

In-house perfumer Maxence Moutte was inspired by the Liu Yuan ('lingering') Garden in Suzhou, China,











and his own Provençal childhood. Apricot-tinged osmanthus blossoms float in streams, powdery iris cossets and gentle landscapes unfurl as you dare to explore further.



A scented tribute to 'all the botanists, scientists and adventurous Scottish plant hunters of the past, present and future', this was composed in partnership with the Royal Botanic Garden Edinburgh. Blackcurrant meets pine needles, herbaceous verdancy and a soothing woodiness that hugs its borders.



5 TRUDON Tuileries Candle

Conceived as a tribute to Paris's Tuileries garden, an homage in candle form to the rose - Marie Antoinette's favourite flower, throughout her lifetime. Also enjoy the touch of blackcurrant, white flowers and - quelle surprise! – geranium.

FLORAL STREET Electric Rhubarb

Jérôme Épinette created this in collaboration with the Royal Horticultural Society – just one of his petalicious perfumes for Floral Street. One whiff and we're thinking of long summer days in the garden sipping Prosecco, the fizziness and white flowers sprinkled with sea salt, all enjoyed with an enlivening, joyous jolt.



6 ELLA K Camélia K

Sonia Constant is a world traveller. soaking up scent memories and bottling them for us. Here we are dazzled by a red camellia garden in the valley of Sapa, Vietnam. Throbbingly sensual, white florals are drizzled with vanilla and patchouli.

DIPTYQUE Eau Nabati

Fabrice Pellegrin captures a lush



THAMEEN Fanfare

Inspired by London's historic Covent Garden Flower Market, this intense Cologne fuses armfuls of different blooms, offering a rare freshness that endures all day, and a synaesthetic fizz that's akin to tasting air in which a cloud of icing sugar is suspended.

MORO Dabron Of Gardens

An ode to Francis Bacon's 1625 essay,

garden ablaze with flowers, and in line

with his proposition that 'there ought

year.' Think: bergamot, neroli, orange

to be gardens for all months of the

which references the pleasures of a

(B) MAISON CRIVELLI Iris Malikhân

Irises were huge at this year's RHS Chelsea Flower Show – most splendidly towering in tones of antique gold, violet and ochre in Sarah Price's goldwinning garden. This scent, inspired by the incongruous sight of irises in the desert, is sun-baked, sap-laden, soulenriching.



blossom, jasmine and sandalwood.

Gardens-mad Alberto Morillas was the perfect perfumer choice to create this portfolio of pricey, apothecarybottled scents for Gucci, which imagine different gardens at all hours of the day, night, dawn and dusk, in the form of perfumed oils, eau de parfums and floral waters.





oasis in a vast desert. Bergamot and petitgrain nestle among immortelle flowers, radiating dry heat, tall trees, and water – 'a salute to luxuriant gardens', in which Diptyque's founders always enjoyed 'the union of art, botany and architecture.'

GUCCI The Alchemist's Garden

Originally named for 'The Gardens Mahal, this olfactory ode to their love and a shimmering balsamic trail endures, eternally.

10 GUERLAIN Shalimar

Often a belljar of memories for perfume-lovers, fecund with fragrant possibilities for a perfumers, we share ways to conjure up the magical scent of the glasshouse



SO MANY of us have treasured childhood memories of exploring greenhouses, perhaps in the company of a grandparent who'd encourage us to fondle and smell the leaves of tomatoes (or geraniums). This eye-widening moment of revelation, like a gateway to sensory Narnia, is something that many perfumers and perfume-lovers share: the childish delight at discovering the world is filled with scented wonders for us to discover.

A greenhouse's scent is unmistakable: plant aromas, against a background of warmly steaming, loamy soil, and freshly watered pots exuding petrichor (those molecules released the second water hits previously parched earth). We could potter for hours, among these...

1 LOEWE Tomato Leaves

Freshly dug soil pressed into pots and nurtured within a Victorian greenhouse – imagine the sun-warmed botanical lushness, lungfuls of steamy air redolent of ripening tomatoes, the sensation of lifting their furry leaves to your face. Available as a candle or room diffuser.

② EARL OF EAST Greenhouse Car Fragrance

Carry your greenhouse wherever you may travel, thanks to this genius 'portable fragrance for new adventures.' A blend of vine tomato, parsley seed and basil, it was (but of course) 'inspired by long summers spent in grandparents' gardens.'

BYREDO L'Orto Italiano

A just-for-this-summer limited edition collab with ISSIMO, the shoppable lifestyle division of the famed Pellicano Hotels, imagine basil, spearmint, bamboo, tomato leaves, softened by amber and spiced with a most generous grind of black pepper.

MALIN + GOETZ Strawberry

Described as a 'common garden strawberry deconstructed and unexpected', this always-quirky house beckons us into a greenhouse bursting with fruitiness that is conjured via bergamot, pink pepper, warm musk, jasmine petals and orris. Juicy, juicy, juicy.

5 L'ARTISAN PARFUMEUR Vétiver Écarlate

A juxtaposition of the tomato leaf and woodiness, playfully shaped by Quentin Bisch, who enhances the mix with notes of hot peppers, freshly squeezed grapefruit, warm soil, further grounded by a dewy, grassy shade of vetiver.

6 BATHHOUSE Greenhouse Diffuser

Here, we are invited to 'Breathe in slowly the scent of lemon thyme, geranium and garden mint. In the silent hours, aromatic green tomatoes ripen slowly on the vine and the pungent notes of chrysanthemums mix with earth, moss, and fern. Herbal, green and utterly divine.

NOBLE ISLE The Greenhouse

Available not only as a candle but also a hand wash, cream and body lotion, this collaboration with Sussex's celebrated, award-winning Gravetye Manor hotel and restaurant captures in particular the scent of Sungold tomatoes, gathered alongside mint, melon, bergamot and honeysuckle.

3 STORIES N°.02 Candle Trio

In this candle set, the top, heart and base notes of the STORIES N°.02 spritzable fragrance – see below – are spliced with a twist of creativity, best enjoyed at dusk. With doors flung open in the summer, let the darkening, cool garden air mingle with this to literally bring the outdoors within, at a whim.

STORIES N°.02

Founder Tonya Kidd-Beggs's grandfather had a glasshouse where she would rub tomato leaves on her wrists. That bright yet musky sharpness mixes with pipe smoke, encircling rose cuttings, pots of patchouli, an earlymorning mistiness presaging warm, golden days filled with delights.



























FRACAS: THE MAKING OF AN ICON

'The jewel in the crown' of Robert Piguet fragrances, discover this ultimate tour-de-force tuberose fragrance. Loved by fragrance connoisseurs and A-listers, it is a legend, bottled





75 YEARS AGO, one of France's great couturiers collaborated with a trail-blazing female perfumer to create an extraordinary fragrance that changed the world of perfumery forever. And where many perfume masterpieces have disappeared without trace, Fracas continues to seduce wearers (and those around them), today.

It was a joyous day for perfume-lovers when Robert Piguet and Germaine Cellier began their collaboration. Through his own House of Robert Piguet, the couturier began to shape the world of fashion, not only through designs that offered women elegance plus panache, but through those talents he trained: Christian Dior, Hubert de Givenchy and Pierre Balmain.

It was in teaming up with the brilliant, bold and feisty perfumer Germaine Cellier, though, that fragrance history was truly made. Cellier was one of the first prominent female perfumers, at a time when that world was dominated by men. Just the woman Robert Piguet was looking for, in fact, to create perfumes that would complement his young, vibrant post-War fashion designs. Their debut creation was Bandit – one of the first leather

GLAMOROUS, OPULENT, DRAMATIC, ELEGANT – FRACAS IS ALL THAT AND MORE

Chypres ever composed, inspired by romantic sea voyages and pirates. Then came Vent Vert. And for her next act, Germaine Cellier decided to showcase the most seductive and naughty of flowers, the tuberose.

Named Fracas – in French, the word means uproar – Cellier dreamed of a perfume to make the wearer feel like a bombshell. And oh, how she succeeded. Glamorous, opulent, dramatic, elegant; Fracas is all that and more. Tuberose is king, from first spritz to lingering dry-down. But it pulses throughout the most extravagant bouquet, opening with fresh, sweet notes of mandarin, bergamot and lilac, drifting towards a armfuls of other white flowers: jasmine, gardenia, white narcissus and lily of the valley, soft touches of orange blossom and violet, all clinging to the skin like a silken veil.

Fracas is all about the trail, the irresistible *sillage*. (We often hear tales from Fracas-wearers of being stopped in the street and asked: 'WHAT is that you're wearing?', by mesmerised strangers.) And as the skin warms this astonishing floral bouquet, Fracas' base notes further bewitch the senses, revealing its true sensuality through rich accents of musk and sandalwood.

The many watershed masterpieces that Robert Piguet and Germaine Cellier worked on remain as significant today as they were when first unveiled to a clamouring public. Their personal reputations as creative geniuses and true style renegades, meanwhile, attracted the most

brilliant Parisian artistic masterminds of the time (think: Cocteau, Colette) – and truly, this pair's creations are works of olfactory art.

Their legacy is a perfume house that remains utterly chic – and totally timeless. They have worked with some of the world's top contemporary perfumers to remaster iconic Robert Piguet creations – including Fracas – to ensure they are as captivating today as they were when launched, utterly true to the original creations, blended with the very finest quality of perfume notes available.

You might seek out Baghari (created 1950), a dreamy mélange of rose and jasmine, smoky vanilla and warm amber. Or V (formerly known as Visa), sweet with ylangylang and peach, warmly spiced by cinnamon, unfolding to reveal milky sandalwood and gourmand leather; originally composed to celebrate the revival of travel and exploration, at the end of World War II, it's equally perfect for now, as the world joyfully opens up once again. Or perhaps Bandit Suprême, a contemporary twist on the fabled original Bandit – which returns this autumn – opening with a clean, floral burst of galbanum and neroli, tamed by contemporary, come-hither molecules of Ambrox and Muscenone.

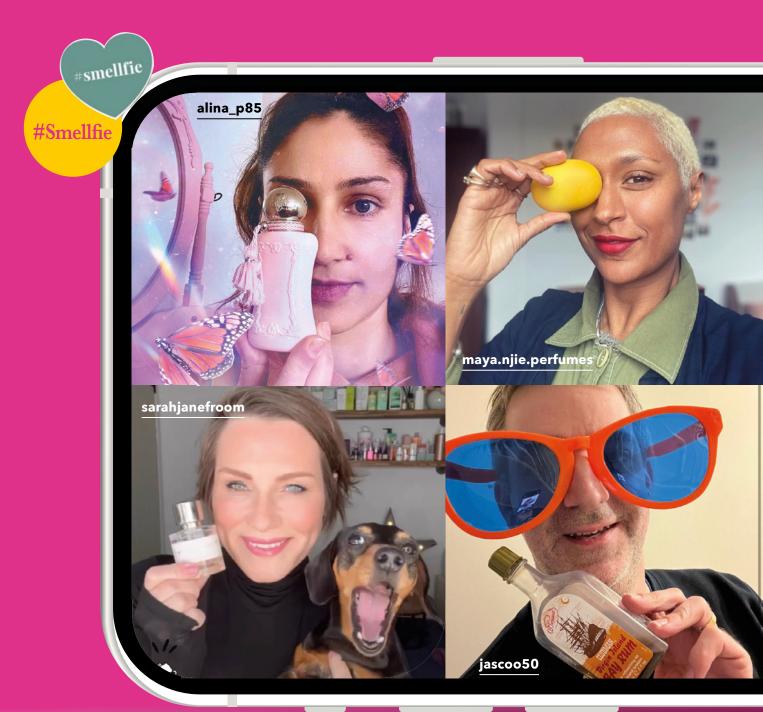
And then, of course, there is Fracas itself, celebrating 75 milestone years of glory – that magnificent 'jewel in the crown' of Robert Piguet's perfumed portfolio. Oft-described as 'Difficult to resist, impossible to forget', it is frequently cited as a fragrance that everyone should wear, in their lifetime.

And if you haven't, yet, we dare you.



#SMELLFIE DAY 2023

Fun. Glamour. Pleasure. For our annual celebration of International Fragrance Day, the love of perfume – and all that it brings to our lives - shone through, in every brilliant Instagram post



AT THE PERFUME SOCIETY, we honestly look forward to #Smellfie Day all year long. That's because this unique celebration of fragrance so perfectly expresses how our fans, followers and fragrant friends feel about wearing perfume. And that makes us so, so happy.

This is the eighth year, now, that we've been marking International Fragrance Day by inviting you to turn scent into pictures, tagging @theperfumesociety and using the hashtag #smellfie. Once again, it's crystalclear from 2023's entries how fragrance buoys us up. How it allows us to explore different identities, making us feel a little swisher, more playful, perhaps more confident. And how it certainly kickstarts creativity, if this year's selection of entries is anything to go by, with each #smellfie sharing the wearer's passion for perfume in different and creative ways.

Also fascinating to us is that out of hundreds posted, almost no two perfume-lovers posted shots of the same fragrance, which also illustrates how totally individual our love of fragrance is.

We had entries from all ages, from schoolkids upwards - which is so encouraging, as we firmly believe in nurturing an early interest in the world of olfaction from a tender age, in order to help everyone squeeze the most out of life.

So, you made us smile. You made us go 'aaaah'. The overall winner of this year's competition was @bealcroft - though we have to say, it was the poem (see over) that swung it, bagging Sarah £500 worth of perfume. Definitely not a prize to be sniffed at!

And we say: start planning your #Smellfie2024 - or composing your poem - now. ►







'Daisy, Daisy, I adore the aroma of you,

I'm half-crazy all for the love of

I've just celebrated a 50-year marriage,

And back then I couldn't afford a carriage.

But I still smell sweet upon any seat,

... when I spritz a perfume variety recommended by The Perfume Society!!'



















KIDS' CORNER































#SMELLFIES: PERFUME SOCIETY TEAM









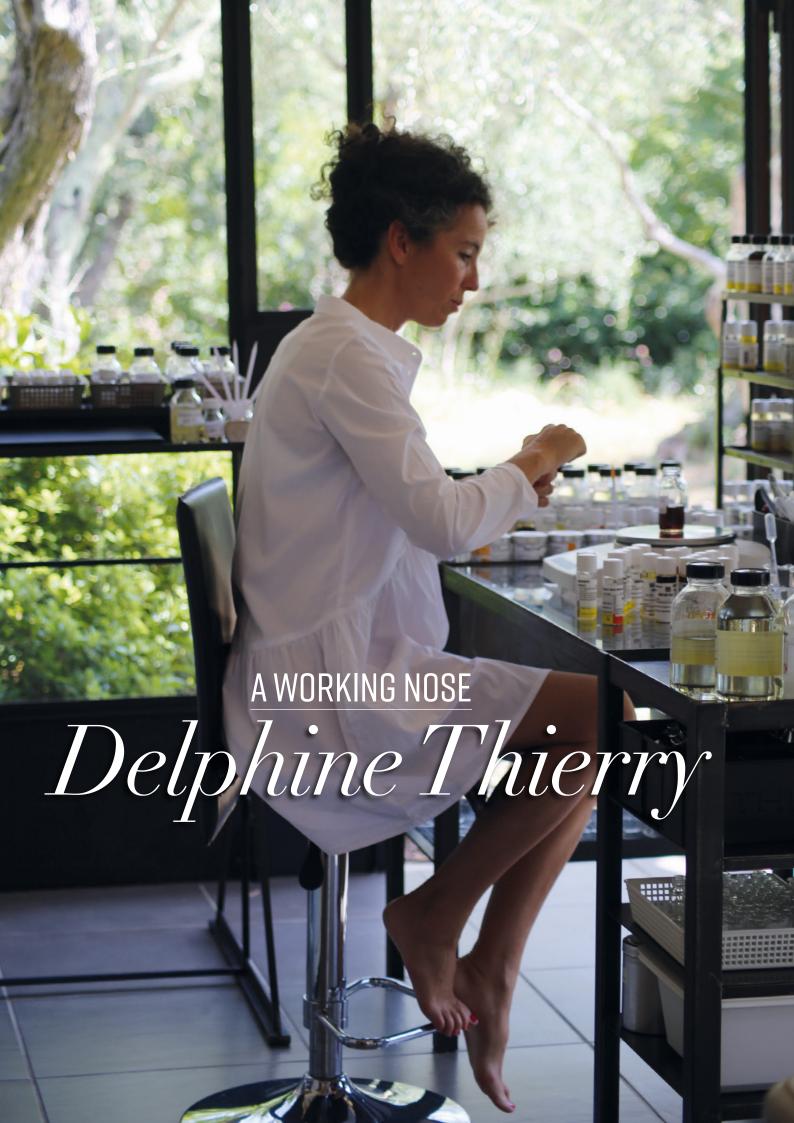






#smellfie2023

EPERFUMESOCIETY



For this garden-centric edition of The Scented Letter, we interview a specialist in natural perfumery whose studio, in the hills around Grasse, is surrounded by green inspiration

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ELPHINE THIERRY says: 'I knew at the age of 15 I would be guided by my sense of smell.' And so it has proved: after qualifying from a two-year training course in chemistry, Delphine went to study at ISIPICA, the renowned perfume school in Versailles, and began her career in Grasse. She interned with the best – Jacques Polge, at Chanel – and then spent six years as an apprentice perfumer in New York, also working in Mexico.

Since then, settled back in Grasse, Delphine has worked with IFF (International Flavors & Fragrances), as well as L'Oréal, Since 2007, through her own company, Inspiration Libre, Delphine has created for many niche brands including Masque Milano, the 'phoenix' French brand Lubin and the Moroccan fragrance house, Madja Bekkali, as well as the eco-conscious luxury candle maker, Claepsidra, seeking 'to create fragrances that evoke strong emotions and memories."

Delphine works in her own atelier - as she puts it, 'a place bathed with light, among olive trees, juniper trees, cypress and rock roses... here the ideas abound.'

She particularly specialises in using natural ingredients, making her the natural – in every way – choice for creating the portfolio of nine fragrances for ARgENTUM. They began as a skincare brand and have since debuted a range of all-natural Les Parfums Infinis, created with ARgENTUM's dynamic founder Joy Isaacs, based on the idea of archetypes, each of which comes with a stunning wearable talisman.

When does your day start?

I love to wake up early, ideally with the rising sun. Even if it feels like I never stop thinking about my creations - because I'm always looking for inspiration everywhere

- my real working day begins after an hour of walking with my dogs in the woods close to my home. Then I'll have a breakfast of tea, cereal, and fruit, before going to my lab to smell with a 'fresh nose' the blotters that were sprayed the day before. I'll evaluate the dry-downs of the latest fragrances I'm trialling, and go from there.

Where do you work?

I usually work in my atelier de creation where I have both my organ of raw materials and my desk. I'm lucky that it's set amongst the most wonderful Mediterranean nature, from where I can observe plants and birds in the surrounding trees. The atelier is right beside my house,

in a village in the hinterland of Grasse, perched halfway between sea and mountains. I work alone and have no lab assistant as I really do love weighing my formulas as part of my creative process; it allows me to maintain a real intimacy with the materials. I sometimes also sit outside in my garden to work. Very rarely do I work in my house, though, unless the work is purely admin.

How does your daybreak down?

Generally, I feel more efficient in the morning and again in the late afternoon. But, except for my early morning walk in the forest, my days are not necessarily all the same that's the privilege of working on my own. It means I can be in harmony with the creative impulses that animate me in the very moment that they arise, which is actually sometimes at night... and then devote myself to other tasks when the moment is not so favourable to the act

> of creating. As an independent perfumer, I do wear many hats, though, not only the creator one!

How many fragrances might you be working on at any one time?

I prefer to work only on a few, so that I can fully devote myself to each of them. Working on too many different creations at the same time prevents me from fully immersing myself in each story, each universe.

How do you work?

I imagine and compose the the formula on the computer, followed by handwriting any changes to the formula when I weigh it out.

fragrance in my head, then I write

What kind of other inspirations do you look for, during your day?

I made the choice to live and work in a place that is completely surrounded by awe-inspiring nature, which means that my working day is continually punctuated by inspirational moments. It's all right here on my doorstep, frankly, so I don't feel like I need to plan any particular activities in order to become inspired. I like to stay focused and concentrate on whatever I'm working on. But I also live life intensely, making every single day a space of freedom which gives me food for my mind and opens me up to inspirations. For me, personal life and inspiration are so interconnected.





ARgENTUM's black glass livery



ARgENTUM's 'Earth' collection



Each is presented in 3D



ARgENTUM's signature box is designed like a book



Do you break for lunch?

I generally have lunch in my garden, usually a salad of vegetables, herbs, grains and fruits (cherries, at the moment). And I love cheese of every kind; the more they smell, the more I like them.

How does your afternoon unfold?

As I feel more confident with my nose in the morning, after lunch I prefer to weigh the ingredients of the last formulas I've created, prepare parcels for my clients, or do paperwork. I sometimes work late at night - deciding not to work in my lab but going somewhere else for new inspiration. There are no real 'habits'.

Do you continue to think about the fragrances when you get home?

Because my home and lab are so near to each other, I never really feel as if I close the door between them. I love what I do as a job so much that it's not a big deal to continuously think about the creations in progress, or the ones that are to come.

Do you need to be in a particular mood, to create?

As fragrance has so much to do with emotions, I guess my state of mind and every different feeling would generate a different type of creation. But I can't say that there's one which definitely brings out creativity at its best.

How long does it take from concept to finished fragrance, in general?

The time frame of creation depends on many things; there are no real rules. Generally speaking, though, I need my mind to be clear - to get rid of admin tasks for example, so that I can really focus on the concept and the story to tell. Then the composing of a fragrance can be very fast.

Do you like to listen to music while you work?

Oh, always! Music has always accompanied me on the path of life, since childhood, then adolescence, and continues to be very present in my daily life. I listen to all kinds of music from classical like Schubert, Brahms, and Ravel, to international groups or artists like Piers Faccini, Aaron, Rodrigo y Gabriela, Xavier Rudd, Stavroz, Shearwater, Radiohead, Ben Harper, or French singers like Bashung, Daho, Dominique A, Pomme or Jacques Brel. I truly love good old stuff, too!

Is a moodboard helpful to you?

It's definitely helpful, but if the briefing doesn't give me one I will for sure mentally compose one in my head.

What is the greatest number of modifications you've ever had to do, on a fragrance? And the least?



I made the choice to live and work *surrounded by* awe-inspiring nature, so my day is always punctuated by inspirational moments



I remember doing more than 350 trials on one fragrance, which seems absurd to me now. And at the other end of the scale, I've composed a fragrance with only one modification.

How many materials do you have at your fingertips, to create with?

I haven't ever counted... but I would say my regular palette is about 600-700 ingredients out of the around 3,000 at my disposal. That said, I prefer not to stock every single ingredient but rather go to pick the appropriate ones up depending on the project.

How much time is spent playing with materials or creating ideas for future use?

I consider every single moment of creating as my own work – even if this has to answer to a specific demand from a client. I'm always looking for new accords, trying new ingredients or forgotten ones. Commercial requests are themselves a good opportunity to explore the field of creation, as they are always different and new and challenging. I'm free to put a lot of myself in it - my own ideas and inspirations, to offer the voice to the brand.

Is there one fragrance you WISH you'd created?

Tabac Blond de Caron is one of the masterpieces I definitely wish I had created.

argentumapothecary.com inspirationlibre.com

-eaux!

The gourmand family is suddenly cool again, with lashings of ice-cream-inspired scents featuring on the fragrance launch menu. SUZY NIGHTINGALE gives the scoop on how wear them – without smelling like Mr. Whippy

REMEMBER the days when a 'Neapolitan' ice cream (pale slabs of chocolate, strawberry, and vanilla, with flavours so indistinct as to be mistaken for each other if eaten with eyes closed) was seen as exotic? When a Viennetta was a super-sweet frozen luxury only purchased when the vicar or similar local dignitary came calling? And when you'd save up your actual pocket money for the utter treat of a Mivvi (strawberry sorbet wrapped around a vanilla core)?

Oh, how ice cream has moved on. Peer into even a corner shop freezer cabinet now, and your tastebuds might be offered adventures via chunks, gooey cores, and seemingly limitless things crumbled as toppings. Elsewhere, artisanal flavours have become ever more exotic. Move over, plain old chocolate and vanilla; these days, with a little foodie research, you might indulge your frozen cravings with cereal and milk, buttered baguette, pink peppercorn and Japanese sake, or even Kraft Macaroni & Cheeseflavoured ice cream, for heaven's sake. This shift is all part and parcel of the creeping Americanisation of our snack food and dessert categories - but let me tell you, very welcome it was, at the beginning, to a flavour-starved kid of the 1970s.

Fast forward a little, and I vividly recall when the Icecreamists opened in Covent Garden, in 2011, delighting my inner five-year-old and overnight becoming the hottest foodie destination in the capital. Many people thought we were mad: queuing for ice cream even on dreary days - but nowadays, you can find beautifullydesigned ice cream boutiques on some of the smartest shopping streets in London and Paris; stroll by late in the evening and they're almost as rammed as a disco. Indeed, according to globaldata.com, the U.K. market for ice cream sales was valued at a whopping £2.46 billion in 2021, with an expected annual increase of 4% by 2026.

And of course, as we all know, the perfume world loves to embrace a trend. Thus it is that scent has found its new sweet spot, with the

The U.K. market for ice cream sales was valued at a whopping £2.46 billion in 2021

gourmand fragrance market booming. Once written off as a bit passé, these perfumes have slowly matured from scents a young girl might wear to a Care Bear-themed birthday party, to seriously addictive fragrant treats distinctly aimed at adults. These 'newgen gourmands' are less sweet and sickly. Way more sophisticated. But still, we are finding, irresistibly moreish.

A report from Future Market Insights reveals that the 'Global Gourmand Fragrance Market value is expected to grow at a rate of 3.8% from 2023 to

2033, reaching a value of US\$55 billion by 2033."

Having lately sniffed many, many launches offering more than a nod to ice cream as their inspiration, it's clear that fragrance is mirroring flavour market trends – although it shouldn't come as a surprise that these two market sectors are so closely linked, actually. 80% of taste comes from the aromas we smell, and the world's top fragrance creation houses, such as IFF (International Flavors & Fragrance the clue's in the name), Givaudan and Firmenich, also develop innovative ingredients for the food industry.

We documented the rise in 'unusual' gourmands, reporting on a parallel trend for vegetable notes in The Scented Letter Issue 52, via a (now-Jasmine Award-winning) feature, 'Time to Spray Your 5 a Day'. But now, it is the turn of gelat-eaux to whet our appetites – in particular, perfumes that swirl with cherry, chocolate, vanilla and, more unexpectedly, pistachio.

It was back in 2021 that food industry consultants Baum + Whiteman and food service product developers Lyons Magnus both predicted that flavour, scent and colour trends would be dominated by this 'new nut on the block', and sure enough, a steady stream of mouthwatering pistachio fragrances has made it to our desks, this season.

Cision, the media monitoring service, speculates that this particular aroma trend arose when the pandemic 'forced consumers to re-evaluate... what they ate and how it affected them, but also how it affected the planet.' Aside from their flavour, a global interest in plant-based proteins has led



to our consumption of the nut doubling every year since. Hence, 'pistachios are having a moment... with the nutty aroma now also being used in candles and perfumes,' Cision report.

This nutty scent-sation follows hot on the heels of Tom Ford, who was in the vanguard of 'the new gourmand' movement with 2018's Lost Cherry. That provocatively named creation made headlines, with *The Independent* commenting at the time: 'Every so often, a scent comes along that's so rousing, it takes the beauty world by storm. And one fruity scent that had been practically non-existent on the scene for the last 10 years is now making a huge comeback: the cherry.'

The trend is still ripening. Mr Ford recently launched a further bunch – Cherry Smoke and Electric Cherry – while Mona Kattan's KAYALI line infused sizzling spices into her exotic creation, Burning Cherry | 48. Meanwhile, 4160 Tuesdays Cherry Who? wafts an imagined cherry blossom aroma alongside the succulence of the fruit itself. Perhaps cherry's allure as an ingredient is that it suggests a plump, glossy-lipped, rouged-cheek mischief – a definite case of naughty and nice.

Perhaps unsurprisingly, vanilla still tops the fragrance and ice cream flavour charts as being the most universally pleasing. Vanilla, dull? Vanilla, sickly? Vanilla, no thanks? Well, the servings of vanilla fragrances we've been enjoying lately are anything but Mr. Whippy-sweet, and not in the least ordinary. Instead, close your eyes and imagine a sophisticated scoop of *gelato* lightly flecked with salt, alongside that exotic bean. And then hold out your bowl for another scoop.

Lastly, in this 'new gourmand' territory, we're also enjoying the way chocolate is also being pushed to its limit in perfumes, leaning into deliciously dark, strictly adult addictions which have lured even the most hardened gourmand naysayers astray. Rendered smoky, spicy, creamy or floral, it remains as addictive as ever.

So, whether you yearn to cling to comfort, or simply give in to temptation, we suggest you may like to stay cool this summer with the soft serve-inspired scents, featured here.

Because as fragrance trends go, we reckon this one can't be licked.

Now serving...

PISTACHIO

1 KAYALI Yum Pistachio Gelato | 33

Surprisingly savoury, the green nuttiness is intensified with darker speckles of hazelnut swooning into rum-rippled whipped cream and fluffy marshmallow.

OS&DURGA Pistachio

With only that so-fashionable nut listed as the ingredient in the top, heart and base notes, we think you'll also be able to discern flecks of cool cardamom and an almost lickable, Play-doh-like sweetness.

FURLA Unica

The crunch of pistachio enhanced with sea salt and pepper atop juicy mandarin and jasmine-infused ice cream; a woody base reminiscent of licked spoons.

CHERRY

4 EDENISTE Love Lifeboost™

Ripe cherries (green leaves and woody stems still attached) are stirred with jasmine, tuberose, and a pair of fruity roses for a wearable giggle of delight.

5 SARAH BAKER Loudo

Playfully childlike at first, it dries down to something seriously grownup. Black cherry stains orange blossoms, white chocolate enrobes rampant amber woods.

6 BDK Rouge Smoking

Glacé cherry in one hand, tonkascented cigarette nonchalantly held in the other, this is one to be worn by Parisians who lick without smudging lip gloss.

CHOCOLATE

MANOS GERAKINIS MEÐEXIS

A total feast for the senses, addictively dark cocoa creaminess and Greek fig are luxuriously drizzled with amber-hued honey, sensually spiked with cinnamon.

8 AKRO Dark

Lasciviously bitter chocolate, presented by the master of grown-up gourmands, Olivier Cresp. Hazelnut adds a sense of olfactory crunch, making us exclaim: 'Seconds, please!'

O CALVIN KLEIN Eternity For MenReflections

An aromatic *fougère* take on frozen chocolate, there's oodles of oakmoss and a glug of green absinthe bubbling, almost Aero-like, through aquatic breeziness.

VANILLA

10 MOLTON BROWN Milk Musk

Ice cream minx-ishly eaten in bed for breakfast, the scent of clean sheets, a cashmere shrug cocoon of comfort swathed in resinous elemi and benzoin. Bliss!

11 MUGLER Angel Elixir

Imagine white flowers enfleurage-d in creamy sandalwood, melded with cool vanilla, infused with a sparkle of stardust, then topped with popping candy? You got it.

12 PARFUMS DE MARLY Oriana

An 18th Century French mistress on a chaise lounge idly sucks raspberryrippled Chantilly iced cream while sighing on a scorching day. Frothily deshabillé, this one.

Spritzes not sprinkles

Should you be travelling to the US this summer, we have the perfect perfumista souvenir suggestion: Culinary Perfume is a range of 'edible' fragrances designed to be spritzed onto ice cream, created by fragrance house Imaginary Authors for ice cream chain Salt & Straw. A Cloud of Cocoa, A Swoon of Citrus and A Plume of Blooms are designed to enhance the eating experience by imbuing ice cream - which is naturally virtually odourless, thanks to its frozen nature - with scent. Experiment with layering onto favourite flavours, or crack open the Culinary Perfumes when serving post-barbecue gelato this summer, for quite the olfactory talking point.



























MEMORIES, DREAMS, REFLECTIONS

Kate Moss

Britain's favourite supermodel, now a model agent herself, has yet another string to her bow: creator of a skincare and fragrance line, COSMOSS. Here, she weaves a life story though perfume and flowers

What's the very first thing you remember smelling? Honeysuckle. We had it around the back door of my first childhood home. Such a sweet summery scent.

When did you realise that scent was really important to you?

In my twenties, I began to understand that scent could really change my mood and make me feel uplifted. From that moment on, I made scent part of my daily rituals. Scent can be so very powerful and evocative, taking you back to a precise moment in time.

What was the first fragrance you were given? Anaïs Anaïs by Cacharel. It was the cult fragrance of the 80s; we all wore it in our teens.

What was the first fragrance you bought for yourself? Chanel N°5. Such a timeless classic.

Have you had different fragrances for different phases of your life...?

I first started using essential oils was when I was pregnant with my daughter Lila, and I noticed that they helped me feel calm. I used ylang ylang, which has a reputation as a very sensuous strong scent, and blended it with rose. Weirdly, when I started using that oil again, 19 years later, Lila remembered the smell. She said, 'Mummy, I know that smell....' I hadn't used it since I was pregnant, so it was quite powerful to

hear that, coming from her.

For the past two years, my COSMOSS Sacred Mist has been my constant fragrance. I've worn it since we first created it and it's become the scent that truly defines me now. I love to spray it when I meditate or just take a moment and breathe it in for five seconds.

What's your favourite scented flower? I love the scent of English roses. I grow roses in my garden in the country and I even recently bought a distiller, to make my own rose oil. I started spending a lot of time in my garden in the pandemic and noticing flowers I didn't even know I had. It's become my favourite place now - where I feel happiest. I go out into the field and meditate

sometimes, early in the morning,



The smell that always makes me feel happy is... Jasmine. It's a heady, uplifting scent which makes me think of holidays and summer evenings.

The scent that I love on a man is... Terre d'Hermès. I love the earthy woody notes on a man.

The scent I love to smell on a woman is... COSMOSS Sacred Mist! It brings me so much joy and pride when I smell Sacred Mist on someone else. All my girlfriends love it, which is the biggest compliment.

The fragrance from the past that I've always wanted to smell is...

Cleopatra's perfume. Legend has it that her exotic fragrance bewitched Marc Anthony before they even met, as her sails had been dipped in her heady oils. How amazing is that?

What is your favourite book about fragrance? It definitely has to be Perfume, by Patrick Süskind. His description of the smells was so visceral, as if the scents were actually wafting from the pages.

COSMOSS Sacred Mist travel size launches in July; meanwhile the full ssize is £120 for 100ml body perfume and room spray. Find the fragrance and skincare collection at Harrods and at the website:

cosmossbykatemoss.com

Kate in her Cotswold garden, where she now feels happiest

BELOW: fragrances Kate Moss has worn, one she loves on a man - and her fave scent book











LEFT: Kate longs to smell Cleopatra's scent. BELOW: honeysuckle

Kate's five favourite smells



1 YLANG YLANG It always reminds me of when I was pregnant with Lila.

2 FRANKINCENSE I love to burn frankincense when I need a moment's peace, meditating or lying in my garden

3 JASMINE Instantly takes me back to



4 ROSE The most romantic scent of all

S OAKMOSS
Earthy, wood and such a gorgeous, sensual scent. □

The only perfumer in the world who grows ingredients for his own perfumes, Aurélien Guichard invited JO FAIRLEY to join his band of A-list petal-pickers

MY WRITING and editing career ever goes pear-shaped, I already know what I want to do next. Head to Provence, for the month of August, to become a tuberose-picker. For a scent-lover, there could honestly be no dreamier a job. Plucking these intoxicating white flowers, filling the deep pockets of a pristine white apron, then a woven basket, watching as at intervals, the pillowy piles of petals are driven off to be captured via enfleurage at a nearby factory, ready to take the next short step in their journey to becoming fragrance ingredients...

I am privileged enough to have visited Grasse's rose and jasmine harvests, in previous years - perks of a perfume-writer's job, and one enjoyed by a select band of colleagues who seek to turn smells into words, for a living. But those were both look-don'ttouch experiences, simply observing pickers at work in the baking sunshine. One day last August, however, found me in a French field, alongside journalists and influencers from around the world (some of whom had travelled half-way across the globe with their own photographers), learning what is involved in the harvest of one of perfumery's most precious, exotic and glamorous ingredients.

But let's rewind to the previous night. A convoy of black peoplecarriers trundles slowly over baked earth, towards the back garden - well, to be precise, the farm - of perfumer

Aurélien Guichard. As the vehicles come to a stop, we are handed a blindfold. A blindfold...? Obediently, we tie them on. The car doors are opened, whereupon a potent floral miasma immediately begins to snake its way inside. Hands are held, as we are guided towards a chair, and invited to sit down, to the strains of acoustic guitar playing softly in the background.

Then, the invitation to remove the blindfold, et voilà! 40 or so of us each found ourselves perfectly positioned at the end of a row of tuberose, their blossoms conveniently at nose height. As moments of perfume drama go, I've never experienced anything like it. We then wandered through the fields, cameras clicking and phones flashing, as the blooms became almost luminous in dusk's l'heure bleu light, intoxicating us with their white floralcy.

Flanking the fields, a typical Provence farmhouse, its shutters and doors thrown open. Our host, Aurélien, divides his time between here and Paris, where he is perfumer both for fragrance house Takasago and his own perfume collection, Matière Première. Just a short walk away, meanwhile, is the studio where he creates the perfumes for his line, literally dashing away from doing his modifications to check on the harvest, visible through its huge picture windows.

In fact, Aurélien Guichard is the only perfumer in the world growing ingredients for his own fragrances. From a flower-growing family, son of perfumer Jean Guichard (known, among other masterpieces, for Dior Poison, Cacharel LouLou and Cartier So Pretty), it was Aurélien's idea to cultivate perfume ingredients on this particular 75-acre plot of land around the family homestead – not least to keep precious skills in growing and harvesting ingredients vibrantly alive, in the community.

'It began with rose absolute' he explains. 'Back in 2017, when we planted the first bushes, my idea was simply to supply some of the other brands I worked for.' (Via his work for Takasago, Aurélien has a long-as-







Tuberose flowers, harvested first thing to ensure they don't wilt in the strong sun

your-arm list of creations that includes Gucci Guilty, Issey Miyake Pleats Please and Narciso Rodriguez Narciso.) But when Aurélien got together one day with two friends who lived nearby, a lightbulb went off. 'We said: "Why don't we do a brand that takes ingredients from field to bottle – like wine-makers do?' So Matière Première was conceived – and the rose absolute from the Guichard family fields made its way into the brand's debut collection in Radical Rose, to great acclaim.

Roses, however, are timeconsuming, the bushes taking several years to mature, and always challenging to grow according to the organic principles which are important to Aurélien. 'Tuberose, by contrast, is a bulb,' he says. 'You plant it in the spring and harvest that same August.' Even more attractively, for a grower, the bulbs naturally almost double, when left in the ground. 2022's tuberose trial, of 25,000 bulbs, was a huge success, its bounty captured in Matière Première French Flower. Those first bulbs have multiplied to around 45,000 and in 2023, a further 20,000 have been bought, to provide enough of the tuberose absolute and enfleurage to keep pace with growing demand for French Flower, as the brand grows around the world.

Tuberose flowers through the month of August, the blooms picked early each morning. The first day of the harvest is for family, with the Guichards, their children and friends enjoying a joyous scented celebration. From next day, picking is done by what is normally a small team – when carloads of influencers aren't on hand to help, that is. Atop each stem, a few blooms unfurl overnight, requiring the picker to walk slowly down the rows before the heat damages the flowers, plucking as they go. And I can report: it is unbelievably satisfying, each slim blossom coming away with a tiny 'pop'. If you are wont to soothe your stress with the machinegun pop of a sheet of bubble wrap, as I am, tuberose takes the calming to another level, thanks to the additional, bewitching olfactory element.

Post-harvest, flowers are rushed to a nearby factory belonging to Robertet, globally renowned specialists in natural ingredient extraction.

During the times of both the rose harvest (May) and tuberose (August), Aurélien is in permanent residence at the farmhouse and studio, overseeing production; there is a great deal at stake, since this is one of the most expensive ingredients in the perfumer's palette. 'A kilo of tuberose absolute from India costs perhaps €10-12,000. A kilo of tuberose absolute from Grasse costs €250,000 per kilo. The only reason we can use it so generously in French Flower is that we're growing our own ingredients, and there's no middleman.' Tuberose absolute has, he explains, an animalic intensity, 'something deep, profound and

PICKING IS DONE BY A SMALL TEAM WHEN CARLOADS OF INFLUENCERS AREN'T ON HAND TO HELP, THAT IS

complex. The dark side of this flower.'

By contrast, the *enfleurage* is lighter, airier, brighter. It is also far less pricy – around €10,000 per kilo – even though the *enfleurage* is created by a very painstaking traditional process. 'No solvents are used,' explains Aurélien, 'so the process remains organic, like our flowers. The flowers are placed on a bed of vegetal wax; then, every four to five days, they take away the flowers and replace with a new batch, until the

BELOW LEFT: Celebrating the tuberose harvest by candlelight on the Guichard family farm. CENTRE: The scent of these exotic white



wax is saturated with the fragrance; it is then distilled, to separate out the flower oils. 'And because it's 25 times cheaper than the absolute, I am also able to put much more of it into the fragrance, which gives light and brightness.'

As ingredients go, meanwhile, tuberose's pedigree is as exotic as its smell. It looks daintily pure and innocent, but our noses tell us otherwise. Tuberose is the olfactory embodiment of seduction. It is addiction. It is naughtiness. Unsurprisingly, given its duality, myth and superstition swirl around the flower. And while I rather doubt that there were any virgins among us, drifting through the blooms at the Guichard farm that night, or the following morning, young, unmarried women during the Victorian era were warned not even to smell the flower, never mind venture into a tuberose field, because it was believed to have the power to cause spontaneous orgasm. In the language of flowers, it symbolises 'dangerous pleasures'.

It must certainly be handled with care, even by the most practised perfumer. In the wrong hands, it is sometimes heady, sometimes medicinal, with the potential to overwhelm if overdosed. Tuberose. however, is a flower with which Aurélien happily has considerable experience, having since 2005 been a 'custodian' of Fracas (see p.24), for Robert Piguet, working to maintain its legendary status, alongside other Piquet revivals and launches. 'From the start, I told them that it would cost a great deal to make Fracas the way it was originally





made,' he says. 'They didn't blink an eye, and that was a fantastic feeling."

'Fracas is a wonderful fragrance with a wonderful story,' continues Aurélien. 'It is unequalled, and I have the very greatest admiration for the perfumer who created it, Germaine Cellier. But when I created my own tuberose fragrance,' he explains, 'I knew it had to be very different – a counterpoint to Fracas, if you like. Tuberose scents are often linked to darkness and opulence but I've always sensed another side to the flower. There's a facet in the ingredient that lends itself to creating something bright, filled with light. I knew I still wanted it to be very luxurious, in terms of quality, but - even though it's a French fragrance - "not too French!" I wanted something that was definitely easygoing - something like the scent you

get walking by a real field of tuberose. Almost solar, airy...' And in that, he has utterly succeeded.

Aurélien knows just how fortunate he is to have been able to plant a 'garden' filled with these perfume powerhouse plants, meanwhile. 'To open the door, to walk from the house to the studio, surrounded by incredible perfumes in the air...' He needn't finish the sentence.

What's more, such is perfume's superpower to whisk us through time and space, that a spritz of French Flower on the wrist is now all it needs to get me back to those fields. Poppop-popping those precious blooms to add to the baskets of fragrant bounty. And dreaming - because don't we all, sometimes? - of a simpler life.

So, Aurélien, tell me: where should I send my CV...? 🖺

TOP OF THE TUBEROSE POPS



ROBERT PIGUET Fracas As vamp as they come, the

Germaine Cellier classic is the olfactory benchmark by which other tuberose scents will always be judged. (Read much more on p.24.)



MATIÈRE PREMIÈRE French Flower

embodiment of the 'new' tuberose: light, fresh, sparkling, utterly modern - and grown in the founder's fields just outside Grasse, uniquely.



EDITIONS DE **PARFUMS FRÉDÉRIC** MALLE

Carnal Flower The muse for **Dominique Ropion's** intentionally 'overdosed' creation was Frédéric Malle's aunt, Candice Bergen, star of 'Carnal Knowledge'.



DIPTYQUE Dō Son **Fabrice** Pellegrin

fuses crystalline-fresh white floral notes, with orange flower, rose and iris, for surprising clarity and glimmering liahtness.



GUERLAIN La Matière

et Première Tubéreuse Joyeuse

Joyous by name, joyous in character, **Thierry Wasser** and Delphine Jelk worked together to accent the spicy, areen side of justbloomed tuberose.

latest launches

All the news that's fit to spritz, from new-generation gourmands' to rich florals via airy summer woods

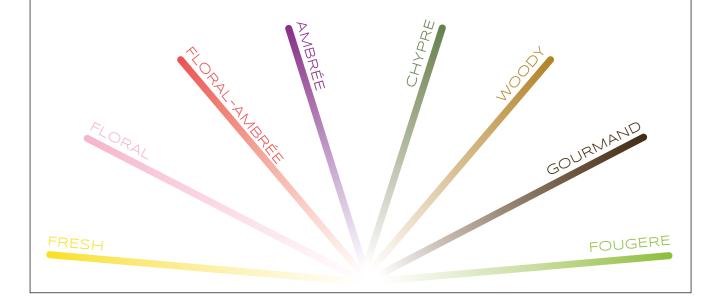
Lanches to Love is your finger on the pulse-point - a glorious box showcasing 11 scents, plus a fabulous extra treat in the form of Yardley London English Rose hand cream (50ml size). Priced £23 (£19 to our VIP Club Members), find this new curation at at perfumesociety.org/SHOP - and among others fragrances, you can look forward to:

- MAISON CRIVELLI NEROLI NASIMBA
- MAYA NJIE TABAK
- MEMOIZE LONDON CONCORDIA
- PARFUMS DE MARLY VALAYA
- THAMEEN LONDON FANFARE
- ARGENTUM BECOME



THE FRAGRANCE FAMILIES

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



4160 TUESDAYS Honey Jasmine Karma



A blissful blend to whisk you somewhere lovely and conjure sunshine even if the weather's not behaving, this white floral wafts forth a vegan honeyed aroma for which, as their website delightfully describes, 'no bee has been bothered'. The sticky sweetness is tempered by a drowsy luminescence that keeps it from being cloying, while the Karmawood™ adds a powdery sandalwood feel that proves incredibly grounding in the dry-down. Instant 'om'. From £40 for 15ml eau de parfum 4160tuesdays.com

AKRO Bake



If you had told us we'd be obsessed by a lemon cake-inspired scent (especially at this time of year), we'd have raised a sceptical eyebrow. Until we smelled THIS. Gourmand? Yes, there's cool, smooth cake-batter scrumptiousness followed by steamy, light-as-air sponge-y-ness and Chantilly cream, but it's masterfully balanced with bright lemon peel. Indulging people's addictions is co-founder and perfumer Olivier Cresp's ethos for AKRO - and we were hooked, from first sniff. £160 for 100ml eau de parfum fenwick.co.uk

ALEXANDRE J Ode to Rose Perfume Extract



The unique, opulent and tactile Art Deco-style *flacons* for the Alexandre J collection - exclusive in the UK to Harrods – have an even more luxurious feel, as extracts, adorned with a golden cap and shield. Opening with almond and plum, roses scamper here through white floral notes of jasmine and ylang ylang, as if growing from a woody, earthy base of patchouli and sandalwood, with a jigger of rum enlivening the proceedings. Seriously covetable, the whole line-up. £240 for 25ml perfume extract harrods.com

ANINE BING Rose Wood



Welcoming the warmer months and scent memories of her Scandinavian homeland, designer Anine Bing presages a feeling of lightness via bright citrus, crisp florals and intriguing smoked rose. The smoke here is certainly not a bonfire or hearth-side scene; it's wispy, melding with fluffy clouds of iris and hazily gliding on gentle breezes, shot through with the fizz of bergamot up top and stroked by silky sandalwood in the base. £185 for 100ml eau de parfum

eu.aninebing.com

ARMANI/PRIVÉ Santal Dān Shā



We are sitting in a forest. A breeze ruffles leaves as a woodsy note of sandalwood drifts in, a hint of cardamom spicing the air. This meditation in a bottle is sparklingly fresh with bergamot, yet centring and grounding; Fabrice Pellegrin chose a specific, cinnabar-toned sandalwood, sustainably sourced from New Caledonia, endowed with a dreamy creaminess that soothes the senses, offering a truly precious moment of peace, in a crazy world. From £105 for 50ml eau de parfum

armanibeauty.co.uk

BILLIE EILISH Eilish No.2



A shadier evocation for Eilish's second scent. Where the first enveloped with warmth and sweetness, here apple blossom welcomes into the deep cool of the woods. Papyrus and spicy flecks of black pepper juxtapose a sudden, surprising scene of a meadow filled with freshly rained-on wild poppies. Grounded in the earthy embrace of Palo Santo, rounded by an almost metallic yet softly gleaming skin musk, it's a scent of delightful contrasts. £32 for 30ml eau de parfum theperfumeshop.com

BOND NO.9 New York Flowers



Flowers might not be the first things that come to mind when we think of this urban jungle, but within New York you'll find pockets of green space, 'from Central Park to Little Island,' promise Manhattan-based Bond No.9. This floral fantasy weaves Florentine iris, star jasmine, ivy leaves, Grasse rose and red tulip, caressed by sandalwood. For sparkle, we have Anjou pear, clementine and a Kir Royale accord. Altogether blooming lovely. £390 for 100ml eau de parfum harrods.com

CHRISTIAN DIOR LA COLLECTION PRIVÉE

Dioriviera



This has been hotly anticipated, since Francis Kurkdjian landed as Perfume Creation Director at Dior. Showcasing his ability to play with light, the idea came to him 'suddenly in Provence, in the midst of a field below the Colle Noire estate [Christian Dior's former home]. The southern sun was shining, the May roses were in bloom, and a warm breeze was blowing through the leaves of a majestic fig tree.' Majestic? That also happens to be the perfect adjective, for Dioriviera. £245 for 125ml eau de parfum dior.com

CHOPARD Cedar Malaki



The darkness of the bottle and the woodiness of this fragrance's vibe might hint at masculinity, but trust us: this is sublimely shareable, 'a sensual ode to the greatness of cedar' – and masterfully done. Both Atlas cedar and cedar of Lebanon feature alongside patchouli and labdanum, the innate grounding qualities of those tethering notes lifted by lavender and grapefruit and warmed by cardamom and tonka. Backbone in a bottle, we'd call it. £95 for 80ml eau de parfum harrods.com

DOLCE & GABBANALight Blue Summer Vibes



Quite the prettiest, freshest-looking bottle yet, for 2023's hotly anticipated annual reworking of Olivier Cresp's so-classic Light Blue, with its breezy mix of fresh citrus and sun-warmed flowers. Luscious fruits distinguish this incarnation: a sharp burst of Calabrian bergamot, a peach so juicy and sweet, we can almost imagine it running down our chins, plus cedarwood, to anchor. The majolica design conjures up the blue of the Italian sea – and we're so there. £74 for 50ml eau de toilette dolcegabbana.com

CREEDSpring Flower



First launched in 1996, Spring Flower is reissued in the prettiest pink flacon, perfectly showcasing its petal-powered juice, in which jasmine tangles through orange blossom, tuberose, soft rose and misty iris, settling hazily on a bed of sandalwood and praline. Look out for the campaign that puts the spotlight on this classic floral, meanwhile, created by photographer/director Amy Currell and mixed media collage artist Augustynka – an utterly fabulous explosion of blooms. £260 for 75ml eau de parfum creedfragrances.co.uk

D.S. & DURGA Steamed Rainbow



Fantasy becomes reality in this surrealistically smile-inducing fragrance, for which perfumer/founder David Seth Moltz took notes based on each colour of the rainbow, adding a sprinkle of magic. Suddenly, yes! It's as though you're walking through a scented kaleidoscope, the colours pastel, transparently trippy, and borne aloft on misty puffs of steam. Wearing this is to cloak yourself in the unexpected happiness of a pavement's chalk rainbow, fragrantly made 4D. £148 for 50ml eau de parfum libertylondon.com

ELIE SAAB Elixir Eau de Parfum



Prepare to hear the word 'elixir' uttered far more often, in reverential tones, as this intense concentration becomes a trend in scent circles. Elie Saab describe their powerful and ultra-feminine Elixir as a floral-ambrée bouquet, 'imagined as the love potion of a powerful, deeply sensual and magnetic woman.' Mandarin and neroli essences, Lebanese iris, myrrh, benzoin and amber woods are shot through with a 'love accord', as bewitchingly seductive as it sounds. From £59 for 30ml eau de parfum theperfumeshop.com

Florist

ELLIS BROOKLYN



Founder Bee Shapiro revels in her passion for sustainability, using Firgood™ – a revolutionary natural, low-impact extraction technology that's akin to a big microwave, capturing previously elusive aroma molecules, like this luscious pear note, which takes in the blushed skin and the juice of the fruit. Surrounded by fresh-cut blooms, it's a floral for people who don't like florals (including Bee herself!) Joyfully exuberant, rather than a diva's bouquet. £110 for 50ml eau de parfum spacenk.com

ESCENTRIC MOLECULES Molecule 01 + Black Tea



The fragrance world has been on olfactory tenterhooks, waiting for this trio of Molecule 01-powered newness from the maverick Geza Schoen. Here, his cocooning, velvety signature molecule Iso E Super is freshened up with crisp notes of black tea and maté tea absolute. 'What I love about black tea is its subtlety,' explains Geza, 'the way airiness plays against earthiness and the bitter, fresh notes play against the floral aspect.' Us, too! From £20 for 8.5ml eau de parfum escentric.com

ESCENTRIC MOLECULES Molecule 01 + Ginger



Perfumers love discovering 'new' molecules – and it was an encounter with an innovative 'ginger oil fresh' note from Ivory Coast that inspired Geza Schoen to compose this 'neonfresh', almost nose-tingling riff on the original Molecule 01. 'Ginger combines a crisp and zesty freshness and peppery spiciness in one ingredient,' he says. Turbo-charged by a smooth, almost sweet C02 ginger extract from China, this is so senseawakening, it's almost effervescent. From £20 for 8.5ml eau de parfum escentric.com

FLORIS Lily



Do you know a Summer 2023 bride...? The embodiment of prettiness, this would trail beautifully down a church aisle, and make the perfect summer garden party scent, too. Inspired by lily of the valley (rather than actual lilies), this freshens Egyptian jasmine and Bulgarian rose with notes of sparkling white tea, softening to woody-musky nuzzleability, on the skin. And do check out the beautiful accompanying bodycare collection of layerable loveliness, too.

From £25 for 10ml eau de toilette florislondon.com

FURLA Unica



Well, well, well – pistachio, again. Here, it's paired with sea salt for a breezy, outdoorsy addition to Furla's colourful line-up, which delights with garlands of jasmine scampering all over the heart, bright with Italian mandarin and almost nose-tingling black pepper. The blue flacon hints at its beside-the-seaside vibe; close our eyes and we're on a Capri terrace, soaking up the sun. Open them, the Mediterranean is dazzlingly a-sparkle. And we smell simply summer-perfect. From £37 for 30ml eau de parfum fenwick.co.uk

GIVENCHY L'Interdit Ésition Millesime Burning Neroli



If you're looking for a sultry summer scent, you've just found it. This isn't 'burning' in the sense of spiciness or smoke, but rather it gathers swags of neroli scorched in the heat and endows them with an almost sticky frangipani feeling. Billowing bosomy, orangeblossomy loveliness, the base adds some shaded relief (lest it all get a bit too steamy) via a delicious cool breeze of vetiver and patchouli's petrichor character. £86 for 50ml eau de parfum sephora.co.uk

GUCCI The Alchemist's Garden Where My Heart Beats



Inside a white glass apothecary bottle, stamped with butterflies, this flutters ethereally with a white peony accord, powdery violet leaf and white musk, leaving a compelling, long-lasting yet crystalline *sillage*. Marking the next stage in Gucci's sustainability journey, Alberto Morillas used a base of alcohol 'made from 100% recycled carbon emissions' for this creation, via a novel carbon capture approach. The green bow adorning the *flacon* is rather an apt choice, then.

£240 for 100ml eau de parfum selfridges.com

GOLDFIELD & BANKS Ingenious Ginger



Ready to throw yourself into the heady happiness of an exotic holiday? Us, too, and we're madly spritzing this until we can make it happen. Alive with Asian aromatics, sun-kissed mandarin squeezes sweetness onto ginger's vibrantly quenching, just-grated spiciness. Wrapped in the golden glow of amber, this has us dreaming of digging our toes into sand, sipping cocktails at sunset, and closing our eyes in the blissfully balmy air caressing our skin.

£138 for 100ml eau de parfum selfridges.com

HERMÈS Un Jardin à Cynthère



Hermès tell us that resident perfumer Christine Nagel's newest in their Parfums-Jardins collection 'is a surprising garden that is neither green nor floral, but... blond.' Inspired by Kythira – a Greek island that has entranced many artists – that translates as a woody-citrus, breezily fresh scent through which grasses sway, offering the strength of olive wood and more than a hint of pistachio – something of a note du jour, as you can read on p.36. £78 for 50ml eau de toilette hermes.com

GUCCI Bloom Eau de Parfum Intense



With the garden theme of this issue, could Alberto Morillas's latest be more on point? Bottling 'the feminine force of creativity', this showcases night-blooming 'Lady of the Night', pulsing seductively alongside orange blossom absolute, jasmine sambac and tuberose, tethered by patchouli essence and Crystal Moss Accord. Florence Welch, Susie Cave, Angelica Huston and Jodie Turner-Smith bloom again in the accompanying moonlit ad campaign, meanwhile. From £94 for 50ml eau de parfum

JIMMY CHOO Rose Passion

johnlewis.com



Nathalie Lorson is the fragrance powerhouse behind Rose Passion – the perfect perfumer to conjure glamour and daring, with that signature Jimmy Choo swagger. Coconut water delivers thirst-quenching freshness, at first sniff, before more exotic notes rise to an opulent crescendo: orchid, jasmine, sweet vanilla and creamy sandalwood. As we embrace wearing heels again, this taps into the renewed craving for dressed-up perfumes. Party on! From £55 for 40ml eau de parfum theperfumeshop.com

JO LOVES Ebony & Cassis



Inspired by Jo Malone CBE's ethos, and being about '...dreaming your biggest dreams, discovering your aspirations, and embarking on life's journeys', we're transported here to the Middle East (her new home). Blending the sharp sweetness of blackcurrant and comforting deliciousness of plump dates, resinous myrrh and flecks of nutmeg, this melding of East Meets West has the mellifluous quality of sultry, scented air, giving sighs of satisfaction. £115 for 100ml eau de parfum joloves.com

KILIAN PARIS Blue Moon Ginger Dash



Did you ever sip a Blue Moon, that cult beachside 90s party cocktail? Kilian Hennessy clearly feels it's time that the intoxicating blend of lemon, vodka and blue curação was revived, so he recruited Sidonie Lancesseur to remix in scent form, adding a whoosh of organic ginger essence from Madagascar for spice, plus a swirl of Ambroxan to lace the limited edition blend with a warm yet mineralic feel. We say: make ours a double, please! £185 for 50ml eau de parfum harveynichols.com

KARL LAGERFELD Fleur de Murier



'Murier' is French for mulberry, squeezed into this sophisticated fruity-floral from Emilie Coppermann and juiced up by orange, redcurrant, plus a touch of raspberry leaf. The prettiest bouquet of violet, lily of the valley and orange blossom unfurls in the heart, before musk, vanilla, amber and sandalwood ramp up both the sensuality and the softness. With ice cream scents the order of the day (see p.36), regard this more as a palatecleansing sorbet.

From £24 for 50ml eau de parfum boots.com

KILIAN PARIS Musk Butterfly



A giggling froth of aldehydic bubbles bursts forth before twirling with a trio of rosy notes: Damascena rose, Turkish rose Superessence, and geranium from Madagascar. Moroccan violet leaves and a soft kiss of ambrette swell to the smooth finale of sandalwood's silky trail, meanwhile. Having been inspired by Puccini's passionate opera Madame Butterfly, this newly launched fragrant jewel fittingly nestles into Kilian's 'Narcotics' collection. One to flirt and flutter while wearing. £240 for 100ml eau de parfum

bykilian.co.uk

JULIETTE HAS A GUN Lust For Sun



Given 2023's utterly washed-out spring, lusting for sun is something most of us can certainly relate to. So, how we welcome this unashamed pool party in a bottle! We invite you to slap on the sunscreen, pop on your most glamorous shades, and get set for sunshine via freesia, coconut, ylang ylang, monoï and armfuls of orange blossom's bounty. Swirled with vanilla and trailing the woody warmth of Ambroxan, it's a sure-fire summer hit. £125 for 100ml eau de parfum harveynichols.com

L'ARTISAN PARFUMEUR *À Fleur de Pêche*



Peach is having a scent moment, perfectly embodied here by L'Artisan Parfumeur via a triptych of peach facets: the fuzziness of the skin, the lusciousness of peach flesh, and the almost almondy stone within, which sits in the base alongside patchouli and tonka bean. Sweet and juicy, you'll also encounter a twist of pepper and a dash of saltiness, from a note of Calone. A modern gourmand, and very moreish with it. £155 for 100ml eau de parfum artisanparfumeur.com

L'ARTISAN PARFUMEUR Soleil de Provence



On every perfumista's bucket list should be a springtime jaunt to Provence's mimosa forests. For now, bury your nose in Daphné Bugey's sparkling yet softly powdered offering, inspired by that landscape, showcasing mimosa alongside sun-drenched ylang ylang, freshened by lemon and bergamot. We love that L'Artisan Parfumeur offer a sample with each bottle, so you can return the full size for a refund if it isn't love at first sniff. (Though we rather think it will be.) £155 for 100ml eau de parfum artisanparfumeur.com

LEIGHTON DENNY *Encourage*



The British manicure megastar is well-known for his penchant for perfume, newly expressed in a trio of scented unveilings: fruity-floral Embrace, modern floral-ambrée Inspire and (pictured here), sensual woody Encourage. Leighton describes it aptly as 'a cashmere shawl of a fragrance,' soft with velvety rose and violet, warming on the skin to a lasting veil of spicy cardamom, black pepper and woodsy amyris. Vegan-friendly – and admirably affordable, with it. £30 for 50ml eau de parfum sephora.com

L'OBJET Oh Mon Dieu!



You've got to love a fragrance whose name translates as 'Oh, my God' – but as if that wasn't enough of a wink to seduce us, this has a 'Mummy's handbag' allure, pairing Cognac, lipstick and powder notes with leather, caramel and incense, all harking back to 1969 and Paris's 'sexual and artistic revolution'. Founder Elad Yifrach partnered with perfumer Yann Vasnier to create L'OBJET's quartet of four eau de parfums; quite objectively, they're sublime. £200 for 100ml eau de parfum

£200 for 100ml eau de parfum uk.l-objet.com

MAISON CRIVELLI Oud Maracujá



This is oudh – but as you've never smelled it. Maison Crivelli is a name on the lips of perfumistas everywhere, with founder Thibault Crivelli on a mission with his creations to put a twist on familiar ingredients – here, allowing Jordi Fernandez to add a tart medley of passion fruit, blackcurrant (plus a dash of saffron) to lift woods and resins out of the darkness. Truly shareable, too, which is not often the case with oudh creations. £220 for 50ml extrait de parfum harrods.com

LABORATORIO OLFATTIVO

Pompelmo



Master of understated simplicity,
Jean-Claude Ellena taps into his Italian
background, where – as he explains –
'several beverages celebrate
bitterness.' Grapefruit is considered in
Asia to be a sacred fruit, offered to the
gods; for this, Jean-Claude worked on
the fruit's 'lively and sour freshness,
while stressing its bitter scent.' Pink
pepper, resinous lentisque, patchouli,
white musk and vetiver feature in the
olfactive chorus line of this fresh,
shareable masterpiece.
£90 for 100ml parfum Cologne
libertylondon.com

MAISON FRANCIS KURKDJIAN Aqua Media Forte



Francis Kurkdjian's Aqua Cologne
Forte collection is suffused with light
and freshness, its philosophy seeking
to help us cultivate 'a healthy mind in
a healthy body'. Thus, we welcome
Media Forte, 'the embodiment of
balance and harmony', a deceptively
simple construction that is tangibly
fresh and citrus bright, showcasing
Italian bergamot, radiant hedione and
aromatic sweet fennel, grounded in a
green moss facet, patchouli and
woody musks. Spray, breathe, chill.
£175 for 70ml Cologne forte
johnlewis.com

MARC JACOBS Perfect Eau de Toilette



Breezier, glistening with dewy freshness, your Perfect scent just became even more so for summer 2023. Pops of pink peppercorn and polygonum sparkle to a heart wafting of white daffodils, ultimately resting on a base of dryly assuring cedarwood. We wholeheartedly applaud Marc Jacobs's wonderful (and so-Perfect) campaigns, showcasing diversity and the ethos of 'you do you'. And Mr. Jacobs, take note – we'd love matching scented charm jewellery, please! £77 for 50ml eau de toilette thefragranceshop.co.uk

PACO RABANNE Lady Million Royal



This diamond-shaped flacon is 'a symbol of breathtaking beauty and desire', the classic bottle bejewelled in a stunning red floral pattern, echoing the passionate femininity within. Irreverently modern in spirit, juicy pomegranate and mandarin beckon you in, while a simmeringly sensual heart of orange blossom, jasmine and tuberose invites all queens to take their thrones. It's a fragrantly comfy seat, too, being lined with Cashmeran and plumped with patchouli. £78 for 50ml eau de parfum theperfumeshop.com

MEMOIZE Concordia



This is gorgeously described: 'The essence of harmony and accord; in the toughest of times, your trusted inner monologue whispered, "be still" - and so you found peace'. Strength is garnered via a bounty of fruitfulness bathing the floral heart in succulence, before the blossoms open. Jasmine petals and magnolia burst free, lightly dusted in powdery orris and juxtaposed with green fig sprinkled in cinnamon, while sheer patchouli and gauzy vanilla gild the base. £177 for 100ml eau de parfum perfumesociety.org

PENHALIGON'S Solaris



The fragrant counterpoint to Luna, Penhaligon's olfactory tribute to the moon, Solaris is an ode to the sun that opens to blackcurrant, lemon and neroli, caresses with radiant white flowers - tiaré, ylang ylang, jasmine - and softens to sandalwood, vanilla and cedar. Categorised by Penhaligon's as an 'aromatic fougère', we'd herald it rather as the first 'solar fougère' - and a very smile-making new fragrance family that is, too. We're absolutely basking in this. £160 for 100ml eau de parfum penhaligons.com

PACO RABANNE Fame Blooming Pink



Evoking the attraction of Fame (fragrance and lifestyle aspirations alike), this almost shimmies, hinting at the glamour within. Luscious mango decadently drips onto sun-warmed jasmine flowers, sizzling as the droplets touch the blooms and allow the tendrils of incense to escape as they touch your skin. The bottle is dressed like it means to have fun, glimmering in pink and gold, and the fragrance follows suit. Collectors, snap up this limited edition, quick! £118 for 80ml eau de parfum theperfumeshop.com

ROOS & ROOS Globulus



The camphoraceous mintiness of Eucalyptus Globulus – Tasmanian blue gum – is expressed here as a whoosh of freshness that sweeps through the scent, later emanating from skin as though you are imbued with coolness from within. Gloriously uplifting, the breeze carries wafts of cardamom, freshly crumpled mint leaves torn from the bush (but not a hint of toothpaste!), and the airiness of 'crystal moss'. Hugely refreshing, yet somehow also comforting to wear. £110 for 100ml eau de parfum thefragranceshop.com

SERGE LUTENS Écrin de Fumé



We simply have to share the enigmatic Serge Lutens' almost apocalyptic upsum of his inspo, for this: 'Quick, quick, the world is ending! Our very existence needs urgent tending. Amid the roar of the cannons, the champagne flows. Corks in the air, could they be aflame? Beneath the smokescreen, life is a decadent game.' Well, folks, if we're going down, we're going down smiling – in a woody-spicy miasma of tobacco, cocoa and rum. From £125 for 50ml eau de parfum lookfantastic.com

TOM FORD Private Blend Soleil de Feu



We have all experienced sunsets where the sky seems to be on fire – the phenomenon Tom Ford seeks to capture in this *luxe* white flacon, with its bronzed label. It's 'inspired by the fiery strokes of a bronze sunset', we're told, with tuberose – so on-trend – pulsing powerfully alongside sandalwood and benzoin. Close your eyes and get the softest smoky note, too – from the embers of that beach picnic bonfire, perhaps? £210 for 50ml eau de parfum harrods.com

THE 7 VIRTUES Coconut Sun



Can't go on holiday this year – or simply craving extra sunshine? Sometimes the best things are bottled, and here's your daily dose of hopefulness in fragrant form. Milky coconut water swooshes over frangipani flowers, Egyptian jasmine and repurposed rose. Shot through with salt crystals clinging to warm skin and citrus, each bottle contributes to a clean water initiative in Ethiopia – something to feel even better about while wearing this hazy, dreamy scent. £85 for 50ml eau de parfum sephora.co.uk

YARDLEY LONDON Cassis & Gardenia



The first of two new introductions from the heritage fragrance house, both with a completely fresh and modern feel. Perfumer Kamila Lelakova was inspired by 'the constant evolution of nature, blossoming flowers, and new beginnings', melding pear blossom, cassis and a Mojito fusion with opulent floral notes in the heart, juiced up by Pear AromaSpace and a squeeze of plum. Patchouli, dry amber and sandalwood make for a soothingly peaceful embrace, in the dry-down. £16.99 for 125ml eau de toilette yardleylondon.co.uk

TOM FORD Private Blend Azure Lime



Whoosh! Freshness positively powers from the striking aqua bottle of this effortlessly elegant citrus-Chypre, created to capture 'the crisp and effortless style and poolside glamour of a Mediterranean villa.' We see it as an olfactory interpretation of a Slim Aarons swimming pool photo, in which a crystalline lime water infusion accord is swizzled with green aromatic notes, atop soft sandalwood. As ever, Mr. Ford has us fantasising about a more elegant life. Sigh. £210 for 50ml eau de parfum tomford.co.uk

YARDLEY LONDON





Yardley London, like many fragrance houses, is on a sustainability journey, exemplified by this fresh-floral-fruity addition to the Contemporary Classics line-up. Think 94% naturally-derived ingredients and a vegetable-derived alcohol base, in which bang-on-trend floral notes of rose, lilac, freesia and cool green pear blossom are infused alongside cedarwood and soft musk. Buy these two for the so-wearable scents; feel even better about them, knowing their eco credentials. £16.99 for 125ml eau de toilette yardleylondon.co.uk

ACQUA DI PARMA Arancia La Spugnatura



In time for summer lunches, vacations and outdoor living (everything crossed), this grab-it-while-you-can limited edition has a fascinating backstory, as well as a sublimely zesty scent. 'La Spugnatura' is an ancient and rare technique for extracting aromatic notes from citrus skin usually limes – but here, AdP switched to Arancia Vaniglia, from 'the city of Oranges', Ribera, in Sicily. In a nod to the orange's name, soft vanilla is added - and it's so, so moreish. £157 for 100ml eau de parfum johnlewis.com

AESOP Gloam



Think of the jasmine, iris and mimosa in this as a complex tapestry, a texture of darkened blooms woven with spices. Saffron, cardamom and pink pepper are threaded throughout, the backdrop a smooth sandalwood studded with pockets of patchouli and copaiba resin for an added tactile sensation. A contemplative scent inspired by 'the potent threshold of night,' this is one to wear when feeling poetically brooding on warm nights when the mind won't settle. £140 for 50ml eau de parfum aesop.com

BRIONI Eau de Parfum Essentiel



Technically a masculine creation, we need to tell you that female members of The Perfume Society team have snaffled this for our own delight. Featuring 100% natural origin ingredients in a recyclable bottle, this aromatic-woody-amber innovation takes us on a journey from fresh, vibrant bergamot through cardamom and tomato leaves to a new and exclusive tonka note, spiritual notes of frankincense and sandalwood. Calming, grounding and so shareable. £125 for 100ml EDP essentiel brioni.com

CLIVE CHRISTIAN Town & Country



An update on a fragrance worn by Winston Churchill, its formula uncovered in the archives of the Crown Perfumery Company (in which Clive Christian has its roots), this spicywoody-amber blend of lemon, juniper, clary sage, bergamot, white tea, cardamom and sandalwood, grey amber, cedarwood and patchouli is now proffered in a stunning pillarboxred flacon. The name is apt: this would be equally at home on London pavements, or country yomps. £400 for 50ml eau de parfum clivechristian.com

COACH Green



Marie Salamagne is the latest stellar perfumer to apply her considerable talents to the Coach Man portfolio, here with an exhilarating creation that perfectly echoes the emerald glass bottle. First, a kiwi accord - that green-fleshed fruit adding a slight tartness. Next, rosemary essence, bracing and aromatic, with a flash of pink peppercorn for extra vibrancy. Lastly, Crystal Moss Accord tethers and grounds, beckoning a welcome sense of calm in this fast-paced world. From £33 for 40ml eau de parfum johnlewis.com

DOLCE & GABBANA Light Blue Summer Vibes



D&G always offer the limited edition summer versions of iconic Light Blue in his 'n' hers editions - but we think this year's designs take the cantucci, emblazoned with porcelain-inspired blue swirls. Inside? Alberto Morillas's super-fresh masterpiece has its aromatic woodiness ramped up by an infusion of cypress, enlivened by the zing of Sicilian lemon and ultimately, as it unfolds on sun-warmed skin, softened by amber. So far as we're concerned, that's amore. £72 for 75ml eau de toilette lookfantastic.com

ELECTIMUS Aquila Absolute



Resplendent in a midnight blue bottle sprinkled with stars, for this celestially inspired scent, Master Perfumer Julien Rasquinet drives a bright bolt of sharp raspberry lightning through cool, almost creamy cardamom.

Damascena rose absolute swathes green, spicy geranium with a velvet embrace, while a shimmering crescendo builds, resinous leather floating atop a billowing white oudh. Sometimes it behoves us to stop and look up; do so, wearing this. £295 for 100ml parfum electimuss.com

FRAGRANCE DU BOIS AM



Full of tenderness, this scent tiptoes to the window and throws it open to greet the dawn. Cool air circulates softly, tendrils of woodiness weaving through an intriguingly dry damask rose. Italian orange, aromatic thyme and leathery saffron are drizzled with a vintage patchouli and a touch of tropical vanilla sweetness. A collab between internet sensation Producer Michael and the sustainable luxury fragrance brand, it sure gets a day off to a fabulous start.

£325 for 100ml extrait de parfum harrods.com

ESCENTRIC MOLECULES Molecule 01 + Guaiac Wood



Of course all of Geza Schoen's molecular masterpieces are shareable. But if we had to play a 'his or hers?' game with his new trio of creations, we'd probably say this was the most masculine in the line-up, pairing the smoky intensity of guaiac wood – extracted from the heartwood of the Palo Santo tree – with his signature Iso E Super molecule, harnessing its come-snuggle-me, subtly erogenous warmth. Destined, as per, for cult status. From £20 for 8.5ml eau de parfum

GIVENCHYGentlemen Society

escentric.com



We'll admit the sleek stylishness of this bottle produced something of an excited quiver, an initial judgement that was confirmed – and deepened – on smelling the juice itself. Combining the talents of perfumers Karine Dubreuil-Sereni and Maïa Lernout, it delivers the radiant herbaceousness of cardamom-caressed sage and pulls off quite an olfactory trick, simultaneously snuggle-me-close, mouth-wateringly delicious and fabulously fresh. A society you'll want to sign up to! £79 for 60ml eau de parfum thefragranceshop.co.uk

EXPERIMENTAL PERFUME CLUB Smell Like a King



A brilliant blending of heritage and modernity in which so-clever perfumer/founder Emmanuelle Moeglin melds the ginger, turmeric, salt-tinged woods and mellow tobacco of her Cardamom Moss with the unashamedly magnificent leather and herbaceous depth of Cedarwood Absinth. Think wooden-panelled rooms and freshly rolled cigars glinting with a verdant freshness, mellowed with a husky muskiness that exudes confidence. Easy to wear yet stylishly characterful. £145 for 50ml eau de parfum experimentalperfumeclub.com

HUGO BOSS Pacific



Sophie Labbé is the gifted nose, here, ensuring the designer label's 'invitation to dive into summer' is a scented journey we'll gladly take. Imagine coconut, salt-licked skin, a generous squeeze of lemon juice and the cool breeze of cypress surrounding you, then wrap it all in a fluffy towel-like note of cashmeresoft sandalwood. We reckon the 'sun's out, buns out' cheekiness of this fragrance urges the wearer to bare all. (Well, nearly all.) £56 for 50ml eau de toilette theperfumeshop.com

MARC-ANTOINE BARROIS Ganymede Extrait



With a longevity and projection that will astonish and delight fans of the original Ganymede (and quite possibly summon fragrance lovers from other planets), this olfactive encounter imagines the dry, hot rockiness of Jupiter's satellite. Brilliantly conceived by founder and designer Barrois, and composed by his good friend and genius nose, Quentin Bisch, waves of warm, sandy immortelle flowers drift with incense to a mineralic, leathery base. Truly otherworldly. £260 for 50ml extrait lessenteurs.com

MCM Onyx



The fabled accessories brand unveil their first men's fragrance, by Clement Gavarry, inspired by the gemstone that embodies energy, empowerment and strength. A 'futuristic woody fougère', it swirls with cedarwood and Haitian vetiver, yet those sometimes-earthy notes seem clean, modern, almost sheer. Tingling elements of ginger, pink pepper and grapefruit open to more traditional violet leaf, lavender and basil in the heart, captured in surely

From £55 for 30ml eau de parfum mcmworldwide.com

the sexiest backpack ever.

PACO RABANNE 1 Million Royal



Modern Classic is a term bandied about, but 1 Million deserves it. With this new edition, fittingly regally reimagined, as Paco Rabanne put it, 'The legend is reborn...' Fizzing with a new energy, laconic lavender sashays its way to a vibrant cedarwood and sensually silky ripple of benzoin. Obviously, with a bottle like that and the character of the original to live up to, it had to be flamboyant – but with a cheeky wink. £71 for 50ml parfum theperfumeshop.com

MILLER HARRIS Hydra Figue



The romantic Greek island of Hydra has been seducing artists, musicians, writers for decades. Inviting us to journey to the boho paradise is this aromatic, fresh, green homage to the island's long-treasured natural springs. Furthering Miller Harris's sustainability journey, it upcycles Oakwood (from pre-used wine barrels), freshened by cedrat and lemon, suffused with sage, Greek saffron and – we'll drink to this! - an ouzo note, bathed in a breeze of cool, green fig.

From £95 for 50ml eau de parfum millerharris.com

MONTBLANC Explorer Platinum



We often point people in search of a foolproof fragrant gift in the direction of Montblanc's line-up: masculine, elegant, coolly accomplished and never run-of-the-mill. (And show us a man who wouldn't like to be described thus!) Here, a classic-in-the-making, enfolding juicy grapefruit, green violet leaves and clary sage in a buffed-toperfection amber accord. The bottle? Inspired by the 1858 Geosphere Montblanc watch. Couldn't be more elegant, if it tried.

From £37 for 30ml eau de toilette escentual.com

ROJA DOVE Isola Blue



Would we like to be whisked to 'a five-star resort where summer never ends'? Well, since you happen to ask, yes. From first spritz of cut grass, we're there in scented spirit - blissfully walking the shoreline, bare feet in salt-licked sand, cresting waves glittering in sunlight that dips to a balmy, coconut-infused breeziness. Gazing into the cool, clear blue, we are momentarily mesmerised. Is it sky, sea, or crystal-topped bottle? Who cares? We are indeed transported. £375 for 50ml eau de parfum harrods.com

SITTING in the garden, surrounded by June colours and tempted by summer scents, one plant in particular catches my eye. Tiny violetblue flowers have been pushing out for a while now. Surprisingly resilient for a plant whose origins are Mediterranean, in East Sussex, the rosemary is having its moment.

When I'm working at my desk, I like to have a sprig in a little jug of water nearby, in part because when I close my

eyes and breathe in, I'm immediately catapulted back in time. Back to a lunch, back to an Italian Easter, back to an aunt's kitchen in Rome, back to a garden in Tuscany a long time ago. I'm whisked off to childhood games of drying herbs and making potions, and later on, to memories of hills in Corfu, courtyards in France. Lazy afternoons feature particularly highly in this super-fast rewinding of memory back to where time suddenly slows down.

Rosemary stands tall and steadfast in the garden, its evergreen foliage a testament to nature's ability to endure even the harshest of seasons. Through storms and droughts, rosemary remains unwavering, its beauty thriving even after having been covered in snow. An excellent companion to lavender and to roses, these three make up a good deal of the structure in my own garden, and they form a lot of the structure in many of the warmer gardens I create through my design work.

This was one of the first planting combinations I ever learned about. I was taught it by my mother, as she created her rose garden on a hillside not too far from Siena. I remember her patiently explaining to me and to our gardener that this was a place where the roses would sit comfortably among their planting companions, but that the mounds of clipped rosemary were essential as soft architecture in order to avoid the stiff formality that a rose

I learned a lot from her, and from that gardener, who taught us to plant by the moon, and was adamant that rosemary kept pests and disease away. I have no proof of this apart from the fact that



Rosemary

Award-winning garden designer JO THOMPSON's love of rosemary goes back to Italian childhood summers

in my own garden now, 40 years later, my roses, companion planted with rosemary as useful, relaxed topiary, are completely disease-free with no help from any chemicals. If any aphids do come, the bluetits soon gobble them up.

I am no cook, but rosemary also plays a pretty big role in my fairly basic culinary adventures, its robust flavour, reminiscent of pine and citrus, elevating even the simplest of

dishes. A sprinkle of freshly chopped rosemary infuses roasted vegetables with a touch of earthiness and a hint of mystery, its very presence a nod to those special meals in the memory. And there I am, every time that aroma hits me in the kitchen, back in Italy again.

Mentioned by the John Gerard in his Herball of 1636, and a key plant used in herbal medicine since long before that, rosemary has a traditional reputation as a healer. Its potent leaves offer an absolute treasure trove of wellness, not least for its power to awaken the senses as you gently rub a sprig of rosemary between your fingers. It is completely invigorating. For me, inhaling rosemary's aroma brings a of surge of energy and clarity; the brainfog disappears, and I am able to get back down to work. So nowadays, rosemary is my constant companion in procrastination, giving me a jolt and sending my mind back to work.

'Rosemary for remembrance,' said Ophelia.

Shakespeare scholars have put this down to the plant's ancient associations with remembering

and celebrating those who have gone

before, via sprigs and branches of the herb. But I do wonder now if perhaps Shakespeare was referring to a much

more obvious link. Our ancestors were so in touch with the powers of plants to heal; in modern times we are again beginning to understand that rosemary, with its strong, woody smell, really is excellent for stimulating and aiding our ability to focus, and to remember.

A plant guardian of our memories. It certainly is, of mine. 🖺

"For me, inhaling rosemary's aroma, brings a of surge of energy and clarity"

garden can have.

Brionj



