THE PERFUME SOCIET

NO. 56 - AUTUMN 2023

#### WILL AI REPLACE PERFUMERS?

YOUR WASH Gets Posh LATEST LAUNCHES

## FASHION, FRAGRANCE & THE FUTURE



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## editor's LETTER



The cover image of this future-focused edition of *The Scented Letter* was created via Artificial Intelligence. Open any newspaper or listen to the radio, and it's one of the hottest news topics around.

I drew the line at asking the AI tool Chat GBT to write my Editor's letter. And as someone who's been involved in the creative industries for my entire career, I have decidedly mixed feelings about using a cover image

that was created by a machine, not a human – not just doing a photographer out of a job, but a stylist, a hairdresser, make-up artist and more. But this emerging technology definitely deserves to be a hot topic for this 'Fashion, Fragrance & The Future' edition of the magazine.

Al is indeed already impacting the fragrance world. Suzy Nightingale has been exploring the many different ways that it's already influencing perfumery, from packaging design to ingredient creation and marketing. But where will it go from here? Will the wider adoption of AI see Alberto Morillas, Dominique Ropion and Nathalie Lorson one day standing in the modern equivalent of the dole queue? Turn to p.11, to find out.

**One woman who always looked forward, never back, was Gabrielle Chanel.** Celebrated with a stunning show at the V&A Museum – this autumn's hottest exhibition ticket – she is often credited with having created the first true 'designer fragrance'. So, on p.20, we take a look at five of Chanel's iconic and ground-breaking perfumes, as modern and wearable today as when they were first launched. (Which one will you be wafting, I wonder, when you walk around this must-see exhibit?)

We invite you to swoon over some other designer perfume treasures, on p.38 - because it's time for our annual report on the Perfume Bottles Auction, showcasing stunning *flacons* and other ephemera from the scent world. And it's never too early to start saving for 2024.

Now, you scent your body - but how do your clothes smell? One of the hottest trends we are seeing is for fragrant washing products, with brands like Maison Francis Kurkdjian and Juliette Has A Gun helping to make washday decidedly sexier and opening up a whole new way to perfume ourselves. Even household brands like Comfort are getting in on the act, waxing lyrical on pack about the fragrant compositions of their detergents and fabric conditioners. Read 'The Wash Gets Posh', on p.30, and I promise: Monday has never smelled so good.

And throughout this issue, we have coverage of all the season's new launches. We pride ourselves that the magazine is simply the best way to keep your finger on the pulse of all that's new – and everything that's coming up – in the fragrance universe. Enjoy.



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THE FACEARCE FOUNDATION UK JASMINE AWARDS SPECIAL RECOGNITION The Perfume Society

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Ken Leach

Ken Leach has directed perfume bottle auctions around the world for renowned auction houses including Philips and Bonhams. In 2009, he directed his first independent auction, and the Perfume Bottles Auction is now an annual event, the longestrunning speciality auction of perfume bottles in the world. You can see some of this year's stunning lots, on p.38. Ken is also author of Perfume Presentation – 100 Years of Artistry. @perfumebottlesauction



Delphine Telk

A graduate of the Grasse Institute of Perfumery who previously worked in the fashion world, Delphine has one of perfumery's plummest jobs, working in collaboration with Thierry Wasser to create Guerlain's perfumed portfolio, including – most recently – the Aqua Allegoria Forte collection. On p.26 in 'A Working Nose', Delphine shares the secrets of her days at Guerlain's Paris studio, and the inspirations behind her creations. @delphinejelk



Scott Mc. Glashan

Since 2015, Edinburgh-based Scott has been creating lifestyle content for his successful **blublazerguy.com** blog, increasingly focusing on his deep love of fragrance via reviews and interviews with leading creators. In 'It Takes Them Right Back', p.62, Scott shares a poignant tale about fragrance, memory and his grandma. And why 'Blu Blazer Guy'? Scott explains that as far back as anyone can remember, it's been his signature go-to look. **@blublazerguy** 



Sam Mc Knight

Scottish-born hair genius Sam McKnight MBE's portfolio of work reads like a Who's Who of high fashion and A-list celebrity, and for many years, Sam was the resident catwalk hair creator for Chanel. Most recently, this iconic stylist launched a hugely successful signature haircare line to help us create effortless Great Hair Days at home. On p.36, he shares stories from a fascinating life in 'Memories, Dreams, Reflections.' @sammcknight1

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## contents



#### artificial intelli-scents SCENTING THE METAVERSE

Is the role of the perfumer doomed? Suzy Nightingale explores how AI is impacting the fragrance world



#### a day in a fragrant life A WORKING NOSE

Paris-based Guerlain Perfumer Delphine Jelk talks us through busy days and creative inspirations



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

Sam McKnight, hairstylist and gardener extraordinaire, shares a scented timeline (and flower loves)



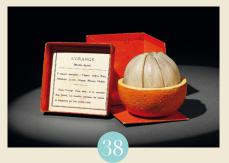
#### a century of scents GABRIELLE CHANEL PERFUME MANIFESTO

To coincide with the V&A's stunning expo, we report on the designer's pioneering place in perfumery



#### love your laundry THE WASH GETS POSH

A raft of fragrance-focused detergents and softeners is turning a chore into a real pleasure



#### going, going, gone PERFUME BOTTLES AUCTION 2023

Fashionable *flacons* and fabulous fables: our annual report from this landmark in the global scent calendar

<u>regulars</u>

EDITOR'S LETTER 3 NOSING AROUND 6 LATEST LAUNCHES 46 IT TAKES THEM RIGHT BACK 62

# nosing around

New stores, new collections, new candles – we've sleuthed out all of autumn 2023's excitement, to delight your nose (and your eyes, too)

#### PERFUMED NAILBERRY L'OXYGÉNÉ POLISH FOR GROWN-UPS NAILBERRY For tips that smell as good NAILBERRY as they look, Nailberry's L'OXYGÉNÉ scented polishes come in Mint (sage green), Coffee (rich brown) and Strawberry (bright pink). We say: the more ways we can fragrance our lives, the better. £16 each nailberry.co.uk



#### STEP INTO SANTA MARIA NOVELLA'S GARDEN

Florence's fabled apothecary has unveiled Santa Maria Novella I Giardini Medicei, inspired by the city's botanical history: citrusy Bizzarria, opulent Magnolia, softly powdery L'Iris and Gelsomino, a white floral bouquet. And oh, these 'book' boxes!



£160 for 50ml eau de parfum uk.smnovella. com



Our kind of prescription

Penhaligon's Potions offer fragrant remedies for modern living that evoke William Penhaligon's experiments with aromatic concoctions. Beckon courage with Eau the Audacity; energise with Va Va Vroom; ignite desire with Liquid Love; banish worries with A Balm of Calm; or feel euphoric after a spritz of A Kiss of Bliss. Visit the website to explore their animations – it's a joyous experience. £195 for 100ml eau de parfum penhaligons.com



**POWER FLOWERS:** First candles, then perfume oils. Now NEST NY set out to delight our eyes and noses with floriferous *flacons* for EDPs, spanning Sunkissed Hibiscus to Golden Nectar via Wild Poppy – and with prices from £28, you might feel tempted to buy a bunch. *£28* for *8ml* travel spray/*£78* for 50ml eau de parfum cultbeauty.co.uk



## WAFT THIS WAY WITH ACQUA DI PARMA

Go top-to-toe with treats that are richly infused with your favourite AdP Signatures of the Sun creations. Bright and citrusy Yuzu, deep and dark Oud, sun-filled Osmanthus and opulent white floral Magnolia Infinita are all now available as luscious treats for bath and body. Quite fabuloso! Hand & Body Wash/£56 for 300ml Body Cream/£90 for 150ml harrods.com (from 1st October)



#### **BERRY GORGEOUS**

You think strawberry scents can't be sophisticated? Here's proof to the contrary: a Strawberry Candle joins MALIN+GOETZ's perfume oil and EDP, and we can't get enough of it. £50 for 255g malinandgoetz.co.uk



### Lighten the load

Your chiropractor will thank you for Marc Jacobs's single dose Daisy Drops for Her, gel-filled capsules for on-the-go scent application that are dispensed from just the prettiest tins. Your options: Signature, Love for Her and Eau So Fresh.

£28 for 30 lookfantastic.com

## (Fragrance) shop till you drop...

We encourage you to plan a sniffari to the capital's chic new perfume boutiques and glamorous scent counters. So much to smell, so much to swoon over - why not make a day of it?

#### CELINE

Headed to Harrods? Make a beeline for Celine's beautiful marbled outpost (right), showcasing their haute parfumerie scents and candles, through which brilliantly trained consultants will lead you by the nose. Harrods, 87-135 Brompton Road, SW1X 7XL (closest entrance: Door 2a) celine.com

#### PARFUMS DE MARLY

With some of the most knowledgeable staff we've ever met, a brilliant 'scent profiling' service offered via iPad, and scent-infused ceramic horses' heads (the brand's symbol) to help lead your nose around the range, this is unmissable. 19 Market Building, Covent Garden, WC2E 8RB

parfums-de-marly.com

#### **GRANADO PHARMÁCIAS**

After launching at Liberty, this exotically designed and wonderfully affordable Brazilian fragrance and bodycare line sambas straight onto the scent map with not one but two eye-popping W1 boutiques. Ham Yard Village, 7 Denman Place, W1D 7LT 84 Regent Street, London W1B 5HB granado.eu







#### CREED

At the entrance to a brand new West End luxury destination – Regent Street's refurbished Quadrant Arcade – you're going to love exploring Creed's second standalone temple to their upscale scents and candles. Unit 7, Quadrant Arcade, Regent Street, W1B 8RS creedfragrances.co.uk



## CANDLE CORNER

More **NEST NY** newness, for what we think of, appropriately, as 'nesting season'. The new autumn-perfect scents are sweet, woody Pumpkin Chai and Autumn Plum, grounded by patchouli and cashmere woods. From £16 for 60g votive cultbeauty.co.uk

All hail **Les Mondes de Diptyque**, their debut refillable collection. Smoked glass vessels have moody scents to match, designed to transport us to imaginary lands, from tea-infused La Vallée des Temps (Valley of Time) to Temple des Mousses, evoking a Zen garden. £208 each (refills £90 for 270g) diptyqueparis.com

For devotees of minimalist/brutalist décor, **Le Labo**'s Medium Concrete Candles in bestselling scents Santal 26 and Encens 9 (just those two, for now). So cool, they're hot. *£60 for 127g* **lelabofragrances.com** 

Parisian heritage candle brand **Carrière Frères** (founded 1884) invite you to scent your dinner table elegantly via taper candles crafted from 100% vegetable wax. Match the scent to your tablescape or menu: Tomato, Spearmint, Cedar, Jasmine. £32 for a box of six carrierefreres.co.uk

A perfect range extension for a celebrity stylist whose haircare is loved for its beautiful fragrances, **Oribe** wants to whisk us away to an imaginary Desertland, Valley of Flowers or the Côte d'Azur. Now our home can smell as great as our hairdo, is the idea. £75 each for 226g cultbeauty.co.uk

**Control + Chaos** just about sums up life, doesn't it? Enjoy tongue-in-cheek names – Whine + Grind, Gridlock + Seaspray, Paranoia + Peppercorn – and intriguing fragrance combos, in this smile-making-in-every-way new candle collection. £75 each for 200g controlandchaos.com





Diptyque La Forêt Rêve





Oribe Valley of Flowers



Diptyque Temple des Mousses







## ROBERT PIGUET PARIS-FRANCE

robertpiguetparfums.com

**ARTIFICIAL INTELLI-SCENTS** 

## Scenting the METAVERSE How is al shaping the future of fragrance?

Is the role of perfumers doomed? Or is Artificial Intelligence opening up a Brave New World of fragrant fabulousness? SUZY NIGHTINGALE looks at ways that this fast-paced technology is already impacting the world of perfumery ►

THE scented Letter (11)

#### artificial intelligence

*noun* / a:tıfı∫l ınˈtɛlɪdʒ(ə)ns/

**1.** the theory and development of computer systems able to perform tasks normally requiring human intelligence, such as visual perception, speech recognition, decision-making, and translation between languages.

COMPUTER

TECHNOLOGY, I CAN

**CREATE 50 FORMULAS A** 

DAY, SENDING THEM ALL

**OVER THE WORLD**"

**OLIVIER CRESP** 

Perfumer

PICTURE THE SCENE: Dominique Ropion, Alberto Morillas and Christine Nagel in a queue at the Job Centre. Behind them are countless other perfumers clutching their CVs, woefully scanning the Wanted ads. Imagine, if you will, several generations of noses, obsolete, out of work and creatively adrift, due to Artificial Intelligence taking over the world of scent.

That's the scenario that doom-mongers would have us believe in.

Conversely, however, proponents of AI predict that it will save perfumers precious time, lead to less waste, and even help 'save the planet' by suggesting more sustainable methods of production.

The controversial 'AI and fragrance' conversation is raging. Beauty Matters - a daily news resource for beauty industry insiders - notes that AI is 'a hot talking point in the fragrance industry.' And while some dismiss it as marketing hype, others praise this technology as the future of fragrance - 'revolutionising its creation, retail and marketing,' as the news service puts it, promising a 'paradigm shift in fragrance creation.'

One thing is sure: serious perfume players are ploughing mega-money into this technology. Beauty Matters continues: 'Global manufacturers like Givaudan and Firmenich are investing in the space, while start-ups are offering consumers Al-created scent interpretations of their most cherished images, or hundreds of customisable scent options.'

So, wherever you stand on the debate, the fact is that this isn't some theoretical,

debate about 'what if...?'. AI is here to stay. And as you'll discover over the next few pages, AI may indeed may already have played a large part in the production of your favourite new perfume.

It's a question we're all going to have to ask ourselves: are we ready, as perfume lovers, to fully embrace a future where a fragrance might have been fully designed – from initial concept, through the creation of the formula, to the design of the bottle and advertising campaign – without the intervention of human touch? That is a scenario, and one that is already happening, which has many of us thinking about our emotional connections to scent. And, some might argue, questioning the very notions of creativity itself.

So, to help you make up your mind, let's explore how - and why - Al is such a buzz, in the fragrance universe.

#### **AI AND THE PERFUMER**

'In the past, when everything was done by hand, I could only work on eight or 10 fragrances a day,' says Master Perfumer Olivier Cresp. 'Now, with computer technology, I can create 50 formulas a day, sending them all over the world.' And you must be fast as a successful commercial perfumer these days, explains Olivier, because 'depending on how quick you are, you can win or lose a project.'

25 years ago, his method was very different. 'I used to do everything by hand and my calculator. I'd handwrite the ingredients and work out the percentages and the price for them, because you had to know that. Those days are long gone. Now we have special programmes that work those bits out for us. When I've written my formula on my laptop I send it straight to the robot, the robot compounds about 80% of the formula. Then I have my assistants who weigh and compound the missing 20%.'

> Where AI really comes into its own, however, is as a kind of 'virtual assistant', comparing a formula to commercially available fragrances, suggesting raw materials (or substitutes) that could be used, calculating the dosing of those ingredients and even

predicting the emotional human response to a formulation. Givaudan's Carto is one

A such programme that's been developed to 'work those bits out' for perfumers. Carto suggests novel combinations of aroma ingredients. 'Perfumers use a simple touchscreen to take advantage of this system,' Givaudan say, 'combining different scents from a vast digital scent library holding more than 1500 ingredients.

A robot then processes these scents and produces a fragrance based on them which perfumers can test out before deciding on the final product. This helps perfumers by saving them time and easing their manual efforts.'

In 2019, IBM Research and Symrise, a global producer of fragrances and flavours based in Germany, partnered to produce an AI system they named Philyra (after the Greek goddess of perfume). Perfumer David Apel worked alongside the AI programme creating two fragrances for Brazilian cosmetics and fragrance house O Boticário, named Egeo ON Me and Egeo ON You. With 1.7 million (and ever-growing) scent formulas in its database, Philyra used statistical research to assess 'the popularity of each formula among different demographic groups' – in this case, Gen Z and millennials.

Describing those scents, which publicly launched Al





into the fragrance industry, Tiago Martinello, research and development head at O Boticário, noted that they were 'unusual', combining 'scents of fruits, flowers, sweets, spices, types of wood and even cucumber and condensed milk – ingredients that sometimes go unnoticed by perfumers, since they are not very common.' (Although it is perhaps telling that those scents are no longer available.)

Some might dismiss the deployment of AI in fragrance as a passing trend. Yet in reality, it's already been around a while. Back in 2006, IFF [International Flavors & Fragrance], one of the industry's leading creation houses, having already developed their Science of Wellness programme, deployed AI as a research tool with the aim of tapping the \$1.5 trillion wellness market. IFF Group President Nicolas Mirzayantz explained: 'IFF has a long history of research into the effects of fragrance on consumer wellness and emotions. Combining the results of these ongoing studies with unique AI capabilities... is allowing our perfumers to awaken emotions and move into territories that we believe are more exciting and relevant for our customers and consumers alike.'

Danielle Ryan, founder of niche fragrance house ROADS, recently told us that her brand's soon-to-be-launched emotion-enhancing scent was created with the help of AI. 'It allowed us to interpret data that would have taken years to collect and analyse manually. We are excited to be at the forefront of this innovation and believe that AI will be a gamechanger in the fragrance industry.'

There are also undoubted uses for AI for small, indie businesses, agrees Matt Brown and Antonio Weiss, co-founders of British niche grooming and fragrance brand Thomas Clipper. They also used various forms of AI in the design and development of their latest scent, Terra Firma [see 'Eau

de Al', p.17], describing the tools as 'a useful sidekick.'

Matt says: 'They've allowed us to explore more creative options than would ever be open to us as a small business, in a fraction of the time it would usually take.' Antonio agrees, 'AI at its best is a force for creativity that helps small businesses like ours get amazing products to market in a way that can challenge existing brands.'

Warning of an over-reliance on AI in perfumery, though, Claire Viola, vice president of digital strategy fragrance at Symrise, concedes that AI-produced perfumes only work through '... machine-learning. And sometimes the results have been wrong. AI constantly needs training; it's a man-machine collaboration. But it's helping [the perfumer] to be better faster and creative, and freeing them from boring tasks.'

Reassuringly - for us, at least - Claire concludes that 'it still starts and ends with the perfumer. They're the ones with the intuition, emotion and feeling, guiding the machine to better results.' Bernard Marr, social media

commentator on business and technology, notes that 'creating fragrances is an art and a science.' He concludes: 'Master perfumers still have the emotional advantage over AI. Until that changes, AI will simply augment human expertise in fragrance development."

For now, Ropion et al may breathe easy. Because don't most perfume-lovers and wearers still want to know that, somewhere along the production line, a fellow human had a fingerprint on the creation of our treasured fragrance...?

#### WHAT THE AI NOSE KNOWS

*"IT STILL STARTS* 

AND ENDS WITH THE

FEELING, GUIDING THE

**MACHINE TO BETTER** 

**RESULTS.**"

**CLAIRE VIOLA** 

Symrise

There is one precious advantage that humans have over Artificial Intellligence. 'To put it bluntly,' says Thomas Clipper's Matt Brown, 'Al can't smell. So, if you're trying to drill down and create a really great scent, good luck asking Chat GPT for a hand!'

But even that might be about to change. 'Osmo', a start-up based in Cambridge, Massachusetts, developed by neuroscientist and entrepreneur Alex Wiltschko, PhD, has set itself the mission of 'giving computers a sense of smell, to improve the health and well-being of human life.'

Osmo is backed by \$60 million funding from Lux Capital and Google Ventures, and is purported to have designed the first odour map that can be read by AI to predict what a newly discovered scent molecule will smell like, purely on the basis of structure alone. Osmo is said PERFUMER... WITH THE to be using this 'smell map' in conjunction with AI 'to create a INTUITION, EMOTION AND new generation of better, safer, environmentally friendly aroma molecules for the growing flavour and fragrance market.'

Another innovation is a 3D nose sculpture called Adnose - an AI 'nose' that can describe smells out loud.

Adnose was developed by inventor Adnan Aga, who was actually born without a sense of

smell. Scent futurist Olivia Jezler, reports that this interactive installation 'can recognise and describe objects placed under its nostrils by sniffing them.' As Jezler explains: 'The technology it uses to do so is a combination of image recognition and machine learning. Google Image detects the objects and send its it to GPT-4, which composes a description of what the object probably smells like, in a "poetic fashion.'" (GPT-4 stands for Generative Pre-trained Transformer, a language model that uses deep learning to generate human-like, conversational text.)

'A speaker inside the Adnose nose sculpture then recites the description of the object with the help of a text-to speech generator,' she continues. 'It can also use a printer to deliver the description in writing.' Imagining future uses for this AI art piece, Jezler asks, excitedly: 'What if anosmics had sculptures like these in their own homes?'

Even those who are most nervous of AI's impact on perfumery surely couldn't argue against that potentially life-enhancing prospect.

## *Eau de AI:* HAS A ROBOT CREATED YOUR FRAGRANCE?

While the full list of scents which have utilised AI to varying degrees is not known – because the perfume houses are keeping that info firmly under wraps – the following fragrances have not only been created with the help of AI, but the press releases and marketing of these scents proudly state the fact as a selling point.

#### PACO RABANNE Phantom

Using IFF's Science of Wellness computer programme for the design of Phantom, the fragrance was 'conceived by a team of perfumers – Loc Dong, Juliette Karagueuzoglou, Dominique Ropion and Anne Flipo – who were assisted by AI and powered by neuroscience.' Identifying key emotional benefits for the chosen ingredients, a molecule called styrallyl acetate – which smells green, slightly metallic, and can be found as a component of gardenia and tuberose, among other floral notes – was used at ten times the usual dosage, as suggested by AI to increase alertness, but woven with lavender to calm and create a harmonious balance.

£60 for 50ml eau de toilette pacorabanne.com

#### ØTHERS Red Skies

Red Skies is one of two wellness fragrances from this new brand, partly created by AI and experienced to their fullest potential using an app. They were designed to create a unique headspace for the wearer every day, syncing scent and an AI generated programme of wellbeing rituals using smell, calming or stimulating visuals, and sound. As a 'functional fragrance', Red Skies was designed to refocus and energise via vibrant orange blossom, rose, pink pepper, mandarin and neroli in the top notes, enlivening jasmine, carrot seed, sap, iris and spices in the heart, resting on a grounding, earthy base of patchouli, oakmoss, resin and cedar.

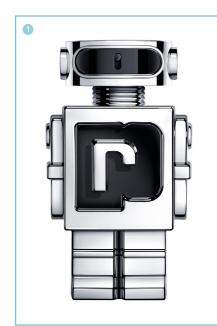
£90 for 50ml eau de parfum + 6 months app subscription **others.co** 

#### **I ØTHERS Mystic Zingaro**

This second 'scent and sound ritual' was partially designed by AI for those 'desperately seeking clarity of thought' and feeling overwhelmed by 'a rising sense of panic.' Using notes of cut grass and 'green canopies' entwined with soothing green tea, the heart resonates incense, wild mushrooms, worn leather and spices on toasted woods, while the base sinks into spiritual Palo Santo, vetiver, smoked amber, Hinoki wood (prized as sacred, native to Japan) and a silken sandalwood. This innovative scent start-up suggests the scent and app are used in combination to 'create a gearshift in your day.' *£90 for 50ml eau de parfum + 6 months app subscription* **others.co** 

#### **④ ÉTAT LIBRE D'ORANGE She Was an Anomaly**

Described as 'a marriage between Stanley Kubrick and Nina Simone', this fragrance's formula was created by Givaudan's Carto AI tool. Hinging on the 'beloved and familiar notes' that perfumer Daniela Andrier fed into the programme, 'Carto suggested an overdose of two ingredients' – iris and musk – 'and I took care of the rest,' she explains. Juicy green tangerine and opulent vanilla







orchid accord were added to incense, sandalwood and Ambrofix for the dreamy blend, along with Prunes Neo Jungle Essence (one of 40 new photorealistic ingredients created by perfume house Mane via C02 extraction). *£98 for 50ml eau de parfum* **etatlibedorange.com** 

#### **B THOMAS CLIPPER Terra Firma**

Al tools like Midjourney and ChatGPT brought this crowd-funded scent to life. The tech inspired their design process, came up with the name of the fragrance, and was then used to help write marketing copy and the product description. An aquatic *fougère* for any scenario, the sea breeze melds with earthy woods to create a scent that 'happily suits everyday situations and confidently declares "I got this."' Inviting the wearer to 'discover the invigorating possibility of your first steps on new shores', the co-founders joke: 'Hopefully the robots will be kind to us if we're wearing fragrances they helped to create!' *£85 for 50ml Cologne* **thomasclipper.com** 

#### **O** ROOK The Scent of the Metaverse

British niche house Rook Perfumes recently crowdsourced opinion on what the future should smell like, founder and perfumer Nadeem Crowe, saying: 'It was an interesting concept for me to use a digital world (the Metaverse) as inspiration for a fragrance and to create something that was familiar and unfamiliar at the same time.' First selling an NFT (Non-Fungible Token) – a unique, digital artwork – the thirty owners were invited, along with AI, to shape the smell of a unique scent 'as you'd imagine a church on a spaceship: notes of White Smoke, Warm Circuitry, Digital Rose and Celestial Incense.'

£155 for 50ml eau de parfum rookperfumes.co.uk

#### WHAT AI CAN DO

• PERSONALISE FRAGRANCES: Al algorithms can analyse customer reviews and feedback on scents that are on the market, extracting information about favoured accords and notes. Leveraging that information, perfumers can create fragrances that might cater to a wider audience, or to a specific demographic.

• ASSESS 'NOVELTY': By comparing a fragrance to other commercially available scents, AI can assess how different a fragrance is to the competition.

• PROPOSE NEW COMBINATIONS: In an incredibly short period of time, AI can assess thousands of existing formulae, and propose new blends to perfumers. What it can't do, however, is come up with entirely new ideas, because AI isn't creative - or at least not yet. AI couldn't have come up with Guerlain Shalimar, Chanel No5 or Mugler Angel: trendsetting, perfume history-making creations which blazed a trail as the first of their kind.

• CUT COSTS: The use of AI to propose new ingredient combinations can significantly reduce trial, error and human time spent on countless modifications.

• SUGGEST SCENT PURCHASES: Based on an individual's choice of photographic images or illustrations from a selection displayed - in-store or online - AI can identify other fragrances on the market that the customer is likely to enjoy.

• IMPROVE SUSTAINABILITY: By optimising packaging designs and identifying the most sustainable perfume ingredients, AI can help create environmentally and ethically positive fragrances.







## **DISCOVER AUTUMN'S COOLEST SCENT**

Molton Brown's Wild Mint & Lavandin just launched – and we invite you to have your senses awakened, by this distinctive, innovative fougère

THIS CAN BE a tricky time of year to scent. As autumn breezes in, we're not quite ready to be swaddled in winter warmers – vet neither do summer's citrus-fresh fragrances feel quite right, even if it's sunny. Step forward the fougère a classic structure in fragrance families since 1882, and one we've long felt was due a serious revival. It's taken the always forwardthinking fragrance house of Molton Brown to masterfully reinvent the fougère, with the launch of their super-wearable new Wild Mint & Lavandin collection.

First, we ask you to forget everything you think you know about lavender, with its sometimes old-fashioned vibe. There is lavender... and there is lavandin: a far greener, fresher, more powerful ingredient, often infinitely preferred by those noses who create fine fragrances, and masterfully woven into Wild Mint & Lavandin by senior perfumer Nathalie Koobus.

Next, we invite you to reset your senses, in preparation for experiencing this totally new and completely contemporary take on the classic fougère. Traditionally, such scents are often 'For Gentlemen Only', perhaps a little tweedy, even – although this isn't the first time Molton Brown have demonstrated to us how shareable this fragrance family can be; their debut foray into fougère, the marine-tinged Coastal Cypress & Sea Fennel collection, gave us sea breezes gusting saltily through woods and floral notes, and has become a favourite in their portfolio. Now, Wild Mint & Lavandin beckons us to explore the further inland, an utterly unisex fragrant invitation to get back to nature, with its finger firmly on perfume's pulse.

It's a study in contrasts, both instantly stimulating yet sensorially soothing at the same time. Koobus explains she wanted to '...capture the forest walks in my home of Provence, where nature's invigorating air of verdant herbaceous shrubs is edged by



Molton Brown Wild Mint & Lavandin Collection £25 for 300ml Bath & Shower Gel; £120 for 100ml Eau de Parfum; £85 for 100ml Eau de Toilette; £16 for 7.5ml travel size Eau de Parfum purple fields of lavandin.' Think bright but lightly frost-tinged air, the silvered ripples of a crystalclear stream, the sense of nature surrounding and emboldening you to take an off-grid adventure in the heart of the forest.

The fragrance takes further surprising twists, depending on your choice of Eau de Toilette or Eau de Parfum. Wild Mint & Lavandin Eau de Toilette revives flagging spirits via wild mint, the

#### A FRAGRANT INVITATION TO GET BACK TO NATURE, WITH ITS FINGER FIRMLY ON PERFUME'S PULSE

vivid verdancy of freshly torn basil leaves grounded by a caress of orris, silky sandalwood and rounded by tonka bean. For Wild Mint & Lavandin Eau de Parfum meanwhile, Koobus balanced the coolness of mint with a touch of nutmeg as the counterpart amidst the supporting notes; the resulting tingle of warmth is its distinctive signature. Whether you choose the Eau de Parfum or Eau de Toilette, this fabulous fougère puts you just a spritz away from connecting with nature's power – and deserves to become a cornerstone of your new fragrance wardrobe.

Quite simply cool...in every way.

#### **PIONEERS OF POSITIVE LUXURY**

Molton Brown aren't just leaders in setting fragrance trends - they've been putting the planet first since 1971. Cruelty-free and proudly made in England from Day One, their bottles are made from 50% recycled plastic, and since 2016 Molton Brown's Elsenham production facility has been carbon neutral, using 100% renewable power and recycling 97% of its waste since 2021. Ahead of the game yet again, the lavandin in Wild Mint & Lavandin has been completely sustainably sourced, supporting long-term land biodiversity and reducing water usage, as well as improving the welfare of the local

Provençal farmers' collective.

British Royal Warrant holders, awarded by her Late Majesty Queen Elizabeth II, Molton Brown have also been spearheading the reusable/low-waste movement. A complete overhaul of packaging means the plastic bottles are completely recyclable (even the caps and pumps, which local council recycling centres still won't take). It's a service which benefits the shopper and the environment, and is completely in line with Molton Brown's belief (and ours) in 'consciously caring for the world around us.'

And it's a win-win: simply bring in your empty bottle to recycle, and save on your next purchase.

TON BRO

LD MINT & LAVANDIN

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Here's how:

**STEP 1:** Pop your empty Molton Brown bottles in the designated recycling bin across all stores in the UK and Ireland.

STEP 2: Molton Brown will recycle each and every component, and transform them into plastic resin, which can be used for moulding new bottles, crafting shoes or even building roads!

**STEP 3:** Enjoy 10% off when you return one of Molton Brown's 300ml bottles (or bottles that add up to a total of 300ml).

moltonbrown.co.uk

MOLTON BROWN

WILD MINT & LAVANDIN BATH & SHOWER GEL GEL DOUCHE ET BAIN

> SUPPLIER OF TOILETRIES MOLITON BROWN LONDON MOLTON BROWN LONDON

## GABRIELLE CHANEL PERFUME MANIFESTO

To mark the opening of this autumn/winter's V&A retrospective, JO FAIRLEY reports on Chanel's pioneering place in perfumery, creating timeless scents that continue to be worn and loved today

FOR PERFUME-LOVERS, there is one particular room in GABRIELLE CHANEL. FASHION MANIFESTO – which tops autumn's list of London's must-see events – in which to pause and, quite likely, worship awhile.

In this quite breathtaking show of dazzling eveningwear, extravagant embroidery, Little Black Dresses and baroque jewels is a room dedicated to the fragrances she created in her lifetime, all of which remain in Chanel's perfume portfolio today, continuing to be spritzed, enjoyed, to make and bring back memories as they have done for a century.

We all probably know by heart the story of the creation of N°5, back in 1921. Gabrielle 'Coco' Chanel was the very first person to put a fragrance to her own name, recruiting as her perfumer Grasse-based Ernest Beaux, introduced to him by her Russian lover, Grand Duke Dmitri Pavlovich. And the rest is scent history.

Among the many perfume archive items on loan to the V&A – flacons from different eras, packaging, adverts – there is even a letter from the late HM The Queen, to Boy Browning (Daphne du Maurier's husband). 'Dear Boy,' it reads, 'As usual, you have discovered just the very thing I particularly wanted, and I want to thank you very much indeed for the birthday present of the Chanel scent. I am already using it and, I hope, smelling all the better for it!'

N°5 is said to have been launched on the fifth day of the fifth month of 1921, its exquisitely minimalist bottle – designed by the *couturier* herself – topped by a glass cap echoing the shape of the Place Vendôme, which Chanel could see from her room at The Ritz. Regarded by Chanel as 'the invisible accessory', her fashion clients were given samples of the perfume, a ground-breaking blend of natural and synthetic ingredients which today still powers out of that bottle on the same overdosed whoosh of aldehydes. In almost the blink of an eye, N°5 became a global phenomenon, later seeing British and American soldiers gueue around the block in Paris, keen to take a bottle home to their loves when World War II ended. (It remains almost certainly the only scent that every man in the developed world is able to name by heart.)

But there are other Chanel fragrance masterpieces, which somehow sit in the shadow of this superstar scent. Some of them have dropped entirely from the radar: whatever happened to N°4, N°14, N°8 and N°21, which are referenced



in a 1924 Parfums Chanel price list on show in this exhibition? How we all long to smell those.

Happily for us, however, we can still veil ourselves in seven scents which remain extant in Chanel's range, dating from the era when Mademoiselle Chanel oversaw every detail of their creation and launch. On the following pages, you can swoon over N°5, N°22, Gardénia, Bois des Iles and Cuir de Russie, all of which were Ernest Beaux's work. But the V&A also displays bottles and ephemera for Pour Monsieur (1955) and N°19 (1970), both of which were composed by Henri Robert, who assumed the mantle of perfumer when Beaux stepped down in 1954. It feels somehow extremely moving, meanwhile, that the exhibition stops in 1971, time standing still at Chanel's death in Paris at the age of 87, a year after N°19 came out. (Imagine launching a fragrance at the age of 86, though. Go, Coco!)

I overheard one visitor, at the Private View, commenting: 'Gosh, I wish this was a scratch 'n' sniff display!' Wouldn't that have been something. But whether or not you can get yourself to the V&A – and if you possibly can, do, do, do – the good news is that you can take yourself off to any Les Exclusifs counter to smell all of the five scents showcased on the following pages.

Just spray, breathe. Close your eyes. Perhaps imagine yourself in the presence of Gabrielle Chanel and Ernest Beaux, their genius cocreators. And become part of living fragrance history. chanel.com



A revolution, in a bottle - 'a fragrance for the woman who chooses to be herself.' So many myths and legends swirl around this sophisticated abstract floral. Said to be the fifth of the samples presented to her by Ernest Beaux at their 'smelling session' to determine her debut scent, '5' happened also to be the superstitious designer's lucky number. It's said that the pair celebrated N°5's 'birth' in a restaurant in the South of France, where Chanel surreptitiously concealed a small bottle of the fragrance under the table, diffusing it into the air and stopping diners in their tracks. Over the years, N°5's 'faces' have included Catherine Deneuve, Nicole Kidman and Marion Cotillard, but public adoration for the fragrance reached fever pitch when Marilyn Monroe, when asked what she wore to bed, said simply: 'Chanel №5.' ►







OPPOSITE PAGE: Chanel modelled in an ad for N°5 in 1937. ABOVE: Marilyn Monroe, who wore only N°5 to bed. ABOVE: The earliest bottle. RIGHT: A 1927 advert by French illustrator Georges Goursat, known as 'Sem'





022

ABOVE: Vintage packaging for №22 from the V&A exhibition. The fragrance now sits within Chanel's Les Exclusifs collection as an eau de parfum, in a timeless squared flacon (RIGHT)

#### LAUNCHED 1922

You know N°5. And if you love it, oh, you'll adore this. Whereas N°5 delivered an 'olfactory shock' - a phrase often used to describe a first-of-its-kind fragrance, something never smelled before - this is less radical than its alter ego, but still exquisitely beautiful. Along with armfuls of roses, N°22 offers us a generous bouquet of white flowers, with lily of the valley, neroli, jasmine, tuberose and ylang ylang, plus just the teensiest pinch of nutmeg. And yes, there are still those aldehydes, perhaps used more daintily but adding a sunlit shaft of radiance and luminosity. N°22's incredible tenacity on the skin, meanwhile, owes much to Bourbon vanilla, iris and Haitian vetiver.



#### OPULENT EXTRAVAGANT SEDUCTIVE

Gardénia

#### LAUNCHED 1925

One of Chanel's most famous and recognisable emblems is the camellia - sadly, a scentless, or 'mute' flower. She chose gardenia as the starting point for this fragrance creation because it shares the camellia's beauty, but with a heady floralcy - though alas, gardenia's perfume proves too elusive to be extracted. It was the task for Beaux and Chanel, then, to reimagine the gardenia's very essence, creating a fresh floral that was an olfactory rebellion against the heady, strong, spicy scents marketed in the 1920s by her rivals. At its heart today, you can smell the Fantasy Gardenia accord, its exotic white floralcy and the greenness of its leaves paired with lily of the valley, honeysuckle, lilac and sweet apricot, introduced by what was by now a Chanel signature 'whoosh' of aldehydes.

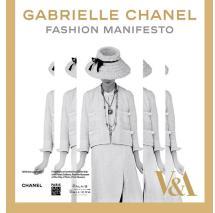
#### DARING SPIRITED COOL



BELOW LEFT: One of many perfumed treasures from Chanel's archive in the V&A show is a tiny bottle of GARDÉNIA. **ABOVE: The** eau de parfum's timeless contemporary packaging, in the Les Exclusifs collection



#### V& South Kensington 16 Sept 2023 - 25 Feb 2024



GABRIELLE CHANEL. FASHION MANIFESTO. Running from 16th September 2023 to 25th February 2024, this is the first UK exhibition dedicated to the work of the couturier, spanning the opening of her first millinery boutique in Paris in 1910 to Chanel's final collection in 1971, and with a special room dedicated to fragrance and beauty.

This stunning retrospective is presented in partnership with Palais Galliera, Fashion Museum of the City of Paris, with the support of CHANEL, in The Sainsbury Gallery at the Victoria Museum, Cromwell Road, London SW7 2RL.

Tickets are priced £24 (concessions available); membership of the V&A is priced from £77 a year and entitles you to free entry, no booking for the Chanel exhibition required. vam.ac.uk

Bois des Iles

#### LAUNCHED 1927

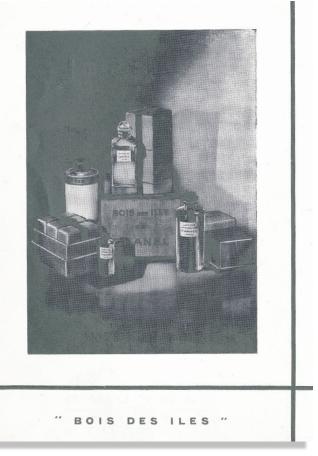
Described as 'the first great woody fragrance for women in the history of perfume', BOIS DES ILES is the perfect, scented example of how Chanel loved to tear up the rule book. The world was changing - particularly the spheres of art, poetry, drama, dance and music, in which Chanel immersed herself, magnetising the key artistic figures of the time into her orbit, from Picasso to Stravinsky, Diaghilev to Cocteau. A fragrant counterpart to the Little Black Dress, and as ground-breaking at the time, warm sandalwood and vetiver, tonka and Bourbon vanilla linger intriguingly on skin, having first voyaged through bright Sicilian mandarin and Calabrian bergamot, and enough flowers to ensure a fresh, feminine touch, via rose and Comoros ylang ylang (a favourite signature ingredient of the house).

#### BOLD RADIANT INDIVIDUALISTIC





**ABOVE:** A 1929 ad for BOIS DES ILES. FAR LEFT: The early packaging, on display at the V&A, was a wooden box with a seal. LEFT: You can still smell this pioneering woody scent for women, in the Les Exclusifs de Chanel line-up



Cuir de Russie

#### LAUNCHED 1928

It was Grand Duke Dimitri Pavlovich, an exiled White Russian, who effected the introduction of Ernest Beaux to Gabrielle Chanel, and this could be seen as her fragrant nod to that serendipitous encounter. 'Leather' doesn't truly exist in perfumery, as an ingredient, but references a fragrance family. CUIR DE RUSSIE was composed to conjure up the sensuality of boots softened by birch bark, drifts of cut hay, smoky woods and tobacco. We talk of 'shareable' and 'gender fluid' fragrances now, but 'Russian Leather' was exactly that, almost a century ago, balancing masculine elements of birch and styrax resin with floral flourishes of orange blossom, ylang ylang and jasmine. 🖽

RIGHT: The fragrance's bottle design in 2023 BELOW LEFT: This advertisement for CUIR DE RUSSIE appeared in US Vogue in 1936. BELOW RIGHT: Vintage packaging for this 'leather' fragrance

#### SHIMMERING SMOULDERING PROVOCATIVE

CUIR DE RUSSIE

CHANEL

PARIS





Les Exclusifs de Chanel are priced £200 for 75ml eau de parfum, £350 for 200ml, at Les Exclusifs de Chanel counters nationwide and at chanel.com



## A WORKING NOSE Delphine Jelk

The Paris-based perfumer – who joined Guerlain in 2016 – shares insights into integrating work and family, while creating for one of the world's most fabled fragrance houses

DELPHINE JELK graduated from the prestigious Grasse Institute of Perfumery, but before embarking on her career as a perfumer, Delphine worked in fragrance marketing, giving her a rare insight among 'noses' into the business aspects of perfumery.

Before joining Guerlain, Delphine created fragrances for Avon and Bill Blass, working for fragrance house Drom, which was later acquired by Givaudan. Today, Delphine Jelk works in collaboration with Thierry Wasser to create Guerlain's iconic scents – most famously, curating fragrances across both the Aqua Allegoria and L'art et La Matière collections, bringing her meticulous eye for detail and years of olfactory experience, while Thierry travels the world in search of the highest quality raw materials for the brand, as well as acting as head of bespoke creation. (A less well-known aspect of Guerlain's work is the creation of perfumes for private clients from around the world.)

Delphine is best known for her contributions to a portfolio of globally successful fragrances which includes Mon Guerlain, La Petite Robe Noire, and most recently, the Aqua Allegoria Forte introductions.

Passionate about sharing her knowledge of perfume history and experience in fragrance design, Delphine likes to 'pay it forward' by helping to nurture the future generation of perfumers via mentoring and teaching.

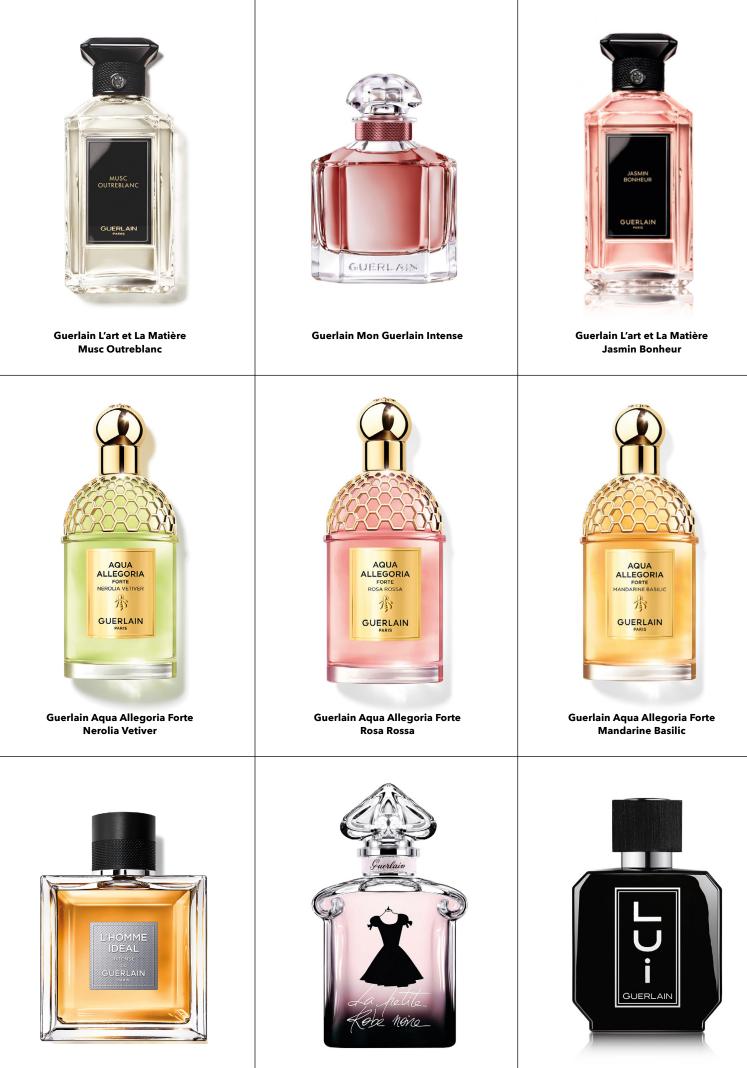
#### When does your day start?

My day starts with my kids coming into the bed between 6.30 and 7am. I get them ready for school and then start working at home before heading to the lab. I drink green tea every morning. I usually don't eat, and if I get hungry around 11am, I eat some almonds before lunch.

Eating brings flavours that clutter the nose; you smell much better on an empty stomach

#### Where do you work?

I work in the laboratory, in the Guerlain offices, in the heart of Paris in the 1st *arrondissement*. The studio is a duplex, with the office on the second floor. I also have pinboards with things that inspire me. On the second floor, there's the laboratory with all the raw materials. I go up there regularly to smell them with the lab assistants. I also have my olfactory boudoir for when I receive people or do perfume consultations. But I can work from anywhere



L'Homme Idéal Intense de Guerlain



Guerlain Lui

- from my bed or on a plane. I have all the scents in my head for the formulation part, which happens either on my computer or on paper. I love notebooks. I write down everything I think about. Then I send my formulas directly to the lab.

#### How does your day break down?

For me, the best time to smell is just before lunch or dinner. Eating brings flavours that clutter the nose; you smell much better on an empty stomach. In the afternoon, I work on formulations.

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

Usually four or five. This is good, because it allows you to step back from a creation. I often find that one creation can inspire another.

#### How do you work?

Everything happens in my head. I always tell myself a story. The story is built in my head, and I then build the perfume by putting words associated with raw materials and sensations in my notebook. As I say, I love the blank page, these first attempts. I start by hand because I always have my notebook to write my story, but then I really make my formula in the laboratory and on my computer. I don't consider the first trial is ready until I have a name for it, though. I need to find the right name before I can say it's the right one to work on.

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

I like fashion a lot. I read a lot of fashion magazines, watch a lot of fashion shows and look at fashion websites. Nature inspires me, for sure – but it is more

often through memories. What inspires me more is a lifestyle, an artist, design, craftsmanship and fashion. It is beauty in the broader sense that inspires me – a beautiful place, a beautiful object, a beautiful hotel, etc. And the kitchen inspires me a lot, with its many different scents.

Everything can inspire me. All the moments I have for myself allow me to be inspired; they completely feed my creativity. Travel inspires me a lot, too – being in touch with other cultures, being away from my daily life.

#### Do you break for lunch?

I either have a work lunch or eat at my desk. I love this time to myself, to get inspired, to browse through magazines, or to work a little. Sometimes I even take my bike and see an exhibition or a store that inspires me. I take full advantage of being in the centre of Paris, for sure.

#### How does your afternoon unfold?

I have a hard time leaving the office. I work with a

team that needs to see me. I don't only work on the creation. but also on the reformulations, visiting the harvests, exploring the raw materials, feeling the whole manufacturing process – that's the way it is, at Guerlain. I also sign off everything that goes through the lab.

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

I try to be home no later than 8pm because then my second day starts, with my family. I enter a time and a space completely dedicated to my children. And when everyone is in bed, then I can work again on my creations.

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

I never feel more inspired than when I am happy. For me, it is a rush of joy; there is an excitement in creation that is utterly joyful and the act of creation really requires a rush of joyful adrenaline. To experience it, you must be willing to receive that joy.

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

There are no rules. Some perfumes are made in a few months and others take several years. Some will never be finished. And when you start, you never really know when you will be finished.

#### How is it working for one perfume house, rather than across many different brands? Does it give you more 'thinking time', for creation?

I love the commitment of working for a particular house; I design perfumes like I would design dresses. The perfumer's job must be executed like a fashion designer – the House of Guerlain needs this commitment. It requires understanding the brand, respecting its signature, its DNA, spending time immersed in the

archives and exploring the heritage. I really like this aspect of my job.

You don't create for Guerlain like you create for another brand. But that doesn't prevent me from putting my own touch to perfumes; when you create, you necessarily put a part of yourself into a fragrance. However, they are always in the 'Guerlain universe'. I have a passion for the Guerlainade [a particular and time-honoured accord which runs like a thread through the DNA of Guerlain's fragrances]. I see myself as there to reinterpret the style of the house; I put the signature of the House in my perfumes – but also a little bit of who I am. guerlain.com

Do also check out Guerlain's YouTube interviews online with Delphine, where the perfumer shares the inspirations and thought processes behind some of her creations, including Aqua Allegoria, La Petite Robe Noire and Jasmin Bonheur.

There is an excitement in creation that is utterly joyful – the act of creation requires a rush of joyful adrenaline

he wash aet

Mondays looks set to become our favourite day of the week, now that washday has been pimped by a raft of fragrance-focused detergents and softeners. WORDS: JO FAIRLEY

YOU DON'T HAVE to be a 'cleanfluencer' to want to turn a cleaning chore into a pleasure. (And yes, cleanfluencers are A Thing: Laura Mountford, a.k.a. @cleanaholic, has more than half a million Instagram followers, and counting – clearly cleaning up, in more ways than one.)

Over the past year at The Perfume Society, we've seen a growing trend for sophisticatedly perfumed clothes cleaning products. So much so that we're predicting: they're 'the new scented candles', and this is just the dawn of a major fragrance category.

It's a savvy move, for perfume brands. Because while we may dab and spritz our way s-l-o-w-l-y through a bottle of perfume, we may potentially get through glugful after glugful of washing products each week. Notwithstanding the suspicion that most aficionados of most of the products on the following pages save them for their 'best' garments and extra-special flimsies, rather than casually pouring a few quid's worth of scented softener in for a machine-ful of filthy rugby gear, or their partner's socks.

We got whiff of the trend in 2021, when Aromatherapy Associates teamed up with American laundry brand The Laundress, who really pioneered the whole posh wash category. Founded in 2004 by textile and fabric care experts Gwen Whiting and Lindsey Boyd, The Laundress launched with the premise of 'returning the lost art of laundry care' (they have now been acquired by Unilever, NB). The Aromatherapy Associates collab gave us aromatherapeutic detergents scented with Forest Therapy and Deep Relax scents – fab for nighties and pillowslips, to help wind us down for bed. Sadly, this sold out super-fast, leaving perfumistas mourning its disappearance.

More recently, The Laundress partnered with Le Labo, offering liquid detergents based on Rose 31 or Le Santal 33. These, too, flew off the shelves. So, our advice is to keep your eyes peeled and your nose on alert for more of these collaborative upscale laundry launches and be ready to pounce – or risk a spin cycle of disappointment.

But from a fine fragrance point of view, when Maison

Francis Kurkdjian and Juliette Has A Gun get in on the act, you know this is really a trend to be taken seriously. The former has infused his citrus-bright Aqua Universalis into an uber-chic (and uber-pricy) wash and softener that is simply sublime – a clean sheets scent with which you can now, indeed, clean your sheets. Meanwhile, maverick Romano Ricci, creator of JHAG, brings us Not A Detergent, a 100% recyclable bottle of highly concentrated, er, detergent, infused with the bestselling Not A Perfume fragrance, based around the musky, animalic synthetic fragrance note, Cetalox.

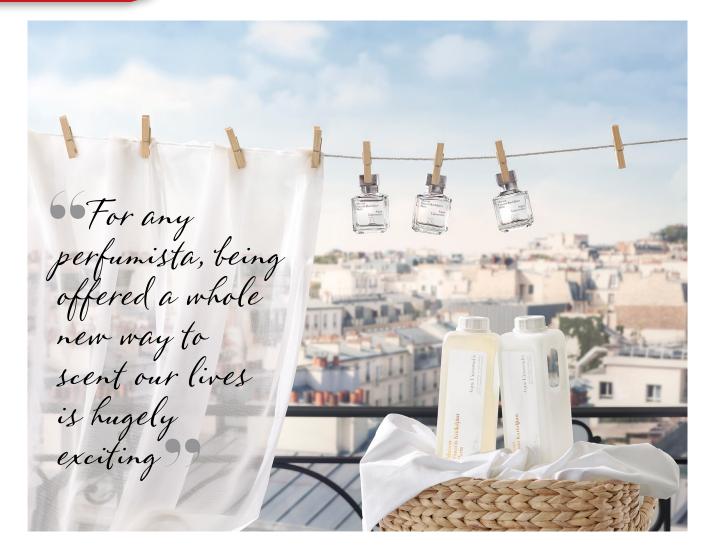
There's been a flurry of exciting new upscale laundry brands launching, too, all making a massive deal of the fragrances infused into the products, often alongside strong sustainability credentials. No longer do you choose a product merely because it'll make your shirt dazzlingly white, or snuggly-soft, but because it'll ensure you waft little puffs of *oudh* or rose or peony – a popular ingredient in laundry care – as you move (literally) through your day.

Even at the supermarket level, we're seeing a scented shift. Surf now make a big deal of their products' scents, boasting '+20% perfume' on packaging, and trumpeting their 'fragrance release' technology. Another supermarket wash-and-waft option is Astonish's range, including 'The Cleanfluencer Edition' of laundry liquids 'with built-in fabric conditioner', in a range that includes Secret Garden, Ylang Bliss and Paradise scents.

The marketing for Comfort Creations (from that marketleading fabric conditioner brand) bigs up their 'Stay Fresh Technology, designed to lock in long-lasting fragrance to deliver 100 days of freshness + fragrance.' They invite: 'Let our fabric conditioner transport you to a world of romance, with fields of blooming roses and heavenly peonies.' Alternatively, you might be seduced by Honeysuckle & Sandalwood, which will 'whisk you to an evening on an exotic island; the aroma of this luxurious, alluring scent will make you feel like a movie star, whatever the occasion.' And around £2.50 for any of these mass market scented laundry products, it means you certainly have choices, if Maison Francis Kurkdjian's ultra-posh wash products would nuke the housekeeping budget.

But we say: long may this trend flourish. Bottom line (or washing line?) for any perfumista is that being offered a whole new way to scent our lives is hugely exciting. Because as good old Comfort put it, 'When your clothes smell good, you feel good – all day long.'





#### MAISON FRANCIS KURKDJIAN

'Like a new wash cycle for everything and everyone, to leave a bright and sunny scent on your laundry,' is the promise of perfume maestro Francis Kurkdjian's laundry duo, scented with Aqua Universalis – 'a fresh and breezy fragrance which unites skin and clothing.' From the MFK portfolio, Aqua Universalis was the obvious choice for this range, since it's based around white musks – often used to conjure the scent of clean, fluffy linen. From October 2023, you'll also be able to find the range in store in the UK, exclusively at Harrods – and trust us, laundry really doesn't get more luxe than this.

Detergent and Conditioner/£39 each for one litre franciskurkdjian.com

#### RITUALS

The popular bodycare line has captured several of their bestselling scents - including white tea-scented The



Ritual of Karma and The Ritual of Sakura (cherry blossom) in a Detergent and a rather gloriously named Luxurious Scent Booster & Softener. £18.90 for 1000ml/ £15.90 for 750ml respectively rituals.com



#### TALLOW + ASH

As this British start-up puts it, 'For something we do so often, we shouldn't have to settle for boring scents, ugly bottles and toxic chemicals.' Their fragrances for their sleekly-packaged 'Laundry Shampoo & Conditioner' include ultra-luxe Oud (violet, amber, cedarwood and sandalwood), Aurora (jasmine, rose, freesia and bergamot), and Duvet Day (French lavender, lemon, cassis and musk). You may even be able to feed back on future fragrances, since Tallow + Ash – founded by Gloucestershire-based Ciara McGurk – crowdsource opinions on new scents . £11.99 for the duo of 700ml products tallow-ash.com

#### **STEAMERY**

This Scandi clothing care brand 'wants to modernise the way we treat our clothes', offering everything from sexy-looking steamer devices to sublimely scented textile care (and enough washday wisdom on their website to keep anyone's inner Martha Stewart happy). Different fragrances are infused into creations for different tasks: rose & musk for your delicates, myrrh & ylang-ylang for All Colors Laundry Detergent, while the Dark & Denim product is oudhscented. There's also a fragrancefree option (though we ask: why would you...?) Detergents £20 for 750ml each steamery.co.uk



#### WILTON LONDON

Your nose might not be able to detect it, but patchouli features in most fabric conditioners. (Its usage in cleaning products far outweighs that of perfumery.) Patchouli is the very star, however - with touches of pine and anise - in the fabric care products from B Corp-certified, eco-friendly brand Wilton London. Founder Sam Whigham says, of his disruptive venture, 'Wilton was born from my obsession with scents. I loved fancy candles and diffusers, but I didn't like the smell of cleaning products - so I started making my own at home.' The range also offers Jasmine and Cedarwood scents, and includes innovative eco capsules; throw one in the drum before your grubby clothes. Eco Laundry Capsules/£9.95 for 22/Laundry Liquid from £9 for 1 litre; Fabric Conditioner £6.75 for 1 litre wiltonlondon.co.uk



#### JULIETTE HÀS A GUN 'Respectful of sensitive skin and suitable for all textiles,' promise JHAG, who describe Not A Detergent as 'Another way to DETERGENT live your favourite fragrance.' The 25-

wash bottle is light, compact, and made of 100% recyclable plastic, too. £30 for 500ml johnlewis.com

Juliette Jhas a gun



#### NOT SO POSH (BUT STILL FRAGRANT)

Budget doesn't stretch to the glamorous laundry options pictured elsewhere on these pages? Surf, Method, Comfort and Astonish are all strongly marketing their scent credentials, harnessing fragrances that range from coconut to lily, lavender to peony, in washes and fabric conditioners. You can easily find all of these scented ranges, priced just a few pounds each, in supermarkets and online (including at ocado.com)

# COSMOSS STEP INTO KATE'S AURA

The planets are aligned – and it's time to discover COSMOSS Sacred Mist, the innovative fragrance created by Britain's best-loved supermodel

KATE MOSS knows better than most of us what a crazy universe we live in. At the epicentre of the fashion world for almost three decades, her face has launched a thousand magazine covers. She has walked the catwalk for every leading designer on the planet, setting a gazillion cameras flashing. And alongside a stellar career that has had her at the top of her profession from Day One, Kate's fast-paced life has played out (in the public eye) across time zones and hemispheres.

What Kate Moss has in common with most of us, however, is that in recent times, she found herself longing for a slower pace of living. Well, the universe was clearly listening – because the enforced switch-off of lockdown offered Kate the chance to reconnect with herself and the world around her, after those years of jetting all over the globe. Tapping into the seasons, becoming aware of moon's phases, Kate immersed herself in gardening, flower-pressing and wild-swimming, enjoying a lifestyle with longed-for time for contemplation, and a sense of balance and calm.

SACRED MIST IS SUCH A MOOD-BOOSTING FRAGRANCE. IT'S INFUSED WITH SOME OF MY FAVOURITE SCENTS, AND I START EVERY MORNING RITUAL WITH A SPRAY

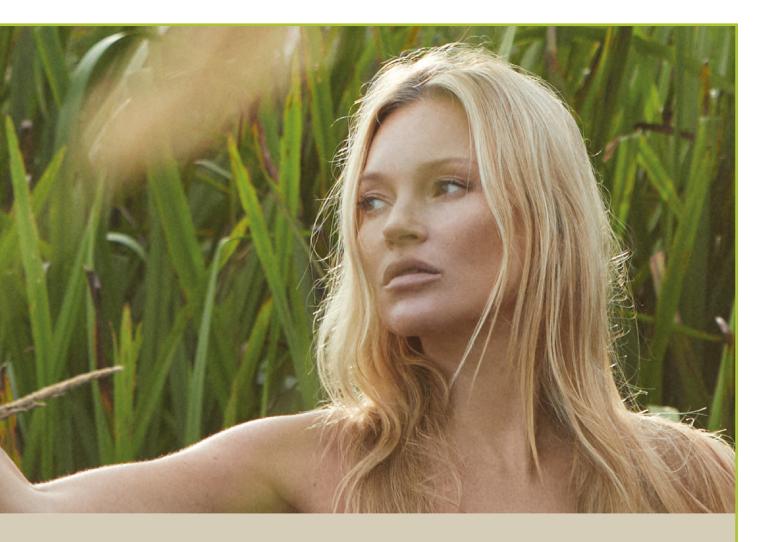
Kate Moss, COSMOSS founde

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Unlike most of us, however, Kate then determinedly set her intention to bottle those powerful feelings. And the result is COSMOSS, a sublime mist for skin and for our surroundings, which has already won its first (and very significant) award: *Vogue* 2023 Beauty Awards: Holistic Wellness Wonder.

We well remember when The Perfume Society first smelled COSMOSS Sacred Mist in Harrods. Spritzed onto wrists, the fragrance beckoned us back a few minutes later for another intriguing spray. And an hour later, we returned for more. The reason? This 'Holistic Aura Mist' is honestly a fragrant masterpiece, a stunning Chypre scent that calms and grounds, yet is sophisticated enough to have strangers asking: 'What's that fabulous scent you're wearing...?'

COSMOSS Sacred Mist was inspired and developed by Kate in



her very own English country garden, with noted Homeopath and Alchemist, Victoria Young.

To us, this aura mist truly captures that sense of nature and its unrivalled power to soothe. Sacred Mist flips the traditional fragrance pyramid on its head, strongly emphasising the power of its base notes, the longest-lasting notes which tether a fragrance on the skin - and can 'tether' the wearer, when carefully composed. Oakmoss features strongly, chosen for its 'earthy, woody, sensual scent,' as Kate Moss described it - one of her 5 FAVOURITE SMELLS in the most recent issue of The Scented Letter. There is tonka bean for 'good wishes', while we are told that the rich earthy spice of cedarwood 'completes the tenacious and powerful "Inner Soul" of the scent."

But if that intense dry-down is Sacred Mist's olfactory destination, the journey is intensely pleasurable. The top notes smell positively sunlit – zesty, sweet orange, fresh bergamot and uplifting mint – while the heart invites us into Kate's garden via geranium, intoxicatingly sweet tuberose and tea-like jasmine.

But do not, for one minute, run away with the idea that this is a fragrance to reserve purely for yoga or meditation sessions, or to banish negative vibes by spritzing it around your home or office. COSMOSS – a range which also offers moodshifting teas and a ritual of sublime



**COSMOSS Sacred Mist** 

skincare creations – is intentionally 'a place where wellness and hedonism coexist', an idea that surely resonates with many of us, as we navigate days filled with contrasts and paradoxes, ups and downs, introvert and reflective one minute, yet outgoing and extrovert at times, too.

But whether we want to soothe our souls or get glammed up to party, we are grateful to Kate Moss that in this crazy world, we can now veil ourselves – and our aura – in COSMOSS Sacred Mist.

As Kate tells us, 'For the past two years, since we first created it, my COSMOSS Sacred Mist has been my constant fragrance, and it's 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.'

In other words: stop, spritz, breathe... And smile. 🖬

£68 for 30ml travel size/£125 for 100ml eau de parfum cosmossbykatemoss.com



Sam McKnight

The ultimate catwalk hairdresser, stylist to the stars (and to the late Princess Diana), now creator of a lusted after signature haircare range, SAM MCKNIGHT shares his life story in scent

#### What's the very first thing you

remember smelling? Probably my granny's Imperial Leather soap. She lived opposite my school in a little council flat, and I spent a lot of time with my grandparents there. Imperial Leather was probably quite fancy for her, and I remember thinking how posh it was, because it had a label that stayed to the last sliver (although that could be a bit scratchy!)

When did you realise that scent was really important to you? I've always had a keen sense of smell, and certain smells can instant transport me to another time and another place, just as much as music does.

#### What's your favourite scented

flower? Jasmine. I have it in the garden, although in England it never smells quite so amazing as it does in the Med, when it's tumbling over a high wall on those summer evenings, the scent flowing through the hot, humid air.

#### What was the first fragrance you

were given? Probably Brut! It was a rite of a passage for a teenage boy, even if you didn't shave, yet! The early 70s was really the advent of mass market fragrances – Hai Karate, Denim – but Brut was the leader, not least because it had such amazing ad. campaigns. Nothing smelled like it; it was a statement, the marker of a journey through your teenage years. And you know what? I still think it's brilliantly constructed.

## What was the first fragrance you bought for yourself? Also Brut!

Have you had different fragrances for different phases of your life...? So, so many. I remember starting out with Dior Eau Sauvage, then Ralph Lauren Polo, then a phase of Kouros in the 80s. I had my Chanel Pour Homme moment, and an absolute pot pourri of different Comme des Garçons scents.

But after all the experimentation, I went back to clean, clear Eau Sauvage, which is just so fresh and fabulous. I sometimes layer a little Le Labo Santal 33 with it, to give it a bit more woody depth.

I am also a massive scented candle fan. I always have Diptyque candles – a Sandalwood, a Jasmine, a Baies, in different rooms; I also have the car diffuser. I've been a huge Diptyque fan since the early days of working with Karl Lagerfeld; he had them throughout his apartment. My make-up artist friend and colleague Mary Greenwell had a flat in Paris around the corner from the original Diptyque store, and back in the day, I'd order 36 at a time to be delivered to the UK!

The smell that always makes me feel happy is... My garden in the rain was the inspiration for our fragrance for Hair by Sam McKnight, which was created by perfumer Lyn Harris. Lyn spent a couple of afternoons in the garden and went away with the inspiration for the scent. It's a wet, green, slightly woody, somewhat floral English garden in the rain, with maybe a bit of city in there, too. We tweak it very, very slightly for every different product in the range, to fit the formulation, but it gives the same impression every time.

The smell that always makes me feel a bit sad is... The scent of the end of summer, when the warmth is dwindling.

**The scent that I love on a man is...** My products.

The scent I love to smell on a woman is... My products! I don't think that you should be able to smell a woman's scent too strongly – I was never a fan of those 80s 'roomrockers'. Though actually, the one perfume that I do love to smell on women is a light touch of Fracas, which I first smelled in the 1970s. The girls at the Molton Brown salon, where I worked, used to wear a touch of it. Lovely.

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

the interior of a new car. We never had a new one, but to me they always smelled so rich and warm and expensive.

What is your favourite book about fragrance? Perfume by Patrick Süskind.

Hair by Sam McKnight haircare is priced from £12, at sammcknight.com



ABOVE: Sam's first scent - the first of many, pictured RIGHT.







#### Sam's five favourite smells

**1** JASMINE ON A SUMMER NIGHT IN IBIZA A scent to evoke summer holidays forever.

**2** FISH & CHIP SHOPS I find it hard to walk past one of these at the seaside. The aroma just pulls me in.



ABOVE: fave scent book. Sam's products. A women's scent he loves





LEFT: new car. BELOW: Diptyque diffuser and Imperial Leather



BOULANGERIES
IN PARIS EARLY
IN THE
MORNING
Ditto.
Absolutely
impossible
to resist.

A NEW CUT
GRASS IN THE
SUMMER Just reminds
me of happy days.

S AUTUMN That scent when there is a first light frost in the air, mixed with leaf bonfires.

### PERFUME BOTTLES AUCTION '23

Transcending fashion, this annual event showcases some of the world's most exquisite and timeless *flacons*. SUZY NIGHTINGALE reports on the stunning stars of this year's auction

The chance to own museum-worthy antique perfume bottles puts the perfume bottle collecting community into a fragrant frenzy every year. Quite apart from making us gasp at and swoon over their magnificence, this annual event provides a rich source of scented reference for today's packaging designers.

In each sale, a dazzling display of some of the world's most breathtaking and intriguing antique perfume bottles is offered to the bidding public, for their chance to own a piece of perfume history. Beyond merely beautiful, these pieces are works of art, offering a fascinating glimpse into the multi-faceted, ever-changing links between fashion and fragrance through the years, with the designs for perfume bottles mirroring the mood of our times.

This highlight of the collector's calendar is organised and directed by the renowned expert Ken Leach, one of the world's leading experts in perfume bottles and a true connoisseur of scented style. Since 1979, his mission has to been 'to create public and corporate awareness of the artistry to be found in vintage perfume presentation'.

Mr. Leach has been a judge of the annual Fragrance Foundation Recognition Awards, a contributing member of the International Perfume Bottle Association, and also owns Gallery 47, a vintage perfume bottle store at 1050 Second Avenue (55th Street), in New York. Year-round, his boutique showcases showstopping merchandise 'as a source of inspiration for glass companies, packaging designers and celebrity perfumers, before ultimately entering the collections of perfume bottle enthusiasts around the globe.'

With his extensive knowledge

and experience, Ken has provided information and material for numerous books, articles, and museum exhibitions worldwide. It's fair to say he's obsessed – as are we, breathlessly awaiting the annual catalogues (which are highly collectible in their own right) to marvel at the extraordinary olfactory creations within, and wonder which ones we would have chosen to wear in the eras they launched.

Some of the names on the labels are still familiar in perfumery today – Lancôme, Jovoy, Elizabeth Arden – but others have us longing that some savvy beauty entrepreneur will be inspired to resurrect a long-lost brand like Crès (a short-lived perfume company founded by L.T. Piver in 1945), Parfums de Burmann (check out their obelisk bottle on p.43), or De Marcy, whose extraordinary 'orange' bottle (opposite) is one of the most desirable *flacons* ever created.

After 12 months of pre-planning, the fragrant flurry of the bidding frenzy itself (which eventually totalled of £586,347), and the logistics of shipping precious creations to their new owners around the globe, we caught up with Mr. Leach. To reflect the 'Fashion, Fragrance & The Future' theme of this edition of *The Scented Letter*, I asked which fashion houses he felt accomplished their bottle designs most beautifully, over the decades.

'In very different ways,' Mr. Leach explains, 'the two most successful and visually enduring designs are from the houses of Schiaparelli and Dior.' Schiaparelli's secret, he explains, was that she 'employed fine artists to create recognisable bottle designs reflecting her ironic sense of humour, decorated with enamels, ribbons, and flowers, which were sold in fine stores for 40 years.' And Dior, 'because the bottles were pricy to produce and to own. They exemplified the luxury of the house, with many made of Baccarat crystal, having gilded labels and gilt bronze mounts and offered in elaborate silk or velvet boxes to a very limited market.'

Nothing today can truly compare to the artistry of the antique bottles showcased on the following pages but I wondered which are the fashion house or particular pieces Mr. Leach would suggest collectors should be looking to acquire today. 'First and foremost, I always say: "Buy what you like." But beyond that, limited edition bottles from the eminent glass makers like Lalique or Baccarat have rich character, while the clever unexpected bottle forms from designers such as Thierry Mugler stir the imagination. Wherever and however you may display your bottles, though, they should lift your spirits, ignite a memory, and put a smile on your face every time you enter the room.'

With that in mind, we now invite you to gasp and gawp alongside us as we construct our fantasy fragrant shopping list from this year's auction items. With wide smiles most definitely on our faces.



A limited number of the gorgeously produced catalogues is printed every year, and we know many who collect these for historical

reference, artistic inspiration and, of course, simply to swoon over. A few copies of the 2023 edition are still available, priced at \$60 (USA Priority Mail) or \$85 (International Priority Mail). To order a catalogue, please email Ken Leach direct at: ken@perfumebottlesauction.com Wherever and however you may display your bottles, they should... put a smile on your face







Lot 27: 1925 De Marcy 'L'Orange' trompe l'oeil presentation of eight individual perfume bottle segments









Lot 26: Frosted glass orange-shaped bottle for 1924 Rosine 'Connais-tu Le Pays?' ('Knowst thou not that fair land?')





40 THE scented LETTER





## Sold for.

Lot 34: Rare 1940s gold leaf on black glass Crès 'La Rose de Crès'









### sold for... \$12,500

lo

Lot 79: 1946 Salvador Dali design, produced by Baccarat for Elsa Schiaparelli Le Roy Soleil (The Sun King). The original handwritten order in the Baccarat archives, dated 1945, shows a request of 2,000 bottles. The Duchess of Windsor, one of the first to receive one, wrote to Schiaparelli: 'It is really the most beautiful bottle ever made, and the Roy Soleil is a very lasting and sweet gentleman. I cannot tell you how I appreciate your giving me such a handsome present which has displaced the Duke's photograph on the *coiffeuse*!'

1

Follow @perfumebottlesauction on Instagram for an online fix of fragrance history







Lot 142: c1925 Baccarat crystal for Jovoy 'Severem' (Arabic word for 'l love it')

<sup>501d for...</sup> \$687.50

Lot 143: 1924 Clovis Viard nude maiden design for Les Parfums Persans 'Origan'

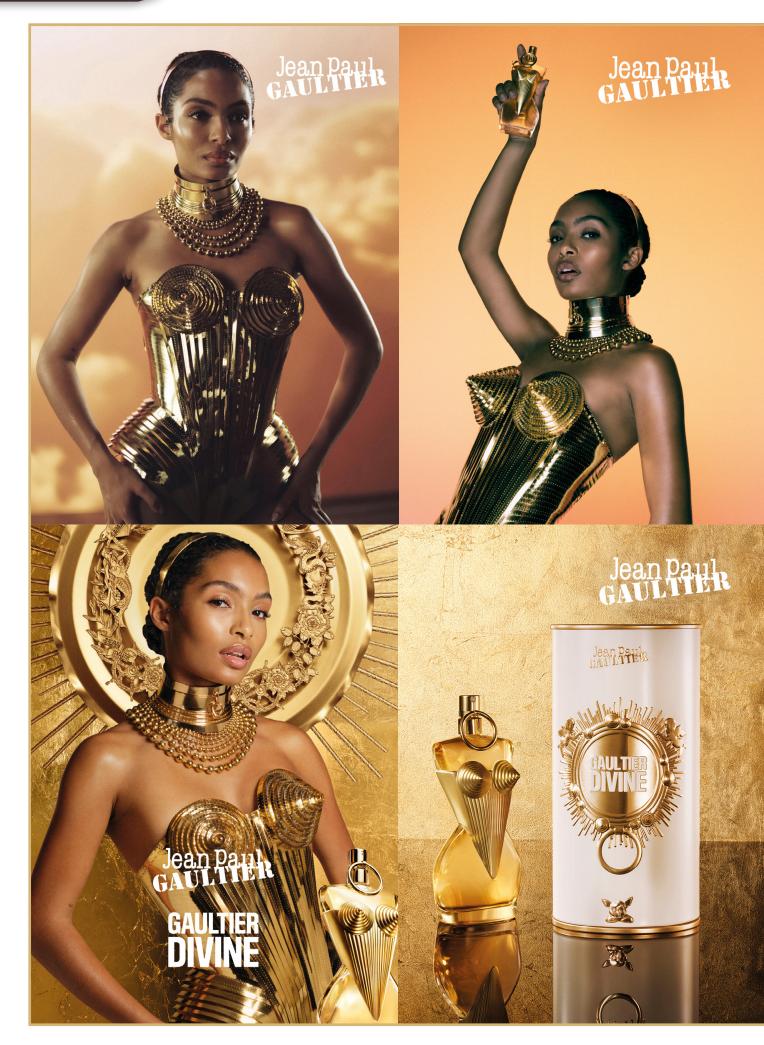
<sup>30ld for...</sup> **\$2,640** 

Lot 108: c1940 Schiaparelli 'Love Birds' presentation of Shocking perfume, featuring two miniature dress form bottles, clear glass, tape measures,

SHOCKING

LOVE BIRDS

and a sprig of parchment flowers, in rattan cage



### YOU'RE A WOMAN. WHAT'S MORE DIVINF?

Bringing us a new version of femininity – free, sensual, multi-faceted – we invite you to discover the outrageously chic and audaciously daring Gaultier Divine...

**IS A BOTTLED** 

INVITATION TO

**BE THE VERY** 

**BEST VERSION OF** 

YOURSELF

Those gilded breast cones are instantly recognisable - referencing one of the most iconic fashion statements of our lifetime, an ultimate expression of powerful femininity in corseted form, created by that maverick genius of design, Jean Paul Gaultier. (Who else?)

Since launching Gaultier Classique, 30 years ago, Jean Paul Gaultier has been known for groundbreaking perfumes and thought-provoking ad campaigns. And with this sublime new fragrance, once again, JPG pushes the boundaries and revolutionises the fragrance industry, with the launch of Gaultier Divine. Scrapping the whole 'for him' or 'for her' messaging, Gaultier Divine '...is here to celebrate everyone who identifies as a woman.' Less 'gender free', more **BREEZY YET** 'gender-fabulous', this is a swaggeringly empowering, yet deliciously sensual **VOLUPTUOUS.** scent for anyone who wants to wear it. **GAULTIER DIVINE** And oh, you will.

Since 1976, 'Jean Paul Gaultier's passion has been dressing and undressing women, celebrating their uniqueness through diversity.' Just who is the Gaultier woman? Answer: 'All women! Those who create their own rules and write the chapters of their own lives. Revolutionary? Powerful? Better yet! Audacious women who are proudly and freely themselves.'

And now, created by brilliant perfumer Quentin Bisch, we have Gaultier Divine. It's sunny and solar with a satisfying gourmand hit as it warms - think sunwarmed skin, a golden haze... Offering up a bouquet of white flowers, the addictive sweet creaminess of whipped meringue is suddenly shot through with a surprising hint of the salty sea. Breezy yet voluptuous.

But always with a finger on the pulse, JPG understands that glamour shouldn't come at the cost of the planet. Thus, Gaultier Divine is totally vegan and cruelty free. Beyond that, 90% of its ingredients are natural origin, and all of them responsibly sourced.

In three, sizes – 30ml (adorable!), 50ml and 100ml

- the two larger *flacons*, brilliantly, are refillable. And oh, so recognisable, too; referencing JPG's iconic corset, Gaultier Divine's version is no longer a fragile, delicate item, but instead, a precious jewel, a symbol of power.

The face of the Gaultier Divine campaign was as carefully chosen as the ingredients and stunning packaging, meanwhile. Step forward the quite incredible Yara Shahidi. Named one of TIME Magazine's 'Most Influential Teens' in 2016, her work as an actress, model, activist, social justice advocate and feminist is an example of what energy, commitment

and social consciousness can achieve.

A Harvard graduate and creator of Eighteen x 18 (a platform designed to encourage young people in the United States to vote), Jean Paul Gaultier comment that Yara Shahidi simply had to be their choice because she '...has many different faces. Utterly committed, and a perfect incarnation of the values of the brand, she strongly promotes the right for every woman to feel beautiful, unique, proud of her differences and merely herself.' And, in the powerful visual on the opposite page, this African-American-Iranian star is transformed into a veritable goddess, via a corset created by Jean Paul Gaultier's

haute couture ateliers.

'Who could be a more Divine fit for this magnificent celebration?', Jean Paul Gaultier asks. And we couldn't agree more. Yara Shahidi is a living example of what can be achieved when you set your mind to it. And we reckon that while wearing Gaultier Divine, you, too, will feel empowered to achieve anything you damn well please.

Knowing that you smell utterly (Gaultier) Divine. 🖪

£66 for 30ml eau de parfum; £92 for 50ml eau de parfum; £125 for 100ml eau de parfum boots.com

# latest launches

Over the next few pages, discover the flurry of fragrance newness for a new scent season. You might want to clear some space on the dressing table

The Garden of Delights is a blooming marvellous (in every way) curation, bringing together 11 gorgeous fragrances and two 'extras'. Priced £23 (just £19 to our VIP Club Members), find it at at perfumesociety.org/SHOP – and delight your nose, with these...

COSMOSS SACRED MIST

• JULIETTE HAS A GUN MAGNOLIA BLISS

PENHALIGON'S
HIGHGROVE BOUQUET

MIZENSIR VERT EMPIRE

• FLORAL STREET SWEET ALMOND BLOSSOM

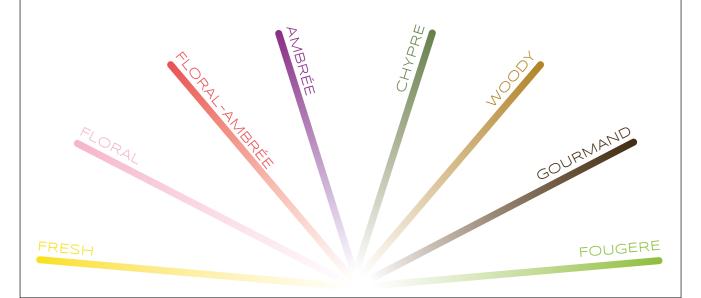
• ADSCENTURE SECRET GARDEN

• MOLTON BROWN HEAVENLY GINGERLILY



#### 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.



#### ABERCROMBIE & FITCH Authentic Self Woman



Brilliant in every sense, the vibrant yellow bottle hints at the explosion of freshness within – a zesty wake-up call at a time when spirits may well be flagging, wonderfully enlivened with this welcomingly vivacious gem. Lemon peel, sharp gooseberry and luscious pear get the nose a-tingle before a beautiful bouquet of freesia, jasmine and lily of the valley are mellowed by the woody musk of the base. And look at the price!

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

**AVON** Far Away Beyond the Moon



Avon have a long history with fragrance – they began with perfume back in the 1800s – and this velvety invitation to dream is a must-sniff. Ripe wild cherry seamlessly blends with Belle de Nuit – a night-blooming flower captured using cutting-edge Headspace Technology in its native Hawaii, as it's impossible to extract the scent naturally. The composition rests on a smoothly comforting base of rich sandalwood. Avon's first *parfum* strength, this lasts, beautifully. *£16 for 50ml parfum* **avon.uk.com**  AKRO Rise

Offering a sense of hope for grey months when 'days are getting shorter, nights are getting longer and you just wish summer could have lasted forever,' AKRO say, adding that although 'we can't promise to keep the weather good, we can bring you a little hit of summer whenever you want.' Rise awakens idyllic beach memories and offers wafts of pina colada, via coconut water, juicy pineapple and sandalwood's silken woodiness. £160 for 100ml eau de parfum fenwick.co.uk

> BANANA REPUBLIC Tuberose Overdose



Tuberose lovers speak of being 'addicted' to its headiness. Sounds like you? That exotic flower is taken to the max in this floral-ambrée 'ode to shadow and light', as Banana Republic put it. The white floralcy is ramped up by jasmine sambac, frangipani, tiaré, plus peony, with a cocktail of fruits for freshness – blackcurrant, crunchy green apple and a touch of ginger. Praline, blonde woods and sandalwood make for a smoochy finale.

£60 for 75ml eau de parfum theperfumeshop.com



ART DE PARFUM

Revelling in nostalgia seems to be the mood of the moment, and Sabotage harks back to the 90s as its perfumed point of reference. It has us pining for the optimism and carefree attitude of that era, which is cleverly evoked here with a boozy Negroni accord, a breeze of spearmint, tuberose naughtily swirled with wormwood, earthy patchouli and a mossy dry-down. It's 'da bomb' (as we liked to say, back then). *£125 for 50ml extrait* 

artdeparfum.com

**BARBOUR** Coastal for Her



Bitter orange, zested lemon peel and mandarin are our initial walking companions through the trail of this scent. Inspired by Northumberland's coastline, it's a beautiful blend of those citrus-y solar notes, ultimately warming on a woody base. As though adding a soft layer of cosiness – like an invisible, scented cashmere scarf, fluttering in the sea breeze – a nuzzle of moss, dry cedar and salt-tinged resinous depths suffuse the longlasting base.

£56 for 50ml eau de parfum thefragranceshop.co.uk





Get set to be won over by vanilla again, with this note being a trend that's on the lips (and wrists) of industry insiders right now. Banish all thoughts of it being super-sweet, though, as per this evocation – rich, yes, but so-sophisticated. Shot through with Indian tuberose, Egyptian jasmine and orange flower, there's a fizzing sense of excitement from pink peppercorns and a swoony violet to become addicted to, along with that creamy, dreamy vanilla. £195 for 100ml eau de parfum harrods.com





Another welcome example of the perfume world greening up its act: this gourmand aromatic introduction from Burberry is their first refillable perfume. Though created to bolster 'confidence, strength and kindness,' it's all sweetness and light, to our nose: a sniff-and-sniffagain trio of three different vanilla notes, the delicious base of vanilla absolute paired with a sunlight Lavender Diva accord, balanced by earth cocoa and ginger. Good enough to eat, gorgeous enough to refill. *£126 for 100ml eau de parfum* **selfridges.com** 

# BEAUTY PIE Le Smash Santal

Adore sandalwood? You'll love this limited edition from Beauty Pie, who are disrupting the beauty world by offering 'factory' prices for their wares, once you're signed up to £10 a month membership. This nuzzleably soft 'skin scent' is the smoothest fusion imaginable, notes of musk, white suede, tonka, vanilla, almond and cardamom (plus that sandalwood) inducing us us to sniff our wrists compulsively. A total smash, yes. £33 for 50ml eau de parfum (£120 non-members) beautypie.com

> **BYREDO** Rouge Chaotique



'There is something about night-time. It's a different world of possibilities; a different version of who you are, a nocturnal version of duality,' observes BYREDO founder Ben Gorham, offering us the chance to cloak our after-dark persona in this rich, opulent addition to the Night Veils line-up. A super-concentrated 'gourmand oudh', syrupy plum is drizzled over toasted praline, spiced leather, saffron and patchouli. Almost tactile, it's like deep burgundy velvet, bottled. *£250 for 50ml extrait de parfum* **libertylondon.com** 

## BRUNO CUCINELLI Pour Femme

Paying homage to the designer's cashmere heritage, here's a Chypre that wraps itself around you with softness and an elegant, pared-back simplicity. Imagine sun-bleached, softly draping fabrics transformed into scent, with the coolness of dawn's gentle breeze bringing dewy orange blossom and the intriguing, savoury creaminess of chestnut overlapping dry cedar and shady vetiver. Could this be your new go-to? We predict signature scent status in your fragrance wardrobe. £160 for 100ml eau de parfum harrods.com

> **CALVIN KLEIN** My Euphoria



Powerhouse perfumer duo Nathalie Lawson and Frank Voelkl were chosen to reinterpret the notes of the original – here transformed into a smoky yet sweetly delicious, amber-infused floral. Piquant blackcurrant segues to an unexpected 'flambé orchid' accord, all set against the toasted sesame. Rounding the base, a blend exclusively created for the scent includes bamboo, wood, and tuberose. A fascinating new take on what has become a contemporary classic. £80 for 100ml eau de parfum superdrug.com

**CHLOE** *L'Eau de Parfum Lumineuse* 



Ane Ayo's interpretation of freespirited Chloe takes a fresh turn, stitching rose with jasmine and warming it with vanilla, for a light-filled, solar scent that combines sweet and floral elements and is set to keep summer in our minds, as the days shorten. Continuing Chloe's sustainability journey, that signature fluted bottle is made of 25% recycled glass, ingredients are of all-natural origin and the ribbon is fashioned from upcycled polyester. £95 for 50ml eau de parfum johnlewis.com

#### **CONTES DES PARFUMS** *Reykjavik*



CdP have rounded up some of the world's greatest perfumers to create fragrances inspired by some of the world's great destinations – Anne Flipo (Tokyo and Dubai); Ramón Monegal (Sydney); Jean-Christophe Hérault (Sevilla); Carlos Benaïm (Positano). We're especially intrigued by our first encounter with a mineralic fjord's steam accord and the airy 'sauna' note in Delphine Lebeau's outdoorsy, cool and woody Reykjavik, from this exciting new globe-trotting perfume house. £195 for 100ml eau de parfum harrods.com CHOPARD Imperiale Iris Malika



Regally arrayed in purple, the majesty of this Chopard scent is apparent even before the first spritz. Echoing both the colour of the iris flower and the robes associated with royalty, this fit-for-a-Queen fragrance billows wild berries and warm spices borne aloft on a feather-light, powdery cloud of that exceptional orris concrete, garlanded either side by jasmine and ylang ylang. Further spices infuse opulently silky balms and woodiness in the base. And now, bow down and worship. £90 for 100ml eau de parfum fenwick.co.uk



Definitely our favourite incarnation of the fabulous Coach bottle yet, this offers 'a celebration of love in all its different forms and expressions,' with a juice composed by Antoine Maisondieu. Playful, romantic, at once bold yet intimate, it glamorously cocktails strawberry and mandarin, rose and jasmine sambac, cedarwood and amber. And do check out the print and film ads by legendary photographer Juergen Teller – they're definitely a love thing, for us. *From £39 for 30ml eau de parfum* **thefragranceshop.com** 

> **DIOR** J'adore L'Or



Dior's J'adore goes from strength to strength – quite literally, reinvented for its legions of glamorous fans time and time again, mixing it up to defy the olfactory boredom that can drift in when we've found a true signature scent. This time around, Dior's new resident Fragrance Creator Francis Kurkdjian somehow teases an even greater voluptuousness out of J'adore's signature orange blossom, *rosa Centifolia* and jasmine, to utterly exquisite, amplified effect. £144 for 50ml eau de parfum **dior.com** 

**CREED** Carmina



Carmina was launched with a massive public event at Frameless, Marble Arch's immersive art space, where visitors could explore every aspect of this floral-ambrée introduction. Taking its inspiration from frocks in fashion sketchbooks belonging to the Creed family, it's an electrically flirtatious fusion of black cherry, rose de Mai, violet peony, softening to a seamless blend of cashmere woods, amber and musk. Pull out your best party dress, your highest heels, then spritz. From £165 for 30ml eau de parfum creedperfumes.co.uk

**DKNY** *Be Delicious Orchard Street* 



On Manhattan's electric Lower East Side, you'll find buzzy Orchard Street, this floral-ambrée concoction's namesake. Opening with a burst of Pink Lady apple, pink grapefruit and sense-awakening pink pepper, juiced up by pomegranate and black raspberry alongside orris and jasmine, it is ultimately leather and cedarwood which dance together in Orchard Street's dry-down. An olfactory reminder of Manhattan's carefree vitality, it has us pining to return there. *From £28 for 30ml eau de parfum* **escentual.com** 

> **ERIS PARFUMS** Delta of Venus



Reimagining the Garden of Eden's 'forbidden fruit', this is more likely to take a bite out of Eve before she could clamp her gnashers on it. Ultra-green galbanum evokes rain-washed leafiness, entwined with hypnotic jasmine sambac, cleverly concealing the sinuously snake-y temptations offered within: a luscious guava accord created by Eris's genius perfumer, Antoine Lie, which is dripping wet, on the edge of overly ripe, and so ready to be devoured. (If you dare.) £115 for 50ml eau de parfum saintecellier.com **DOLCE & GABBANA** Devotion



Olivier Cresp has baked something quite extraordinary here, a fabulously literal panettone-inspired scent which fits seamlessly fits within their universe, housed in a bottle emblazoned with the iconic D&G heart. Olivier brings a lightness to the finish – texture and space he refers to as 'verticality' – attributing this to the C02 extracted vanilla and orange blossom notes, topped with tangy, almost chewy notes of candied citrus. We're already totally devoted. From £65 for 30ml eau de parfum harrods.com



Whimpering wallflowers, summon the chutzpah to wear this – build yourselves a pillow fort or something, because those of us who adore va-va-voom are spraying this and rolling on the floor in a froth of olfactory excitement. At the launch, the entire Perfume Society team was heard to utter moans of delight at the purring sensuality of its unashamed animalism. Plump peaches, suede and styrax? Oh, yes! Geza Schoen, you know how to excite us. £180 for 100ml eau de parfum florislondon.com

#### ÉDITIONS DE PARFUMS FRÉDÉRIC MALLE Heaven Can Wait



Known for pared-down, 'haiku-like' compositions, Jean-Claude Ellena's latest collaboration with Frédéric Malle offers a surprising complexity. Warm, seductive, fusing spices, ambrette and carrot seed, iris and vetiver, positively plumptious with facets of peach and prune, it's nevertheless discreet. A perfume must be like 'a soft caress; nothing must shock, nothing must shout,' says Jean-Claude – though we'd like to bellow our love for this from Paris's rooftops, actually. £185 for 50ml eau de parfum **libertylondon.com** 

> **FLORIS** *Tuberose in Silk*



Balanced between purity and passion, teetering betwixt the hip-swivelling sensuality of tuberose and the softness of a rose's velvet blush, the dive into untamed eroticism is held at bay by the cashmere fluffiness of musk, a warm hug of amber and a dusting of iris. Calmed by these, the orange blossom and jasmine join white flowers in a more sedate dance, while a touch of camphor is on hand with the smelling salts.

£120 for 50ml eau de parfum florislondon.com





This takes its name from Ilha Formosa, meaning 'Beautiful Island', the 16th Century Portuguese explorers' name for Taiwan, whose native flowers, spices and fruits inspired Honorine Blanc to create this *flacon* of fruityfloral fabulousness, It's launched by philanthropist Shining Sung, whose family own Taiwan's Chi Mei Museum; the crescent bottle, with its *faux* jade stopper, is the work of renowned designer Marc Rosen. Exclusive to Fenwick, it is definitely one to explore. *£295 for 75ml eau de parfum* **fenwick.com** 



Afro-jazz energy, coffee and cacao, colourful waxed *kente* cloth and the humid, sensual heat of the tropics were all inspirations for Gallivant's latest escapist creation – dreamed up in Hackney, executed in this case by perfumer Stéphanie Bakouche (who founder Nick Steward worked with in his time at L'Artisan Parfumeur). With hot peppers, mango, papaya, saffron, tobacco, cedarwood, leather and a 'vintage vinyl' accord, Accra demands to be added to your perfume playlist. *From £70 for 30ml eau de parfum* **gallivant-perfumes.com**  FRAGRANCE DU BOIS



Aptly named passion fruit lusciously brightens Lovers' first burst, alongside plum and fiery ginger. Rose and jasmine clamber hazily over saffron as the skin warms the scent, ultimately issuing an invitation to come hither via cashmere woods, smooth sandalwood, elegant vetiver and addictive patchouli. By perfumer Shadi Samra, it's inspired by the poem 'The Passionate Shepherd to his Love', by Christopher Marlowe, and speaks volumes about perfume's seductive powers. *£285 for 100ml eau de parfum* **selfridges.com** 

> **GIVENCHY** L'Interdit Eau de Parfum Rouge



Suddenly, sandalwood is everywhere. (And we couldn't be happier.) Inside this so-chic lacquered red *flacon*, that sacred wood suavely grounds the carnal bouquet of radiant orange blossom and sultry jasmine, spiced by ginger and pimento leaf, with blood orange offering an initial jolt of freshness. An invitation 'to defy convention and embrace your singularity,' Givenchy say. Rest assured: as you forge your own path, you leave the most bewitching trail. *From £64.50 for 35ml eau de parfum* **givenchybeauty.com**  **FUGAZZI** *Workaholic* 



With creations like Sugar Daddy, Angel Dust and – yes – Workaholic, this 'concept' fragrance brand recently landed here, pleasing perfume-lovers who are unafraid to take risks, and/or who love a tongue-in-cheek fragrance name. Powered by a coffee top note, this glorious gourmand targets for those of us who work late, then play hard, its caffeinated overture mellowing to rose, nutmeg, white musk and tonka. Just don't blame us for your addiction. £108 for 50ml eau de parfum harveynichols.com

> **GRACE DE MONACO** *Ombre Sereine*



Seventh-generation perfumer Xavier Blaizot was called on to create this third fragrant instalment for the perfume house set up as part of Grace de Monaco's arts-supporting foundation. Helping to sponsor and mentor young dancers, musicians, and artists, this is fittingly melodious, as orris, jasmine and ylang ylang twirl with heady orange blossom, Turkish rose and aromatic lavender, before drifting towards the more sensual, supple leather and musk of the base. £220 for 100ml eau de parfum harrods.com

#### **GRAFF** Lesedi La Rona IX



Two more fragrances have joined the elegant line-up from British jewellery legends, Graff, named after a priceless diamond, the Lesedi La Rona. But in Lesedi La Rona IX, our choice above, it is the power of bergamot to bring sparkle and light – in this case, to jasmine and tonka – which caught our attention. Flower-powered Lesedi La Roma X, meanwhile, offers us rose petal essence, vetiver and geranium. Graff's is a luxe collection, for sure – but so lovely, with it. £330 for 100ml eau de parfum harrods.com

> **JEAN PAUL GAULTIER** *Gaultier Divine*



Gilded breast cones? Of course it's a JPG – referencing one of his iconic corsets in fragrant form, Gaultier Divine is sparkly, yet has a satisfying gourmand hit. Envisage sun-warmed skin, now add opulent wafts of white flowers and a scented surprise, where the addictive sweet creaminess of whipped meringue is suddenly shot through with a lip-smacking hint of the salty sea. Breezy yet buxom, it's an invitation to be the very best, fragrantly fabulous version of yourself. *£66 for 30ml eau de parfum* jeanpaulgaultier.com



This energetic twist on the phenomenally successful Gucci Guilty taps into fashion's current purple phase, with a powerful elixir concentration that enhances the signature notes of the original. Garlanded with a wisteria accord, brightened with a note of mandora (a juicy hybrid of a mandarin and an orange, FYI), rose and violet notes are sweetened by vanilla absolute and tonka. You will be guilty of nothing except... smelling fabulous. £126 for 60ml elixir de parfum houseoffraser.co.uk

JO LOVES Amber, Lime & Bergamot



Cop an eyeful of this tortoiseshell incarnation of the Jo Loves bottle, a glamorous hint at the juice inside. We tend to think of perfume designer Jo Malone CBE as the queen of the airy and fresh, but this offers an unexpected warmth and richness, fresh bergamot and mandarin giving way to sexy amber, cedarwood and smouldering patchouli, buffed by suede. Love the scent? You can match it to a candle, for quite the night in. *From £78 for 50ml eau de parfum* 

joloves.com

#### **GUERLAIN** L'Art et La Matière Tobacco Honey



Step behind the velvet rope. Part the heavy curtains. Step into the dark. This latest collaboration between Guerlain Perfumers Thierry Wasser and Delphine Jelk (see p.26) has us imagining mischievous liaisons, via smoky wisps of cigar-like dry tobacco – another trending ingredient – tempered by sweet honey and sesame. Extraordinarily long-lasting on the skin, we can make out its seductively smoochy sandalwood and *oudh* afterglow on the skin, 24 hours later. *£290 for 100ml eau de parfum* **guerlain.com** 

#### **JO MALONE LONDON** English Pear & Sweet Pea



English Pear & Freesia has achieved modern classic status, one of JML's bestsellers. And as pears ripen across England's orchards, their crisp juiciness has been revisited – by Anne Flipo, this time – and draped in an airy, petal-perfect essence of pastel sweet peas, powdery with white musks, with whispers of ambrette for intrigue. You'll be able to tell the two bottles apart on your dressing table from the beautiful, faceted design for this limited edition, meanwhile. *From £55 for 30ml Cologne* **jomalonelondon.com** 

KENZO Flower by Kenzo Ikebana



Excitingly, this is a completely new juice rather than an iteration of the classic. Ikebana pays fragrant homage to Japan's ancient floral artistry. Believing floral displays should be pared back and thoughtfully arranged, similar care has been echoed by Alexandra Monet, who wove the softness of cherry blossom with a radiant tuberose, the captivating note of buckwheat tea (a Japanese delicacy) adding a deftly delicate watercolour tint to the vetiver-rich base. £77 for 40ml eau de parfum **theperfumeshop.com** 

LANCOME Idôle Now



Representing 'the light of a new dawn', via an exquisite *ombré* bottle, here is yet more vanilla to sweeten up this season's fragrance wardrobe. Lancôme make no secret of the fact that Idôle Now's florality is 'inspired by nature, merging natural original ingredients with science', showcasing a previously uncapturable, elegant and musky Nature Print orchid accord, alongside upcycled rose petals and a vanilla which is so delectably sweet and airy that it's almost fluffy. *From £58 for 25ml eau de parfum* 

johnlewis.com

Neroli Nasimba

MAISON CRIVELLI



One for days when you want to conjure the warmth of the sun on your face, whatever the weather's doing outside. Close your eyes and be bathed in luminous sunlight via this shareable citrus, which took its inspiration, we're told, from 'an unexpected encounter with orange blossom during a walking safari'. But nothing Thibault Crivelli creates is straightforward. Here, the brightness of neroli, tangerine and petitgrain are then contrasted with supple leather, to dazzling effect. *From £85 for 30ml eau de parfum* **johnlewis.com** 

MATIÈRE PREMIERE Vanilla Powder



Vanilla may be one of perfume's hottest trends, but trust Aurélien Guichard to take a fresh approach. Forget stickiness and cupcakes, for this smells sophisticatedly bone dry from start to finish. An explosion of powdered muskiness brings an almost chalky nuance as it nuzzles into your skin, warming to reveal a coconut note; sacred *palo santo* then sinks into the flecked depth of the vanilla, ensuring compliments a-go-go for this unique take on gourmand.

- £145 for 50ml eau de parfum
- harrods.com

#### LILA NUR Zafran Boisé



Inspiration here was Kashmir's Kahwah tea ritual. Evoking the savouring of a smoky infusion of green tea – aromatic spices and honey are crowned with saffron and rose petals, while incense drifts throughout. Honorine Blanc brings to life for India's first fine fragrance house her 'dream of a cool evening in Kashmir, floating down the Dal lake, surrounded by the scent of cedar, honey, cinnamon and saffron.' It's as warm as a pashmina, as intricate as embroidery and utterly transporting. £225 for 100ml eau de parfum harrods.com

#### MILLER HARRIS Black Datura



Datura is also known as the moonflower, chosen by Emilie Bouge, who cites it as her starting point: 'Mesmerising, beautiful and opulent but poisonous at high dosage.' To bring light to its mysterious darkness, 'pink peppercorn introduces a feminine and sensual tuberose that reveals a dangerous captivating scent, with balm and dark woody notes to leave an elegant trail.' Hypnotic and bewitching – and ideally trailed via a swish of a velvet cloak. £180 for 100ml eau de parfum

millerharris.com

#### **MOLTON BROWN** *Wild Mint & Lavandin*



Lace up your walking boots. Head into a wild forest. Or, if that's not currently practical, instead we'd suggest you transport yourself to the untamed, verdant outdoors via this shareable and wearable new take on the *fougère* family, which sees Nathalie Korbus bring tonka bean, soft orris, spicy nutmeg, gorgeously nose-tingling wild mint and lavandin together, for 'a reminiscence of walking through cool, shrub-filled forests in Provence.' We're so there!

From £85 for 100ml eau de toilette moltonbrown.com

Alien Goddess Supra Florale

MUGLER



This latest incarnation of Alien invites all of us to be goddesses, a dream made reality with its Supra Florale otherworldly iteration. Mugler's universe is unashamedly feminine, empowering a sense of freedom to be ourselves, and this Alien 'takes the original scent's florality and sets it free to reinvent itself'. How so? Via a 'fresh green cactus flower accord, signature Jasmine Grandiflorum Superinfusion heart, and a salty, ambery everlasting flower.' Instant goddess-dom. £65 for 30ml eau de parfum mugler.co.uk

> **OJAR** Wood Whisper



This house is so worth exploring, expertly balancing Middle Eastern perfumery techniques, both modern and historic. Here we find a fragrance to assuage anxious souls via a silky caress of sandalwood, the textural feeling of that note hushed yet incredibly long-lasting. Cashmere wood hugs violet in the heart, while white amber's partnered by musk and a sea spray of ambergris. The rosy plum of the opening blushes beguilingly throughout. Timeless. £195 for 100ml eau de parfum harrods.com NARCISO RODRIGUEZ all of me



Can it really be 20 years since Narciso launched 'for her'? Just as that fragrance gave us an entirely new style of Chypre, Dora Baghriche and Daphné Bugey now intentionally set out to reimagine the floral family, pairing transparent *rosa Centifolia* with sustainably-sourced rose geranium. Narciso's leitmotif muskiness is suffused with a new, creamy milkiness, and if this was a fabric, it would be an exquisitely soft, drapey pale pink crêpe, we think. Divine. *From £63 for 30ml eau de parfum* **lookfantastic.com** 

> **ORMONDE JAYNE** *Levant Extraordinaire*



Ravishingly beautiful, the original scent is sprinkled with a halo of glittering powder that seems to float in the air – individual motes glinting while held suspended in a hazy autumnal sunbeam. Levant's trademark pink pepper sashays with tangelo in the zesty fizz of the opening notes, while a pink peony slowly unfurls like a feathered fan fragrantly fluttering. Musky amber nuzzles the base – just as you'll find yourself nuzzling nose to wrist, all day. £250 for 120ml eau de parfum harrods.com

#### **OBVIOUS PARFUMS** Un Été



Pining for lazy days of heat and languor, sun and sea? Yup. Us, too. Happily, Maebh McCurtin here conjures up for us the familiar creaminess of sunscreen on skin after a long day at the beach. Ginger, tangerine and mandarin are a shaft of sunlight in the opening, orange flower absolute pulsing alongside a matcha tea accord, before vanilla, tonka and Peru balsam drift in. Indian Summer, in olfactory form. £95 for 100ml eau de parfum fenwick.com

#### PARFUMS DE MARLY Althaïr



Eau. My. God. Vanilla lovers, you are going to need to get this on your skin. Vanilla naysayers? Trust us: you need to try it, too. Swoony Bourbon vanilla (deliciously dark, decadently delicious) will be responsible for your new addiction. Generously swirled through tobacco smoke rings, orange blossoms embrace praline, convincing sparkling citrus to kiss sizzling spices, and ultimately swathing guaiac wood in butter-soft leather. We absolutely dare you to succumb.

£190 for 75ml eau de parfum selfridges.com

**PRADA** Paradoxe Intense



Do not be deceived. Bergamot, neroli, jasmine and pear may seem on paper to be the embodiment of innocence, but here, they take on a sensual radiance, pushed 'to extremes' by a trio of female perfumers via ultrafeminine accords of moss, amber, vanilla and white musk. Admirably, new Paradoxe Intense is part of Prada's refill programme, with each 50ml bottle refillable and recyclable, and outer packaging FSC MIX-certified. Now, that's 2023's idea of chic for you. *From £70 for 30ml eau de parfum* **escentual.com**  PARFUMS DUSITA Rosarine

Translating to 'Queen of the roses' in Thai, this is the scent memory of perfumer and founder, Pissara Umavijani. In her own words: 'a token of the first day I visited the majestic Parc de Bagatelle in Paris; there, sitting among the thousands of roses, I promised myself to follow my heart's desire: become a perfumer.' Thank heaven she did, for we can experience cinnamon-sprinkled roses, orris-buffed May Rose, plumes of incense and a chocolate-y patchouli base. €150 for 50ml eau de parfum parfumsdusita.com

> ROJA PARFUMS Taif Aoud



This swirls with one of the world's rarest roses, a legendary Arabian bloom that can only be found in the Ta'if mountainous region it's named for, where the petals are only gathered during a staggeringly short harvest. Ah, but when you smell this, garlanded with jasmine and clove buds, rippled with patchouli, cassis, and incense, you sense why Roja insisted on it. To wear it 'is to feel the warmth of the sun and a cool mountain breeze caressing your skin,' he says – and we have to agree. *From £60 for 7.5ml* **rojaparfums.com** 



Alberto Morillas is the nose behind this first female fragrance for the fashion house, and the quality really shines through (or gleams, rather, from this gorgeously gilded and rather adorable bottle). The juice also sparkles – iridescent, exuberantly sensual, a pop of piquant blackcurrant brightening the floral bouquet. Inspired by 'the irresistible sensuality of a Philipp Plein dress, high heels, a plunging neckline, luscious lips submerged in lipstick,' it's a joyful snog in a bottle. £52 for 30ml eau de parfum boots.com

**THE MERCHANT OF VENICE** *Queen of the Night* 



Egypt's opulent fragrance heritage is conjured by Givaudan rising star perfumer Gaël Montero, her creation inspired by Nut, Goddess of the Sky. We are beckoned into the dark by saffron, cinnamon bark and blue lotus; drifts of scented smoke fill the air (including an accord of kyphi incense), with sandalwood, myrrh and tonka lingering on the skin. Adorned by a golden charm, the pharaohs would be pleased by this, we think. £350 for 100ml eau de parfum harrods.com

#### **TOM FORD** *Café Rose*



Perfume geeks, your memory isn't deceiving you. Café Rose was first enjoyed as part of Tom Ford's Private Collection (and we loved it). Bearing the same name, here's a different scent – but we still adore its juxtaposition of Turkish and Bulgarian roses and coffee, stirred with a dash of ylang ylang, coriander, cardamom, patchouli, sandalwood and warm resins, the perfect scented segue from summer freshness to autumn/ winter's cosiness.

From £105 for 50ml eau de parfum tomford.co.uk

**VIKTOR & ROLF** *Good Fortune Elixir Intense* 



Even more captivating than the so-successful original, this 'embodiment of a new positive lifestyle, an olfactive manifesto for spirituality and self-potential' has been fabulously intensified. Incense swirls, entwining Jasmine Superinfusion's velvety notes like a scent tornado. Finally, the potion reveals mystical *palo santo* alchemically bonded to Bourbon vanilla and a creamy New Caledonian sandalwood. We don't need a crystal ball to predict this elixir's success. *From £97 for 50ml eau de parfum* **theperfumeshop.com** 



'A luminous ode to life'. Isn't that what we all crave, as days shorten, yet – like butterfly catchers – we seek to hold on to summer? Emily Bouge 'explores a journey towards lightness' with a sunlit creation at once aromatic, woody and ultra-fresh, shot through with petitgrain (bitter orange) and sage, through which jasmine scampers and twines. Ultimately, this is grounded by Nepalese sandalwood. A meditation in the shade, on a still, hot afternoon. £195 for 100ml eau de parfum trudon.co.uk VAN CLEEF & ARPELS Thé Amara



Chiffon dresses. Bone china teacups. Men in crisp white linen suits. There's a breeziness to Thé Amara that has us thinking of open windows and barefoot walks in dew-drenched grass. At its heart, a beautifully subtle tea accord, around which fresh bergamot and peppermint, sweet pea and rose, white musk and cedarwood shimmer. We are very much looking forward to refreshing ourselves with this at frequent intervals, not merely at teatime. £145 for 100ml eau de parfum johnlewis.com

**VYRAO** Sun Rae



Sad about summer's end? Console yourself with this gloriously uplifting scent, infused with 'a supercharged Herkimer diamond crystal for clarity and to boost energy levels'. Lyn Harris creates her own magic from a 'Zing! Pop! Fizz!' of citrus explosions that feel like you're soaring above the clouds with every spritz. Turmeric and black pepper add layers of welcome warmth while bergamot, lemon, and aqueous ginger sparkle like bottled sunshine throughout.

From £135 for 50ml eau de parfum libertylondon.com

**ZADIG & VOLTAIRE** This is Her! Zadig Dream



Ker-pow! Not your average perfume bottle, this Arty Edition of This is Her! has been designed by watercolour collagist Léo Dorfner, whose work is informed by the world of social media. The free-spirited juice itself, created by Sidonie Lancesseur, is an equally bold spin on the original, vibrantly pretty with peach and grapefruit zest, lily of the valley, jasmine and a delectable chestnut accord, all tied together by dreamy, creamy sandalwood and musk, in the base.

From £75 for 50ml eau de parfum superdrug.com





Another stunner from this impressive (and impressively priced) house, with Frank Voelkl invigorating the senses via Chinese ginger, cypress, and cardamom up top (for a cool, aromatic shiver of freshness), while a flourish of aromatic floralcy enlivens the heart with freesia, violet leaf and Egyptian geranium. Madagascan vanilla, Virginia cedarwood and Brazilian tonka are the delicious trail you'll leave behind, with others bewtichedly admiring your scented *sillage*.

£39 for 100ml eau de toilette thefragranceshop.co.uk

AKRO East

Inspired by frequent travels across the Middle East, Olivier Cresp, AKRO perfumer and co-founder (with his daughter, Anaïs) explores the love affair with *oudh* – a note he skilfully pairs here with raspberry, the sharpness slicing through the smoky woodiness. The sootiness and succulence are a marriage made in scented heaven, the fruitiness contrasting yet utterly complementing the smouldering depths. Quite magnificent. £220 for 100ml eau de parfum

harrods.com

**DIOR** Sauvage Elixir



This darkest, naughtiest, most potent incarnation of Sauvage is set to lead us into all sorts of temptation. Smooth, sweet liquorice notes contrast with Haitian vetiver, patchouli and spices, freshened by a 'tailor-made' lavender essence. 'Created like a fine liqueur made of exceptional ingredients,' Dior promise that this is 'as unique and rare as a red moon in the night sky'. As ever, the *flacon* is a stunner, in midnight blue lacquer. *£135 for 100ml elixir de parfum* **dior.com** 



Rugged coastlands are the inspiration for this Barbour's breezily brilliant duo (see also p.47). For Him takes a trip to 'the clifftops of Northumberland' where our hearts are brightened by gusts of aromatic citrus-crested waves lashing juicy ginger; a simmering cinnamon note adding a frisson to the florals. A balsamic richness leaves a lasting impression – resinous warmth, creamy sandalwood and an amber which glows like the beam from an olfactory lighthouse. £56 for 50ml eau de parfum thefragranceshop.co.uk

> **GUCCI** Guilty Elixir de Parfum Pour Homme



Its stunning citrine glass flask has the boldness we've come to expect from Gucci, inviting the wearer to strut his stuff with the most intense concentration yet of this bestseller. Described as 'a powerful invitation to love and self-acceptance,' the fragrance's signature patchouli is turbo-charged with orris butter and vanillin, smoochy Ambrofix, then spiced with nutmeg and softened by benzoin. Magnetic and sensual, think: velvet suit, silk shirt, aviator shades. £124 for 50ml elixir de parfum houseoffraser.co.uk

#### BRUNO CUCINELLI Pour Homme



Paying tribute to the Italian design house's Umbrian roots with every sophisticated, spice-infused spritz, Olivier Cresp evokes an aromatic landscape of rolling hills, brought to life via cypress, juniper, clary sage and Nigerian ginger, flecked with flinty black pepper. Known for his masterful textures and superb fabrics, Cucinelli's aesthetic and his homeland are so brilliantly nuanced within the blend: a sense of overlapping complexity that simultaneously feels effortless. £160 for 100ml eau de parfum harrods.com HACKETT Bespoke



The British menswear brand has enlisted Jenson Button, Formula One world champion racing driver, to front two new scents, with Bespoke bathing the senses in a deep, dark, woody fusion of pepper leaf, cedarwood, frankincense, oak, amber, leather, vetiver and tobacco, seamlessly blended by Christian Provenzano. Beautiful bottle – and we're crazy about the cap, its design based on an antique bobbin. Altogether rather vroom, vroom, though! *From £45 for 50ml eau de parfum* **boots.com** 

JEAN PAUL GAULTIER Le Male Elixir



Flamin' 'eck, this new sailor's so hot, with his torso all a-smoulder. As gilded as the bottle, amber melts gold flecks through the warmly resinous composition – a sensual deep-dive into fresh scented waters that's bound to cause long-term fans to storm the decks, while at the same time captivating a whole new jolly crew of fans. Far too sexy not share, all the nice (and naughty) girls certainly do love an amber-infused sailor. All aboard! *£73 for 75ml eau de parfum* **theperfumeshop.com**  HACKETT Essential



This aromatic *fougère* – the second new introduction from the classic British menswear brand – will, we predict, live up to its name by becoming a cornerstone of many a stylish chap's fragrance wardrobe, thanks to Christian Provenzano's masterly and timeless harnessing of masculine notes from English lavender and geranium to patchouli, oakmoss and leather. If Hackett Bespoke is a made-to-measure suit, this is a blazer worn with cords. Style, with a twist. *£48 for 50ml eau de parfum* **boots.com** 

> **KILIAN PARIS** Smoking Hot



The strong tobacco trend wafting through perfumery is perfectly embodied here by bad boy Kilian Hennessy's newest. First whiff, indulge in an Apple Hookah note, sprinkled with cinnamon bark, before fire-cured Kentucky tobacco absolute really gets this party started. Delectable Pure Jungle Essence Bourbon Vanilla turns the smokiness seriously smoochy, with Orcanox – woody, musky, powdery – for an extra nuzzle factor. The correct response is, simply, 'Phwoar.' *£220 for 50ml eau de parfum* harveynichols.com

HUGO BOSS Boss Bottled Elixir



A wonderfully woody back-to-nature vibe pulses through this composition, created by Annick Menardo and Suzy Le Helley. Its cool breeze of silvery cardamom wafts through ripples of frankincense resin, the wet earthiness of patchouli and vetiver evoking the glorious sensation of petrichor – that moment when it's just rained and the whole world smells glorious. Obviously the Boss Bottled man doesn't ruin his suit (or shoes) – so, cedar and labdanum add a dapper elegance. £73 for 50ml eau de parfum theperfumeshop.com

L'ARTISAN PARFUMEUR Cuir Grenat



'The nose has to travel' is the motto of most perfumers we know. Thus, it was in Morocco that Christophe Raynaud came across the leather workshop whose atmospheric vibe kickstarted the creation of this eminently shareable scent, which captures the interplay between the dimly lit room's leather, its warmth, and the bright light of the world outside. Raspberry, leather and Ambrofix are our magic carpet, here. £190 for 100ml eau de parfum lartisanparfumeur.com

#### MAISON CRIVELLI Oud Stallion



An exclusive collaboration between Maison Crivelli and perfumer Jordi Fernandez, this sets the soul galloping with memories of attending a thrilling horse race. Think saddle soap and the sweetness of warm, animalic flesh; sun-smouldered hay notes and the majestic elegance of that stallion thundering past, crowds cheering, the clink of glasses, scarves waved in the air in celebration. This perfume powerhouse will have you feeling like a winner, every single day. *£220 for 50ml extrait de parfum* harrods.com

PACO RABANNE Invictus Victory Elixir Parfum Intense



Chock-full of assured suaveness, the character of the beloved original Invictus is allowed to shine through – but there's a zing up top, here, with a generous squeeze of grapefruit. Meanwhile, an extra dose of freshness is granted by aromatic lavender and geranium in the heart. An intriguingly smoky element is joined by a chestnut accord that's sugar-coated, yet still masculine. It feels like having a favourite jacket re-made in a different material: the perfect fragrant fit. *£54 for 50ml eau de toilette* **armanibeauty.co.uk**  MAISON NOIR

Icarus 347



Brilliant perfumer Michel Almairac is the nose behind this exquisitely crafted and so-elegant take on a fruity fragrance. Crisp, green apple and succulent melon meet the sweeter red flesh of red apples and sharp raspberries. The rivulets of patchouli rippling throughout are perfectly grounding, amidst mossy, amber-laden warmth in the base and the toastiness of addictive tonka. Maison Noir is a house to keep your eyes (and nose, and every pulse point) on, for sure. £115 for 50ml eau de parfum maison-noir.com

**PENHALIGON'S** The Omniscient Mr. Thompson

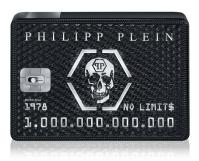


'All the best butlers keep your secrets,' say Penhaligon's. But word is, Mr Thomson has seen all manner of goings on. Of course, he'd never tell, not unless he absolutely had to – or perhaps if you caught him at the best bottle of rum. That deliciously decadent booziness infuses smooth leather (we're thinking wing-backed chairs in the library), vanilla and sesame milk go on to soothe the soul when the scandal breaks – and his silence speaks volumes. *£220 for 100ml eau de parfum* **penhaligons.com** 



'What doesn't kill me makes me stronger,' is the message of the most powerful fragrance in Obvious's very intriguing perfume portfolio. In this case, founder David Frossard is referencing Aquilaria cressna, the 'aristocrat of the forest' – the tree which almost magically produces oudh when under attack. Anything but heavy and heady, here, oudh is lifted by bergamot, pink berries, sage and elemi, with Haitian vetiver breezing through the wood and leather finale. £95 for 100ml eau de parfum fenwick.co.uk

PHILIPP PLEIN No Limits



You absolutely must admire the chutzpah to put a fragrance in a bottle designed to look just like a superspendy credit card. An olfactory ode to Philipp Plein's own 'excessive, high voltage life' the German designer's fun-loving fragrance has been tailored to fit your lifestyle by Alberto Morillas (who knows a thing or two about looking snazzy, himself) for a mélange of deliciousness – cinnamon, star anise, cloves and ginger, in a rich, chocolate-y base.

£88 for 90ml eau de parfum boots.com



We're seeing refreshed interest (in every way) in the *fougère* family of fragrances, of which a quintessential example is Roja Dove's Elysium. A Roja Parfums bestseller since its 2017 launch, Elysium has been reimagined with a new fresh touch, promising to 'transport the wearer to a paradise of crystal waters and cloudless skies,' via ingredients that span orange blossom to green galbanum. Equally wearble with a sharp City suit as swimming trunks. *From £60 for 10ml* **rojaparfums.com** 

> **TRUEFITT & HILL** *Mayfair*



A modern Cologne from what is claimed to be the world's oldest barber shop, on London's St. James's, this pays homage to the 'bucks, swells and bloods' who've frequented the grooming destination since 1805. They've certainly bottled immaculate taste, via fresh lemon and mandarin, rosemary and bergamot. Jasmine and lavender offer the olfactory equivalent of a silk hankie in a top pocket, while honeyed neroli and musk add pure panache. *£115 for 100ml eau de Cologne* **truefittandhill.co.uk**  SUNSPEL Green Cedar

Lyn Harris adds to her Sunspel portfolio, this time bringing her light yet deft touch to cedarwood. Inspired by a clifftop walk in Cornwall, views of sea and sand, green fields and conifer woods, Green Cedar gets its sunlit brightness from lemon, orange and mandarin, and its aromatic warmth from ultra-green galbanum, rosemary, fir balsam and cypress, plus a breath of angelica for good measure. We're equally keen on Sunspel's matching candle, BTW. £115 for 100ml eau de parfum sunspel.com TOMMY HILFIGER Impact



A woody-aromatic addition to Tommy Hilfiger's fragrance wardrobe, created by Nadège le Garlentezec and Jacques Huclier 'for the dynamic and determined.' From the first spritz of bitter orange, you can tell this means business, with notes of cypress and Akigalawood for backbone and strength. The bottle's a little bit genius: slipped inside the T-shaped cap (100ml size only) is a 4ml travel spray, for spritzing on the go. We'd really like to see chaps acquiring that habit. *£58 for 100ml eau de toilette* **boots.com** 

**TUMI** Continuum



Spot a Tumi bag on the carousel and you know its owner is going places – in every way. A whiff of this, and you get the same sense of assuredness, its bold fusion of frankincense, amber and green mandarin making an excellent first impression. That confidence swells as the fragrance skin-warms: orris, resinous cistus and dry, sexy tobacco leaf, smoothed by suede, musk and a touch of *oudh* for mystery. Most compelling. *£85 for 100ml eau de parfum* **fenwick.co.uk**  **YSL** Myself



Quite the power fragrance, this one. Take three of top perfumers: Christophe Raynaud, Antoine Maisondieu and Daniela Andrier. Front the ad campaign with one of the hottest actors on the planet, Austin 'Elvis' Butler. Decant into a sleek black column of recycled glass and make it refillable. Add flowers to the traditional construction, introducing orange blossom to a structure of bergamot, clary sage and patchouli. And that's a wow, wow, wow, from us. £72 for 60ml eau de parfum yslbeauty.co.uk



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GARDENIA & CASSIS

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#### INTRODUCING LILAC & PEAR

A fresh, floral, fruity creation opening on crunchy green aromas of pear blossom and bright citrus, layered with the delicate floral combination of rose, lilac and freesia, enriched with a base of cedar wood and amber musk.



Yardley London is proud to be donating 1.5% of net sales from these EDTs to national cancer support charity Look Good Feel Better (registered charity No. 1031728) to ensure more people can face cancer with confidence.





INTRODUCING GARDENIA & CASSIS

Energising top notes of white florals, cassis and fruit blossoms combine with rich, creamy gardenia along with woody, ambery base notes to create a caring, cocoon like finish.

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#### SINCE EARLY

childhood, I have been captivated by the enchanting realm of scents. Growing up with my grandparents, I found myself mesmerised by the stunning array of perfume bottles adorning my grandmother's dressing table. Her scent always enchanted me, with each hug enveloping me in a tender blend of creamy florals and Chanel N°5. Even on days when she wasn't feeling her best, I would notice how a spritz



Soir de Paris

Blogger BLU BLAZER GUY (Scott McGlashan) shares a poignant tale of perfume's power to trigger memories

of her cherished perfume would light up her face.

At the age of 16, fuelled by my first earnings, I eagerly dashed to the nearest store to purchase my very own fragrance. As my fascination deepened, much to the annoyance of my family, my bedroom began to resemble the fragrance section of a department store. A pivotal moment was my first visit to Harrods; like a wide-eyed child in a sweet shop, I marvelled at the assortment of perfumes lining the shelves, with so many scents I had never encountered before.

Today, my infatuation persists. The advent of social media and podcasts has further exposed me to the world of perfumers, niche fragrance houses, and fellow enthusiasts. I've come to see perfumery as an art form, captivated by the meticulous craftsmanship that goes into creating each unique scent. And after starting a lifestyle blog, it was natural for me to incorporate my perfume passion into my writing, more and more.

As I tuned in to the podcast 'On The Scent' one day, a particular conversation caught my attention. The hosts were discussing the remarkable impact of fragrance on brain stimulation, especially in old age. They shared a story about a person in a hospital who, after years of silence, suddenly became talkative again with just a whiff of something that triggered memories.

My own grandmother was experiencing gradual loss of hearing and struggles with vision, caused by macular degeneration. I realised there might be no better way to uplift her spirits than engaging in a conversation about one of her remaining senses. It ignited a heartfelt discussion with my grandmother, delving into the fragrances she once adored in her youth. Nostalgically she reminisced about Bourjois Soir de Paris, describing her fondness for the blue bottle and its captivating scent. She recalled the moment she sprayed the fragrance before her weekly dance night, where she ultimately met my grandfather. As

we spoke, her eyes glistened and her face softened; the conversation was already flooding her mind with precious memories. I smiled as she began to recount more stories of her past, connected with other fragrances.

Despite my diligent search, I could find no trace of this cherished fragrance, prompting me to reach out to the podcast for help. Unexpectedly, a compassionate listener offered to send me a bottle from their collection, purely with the intention of bringing joy to my grandmother. I was overwhelmed by their kindness and thoughtfulness, and filled with nervous excitement, I presented her with the unexpected gift, her eyes lighting up as she caught sight of the blue bottle. Without hesitation, she immediately doused herself in its powdery nuances, and I watched with elation as the smell took her back in an instant.

As I sit with my grandmother, I feel overwhelmed with happiness. She holds tight onto that little bottle, a powerful talisman capable of whisking her away to a cherished time in her life whenever she desires. The joy that brings me

> is beyond words. In my younger days, fragrance was merely a tool for impressing or attracting others. But now, it has become so much more – an extension of my personality, a conduit for capturing the exact way I want to feel on any given day. And most importantly, I've seen first hand that it serves as a vessel, encapsulating a specific moment in time.

Just like my grandmother, I hope I can one day spritz a treasured scent and look back with the same fondness in my eyes, relishing the memories it conjures up.

"This perfume is a powerful talisman, capable of whisking my grandmother away to a cherished time in her life"

### PHANTOM PARFUM

THE NEW FRAGRANCE

## rabanne

### ALTHAÏR PARFUMS de MARLY PARIS

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