

Our favourite fragrances

- 1. Guerlain Shalimar Cologne Eau de Toilette, 50ml, \$112. 2. Repetto Eau Florale Eau de Toilette, 50ml, \$89.
- 3. Lancôme La Vie Est Belle Intense Eau de Parfum, 50ml, \$140. 4. Chloé Eau de Toilette, 50ml, \$100. 5. Gucci Flora Eau de Parfum, 75ml, \$133. 6. Calvin Klein Eternity Now Eau de Parfum, 100ml, \$89.
- 7. Elizabeth Arden Always Red Eau de Toilette, 100ml, \$69. 8. Givenchy Live Irresistible Eau de Parfum, 75ml, \$149.
- 9. Prada Infusion d'Iris Eau de Parfum, 100ml, \$150. 10. Thierry Mugler Limited Edition Alien 10th Anniversary Talisman Eau de Parfum, 40ml, \$105. 11. Alaïa Paris Eau de Parfum, 50ml, \$124.
- 12. Bottega Veneta Knot Eau Florale Eau de Parfum, 75ml, \$195. 13. Marc Jacobs Decadence Eau de Parfum, 50ml, \$150.
- 14. Miu Miu Eau de Parfum, 50ml, \$130.

The scent OF A woman

There's a fine art to making perfumes, but selecting a scent that encapsulates your personality should come naturally.

Sheree Mutton travels to the global fragrance capital, Paris, to learn more about choosing your perfect perfume.

A PIONEER OF understated elegance and the queen of fragrance, Coco Chanel, once said, "A woman who doesn't wear perfume has no future." It's a little dramatic, but you can definitely appreciate the importance she placed on wearing a fragrance.

Perfume has long been a part of the French DNA and Coco's most famous scent, Chanel No.5, has remained one >

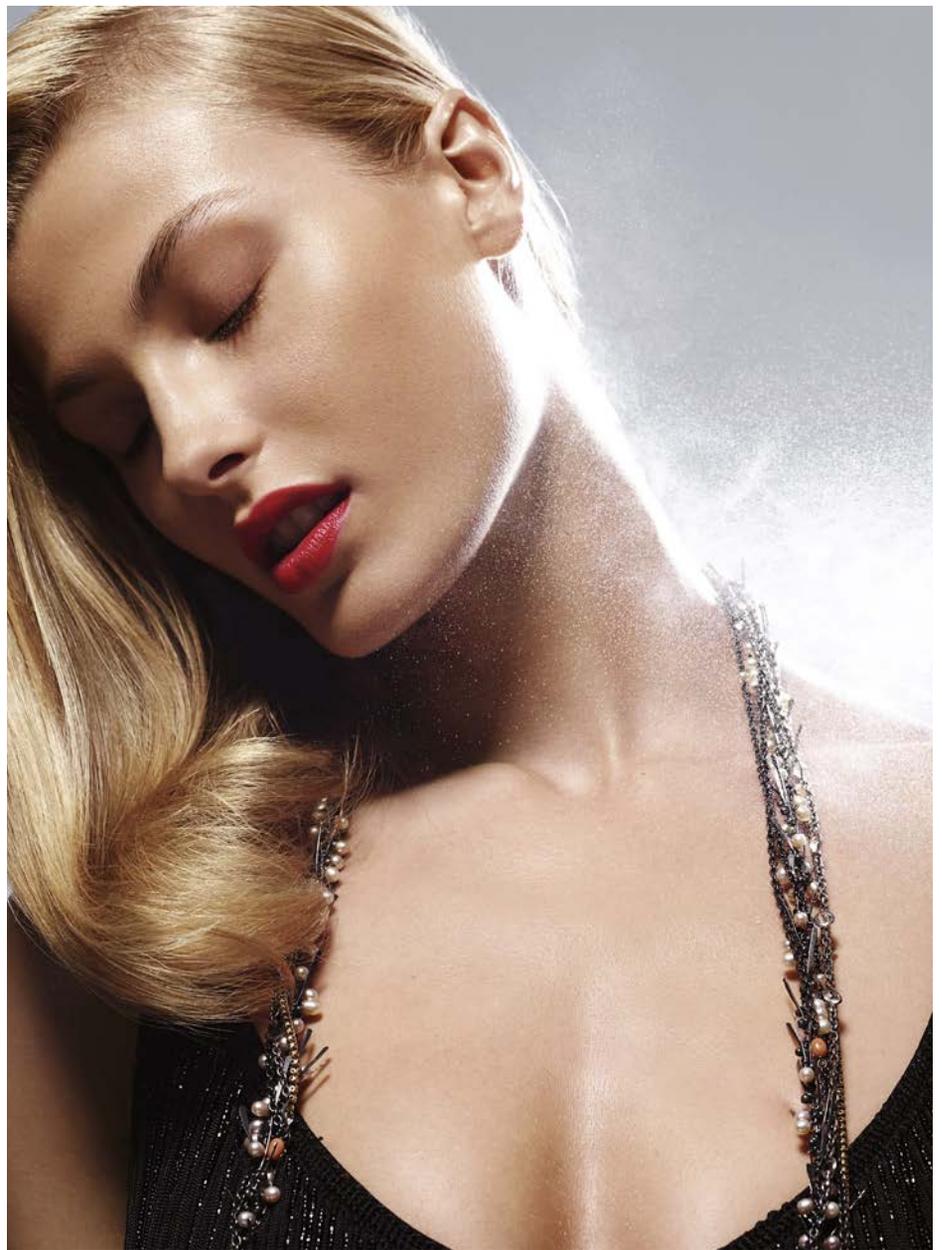


STILL-LIFE PHOTOGRAPHY BY CHRIS JANSEN. ALL PRICES APPROXIMATE.

*Editor's
pick*

**Valentino Donna
Eau de Parfum,
100ml, \$175.**

A classic and elegant floral fragrance with notes of rose essence blended with bergamot, iris pallida and patchouli.



of the best-selling fragrances in the world for almost a century – so it's safe to say she knew what she was talking about. Like so many others, Coco acknowledged that perfume is not just about smelling great. A single spritz can awaken your senses, improve confidence and lift your mood. According to fragrance expert and author of *Fragrances Of The World*, Michael Edwards, recent psychological tests show that people who use fragrance regularly have a more positive attitude towards socialising. "It was generally found that people who believe that others think they smell good have more confidence," he says.

It's likely that your grandmother and even your mother have worn the same signature fragrance for decades. Yet younger women today are more inclined to have four or five scents on their dressing table, according to the season and occasion. Michael says, above all else, your fragrance should be one that reflects your character and individuality. "In your teens, you'll probably wear light, gentle scents," he says.

"In your late teens and early 20s, you'll often choose a fragrance because you identify with its image. As your sense of confidence develops, you tend to choose a fragrance that expresses your individual style, your personal taste."

Selecting the right scent

Standing at the counter of a department store, you'd be forgiven for feeling a little overwhelmed by the choice. Thierry Wasser, the nose and perfumer behind the House of Guerlain, says the biggest

factor for choosing a fragrance is still personal taste. "There are absolutely no rules, other than to feel happy with the fragrance that you wear," he says. Fragrance evaluator, Erica Moore, agrees. She says everyone has a different method for selecting a scent. "It's generally based on what they've liked and worn before, or based on what they like on other people," she explains. "The first approach is definitely the most reliable and ►

A report by Global Industry Analysts estimates the global fragrances and perfume market will reach about \$45.6 billion by 2018. Australia's fragrance industry is currently worth about \$500 million.

TOP TIP FOR TESTING

Fragrance expert Michael Edwards, says the best way to try a perfume is to apply a few drops or a light spray to your wrist or the back of your hand. "Don't just sniff a flacon [bottle] because perfume comes to life only on your skin," he says. "Wait a few moments. Give the fragrance time to bloom on your skin, to let the notes 'talk' to you."



few who have varied fragrance tastes, you should definitely indulge it at every opportunity. You might have a fragrance wardrobe that matches your fashion wardrobe and certain fragrances are worn with certain outfits.”

If you're unsure about your choice at the store, Erica suggests taking a few samples home to help you decide. “You should always take the fragrance [initially] on the blotter and leave

overnight [a fragrance can take 24 hours to develop] – once you've shortlisted to one or two, try them on your skin and again leave overnight,” she recommends.

As for the current perfume trends, Thierry Wasser says sweet-smelling scents continue to dominate the market. “For female fragrances, fruity and gourmand ones are still very popular,” he says. “Even male fragrances seem to be influenced by this trend.” ■

Fragrance notes

The different stages we experience after spraying a fragrance are the “notes” of the scent. “Notes are just another way of describing the individual smells/scents in a fragrance,” explains Erica Moore. “A note may be made up of a single molecule or raw material, or a combination of several – either way, it imparts the “smell of” something – for example, raspberry notes or sea breeze notes.” The head or top notes are the first impression of a fragrance and appear first when you spray the perfume on your skin. As they diminish, the heart or middle notes bloom, followed by the base or soul notes, which are known as the foundation of the fragrance.

given what we know about scent preferences, our likes and dislikes around fragrance are completely unique and also quite subliminal,” she says. “Subconsciously, our brains will give us a good or bad instantaneous response to a scent, based on the experience we've linked it to.”

There are 14 sub-families within the major floral, oriental, woody and fresh scent families. “The largest and most consistently popular family is, not surprisingly, the floral family,” reveals Erica. “If you are one of the lucky



Paris is known as the fragrance capital of the world, producing some of the world's most popular scents.