

the scent post

A MONTHLY UPDATE ON THE LATEST FRAGRANCE NEWS

new launches



les merveilleuses ladurée
LADURÉE
NEW FRAGRANCE



arizona
PROENZA SCHOULER
NEW FRAGRANCE



coco mademoiselle intense
CHANEL
RANGE EXTENSION



english fields
JO MALONE
LIMITED EDITION

news



elevator music
the fragrance created by
byredo and off-white



hermès creates a sense of
ritual around its scents



miller harris' concept
store heightens the
senses in canary wharf

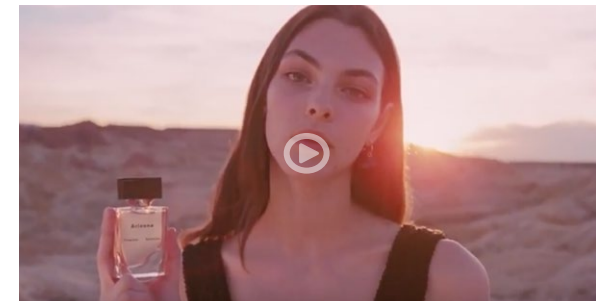


meta cacti
by chiaozza
x régime des fleurs x
brrrch floral

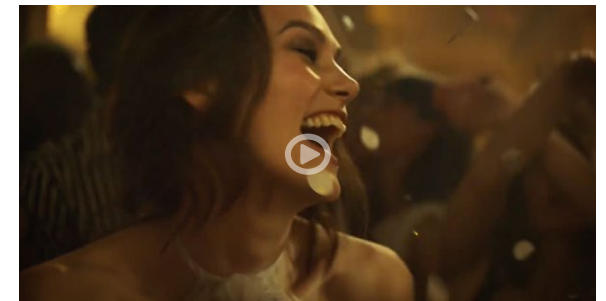
top new videos



poison girl roller pearl | DIOR



arizona | PROENZA SCHOULER



coco mademoiselle edp intense | CHANEL

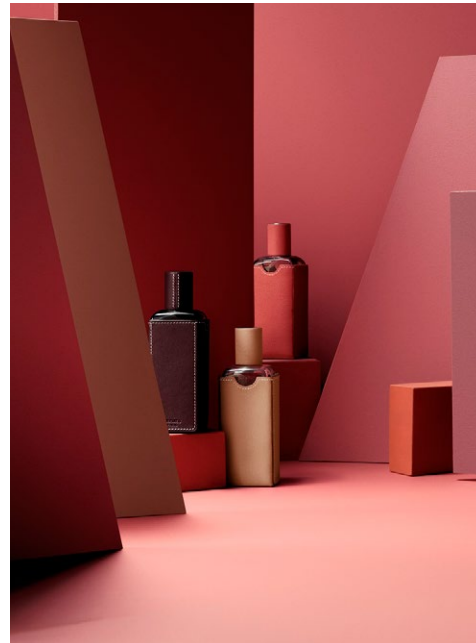
hermessence

Hermès creates a sense of ritual around its scents

Fashion house Hermès is expanding its perfume offering with a new range consisting of eaux de toilette and essences de parfum scents. Part of its Hermessence collection, the oil-based essences de parfum mark a departure for the brand, which has until now only created the lighter eaux de toilette.

Intended to be worn either as a base for other fragrances or on their own, the fragrances add an additional layer to the ritual of putting on perfume, an idea explored in the Multisensory Beauty microtrend.

The musk-based scent profiles, Cardamusc and Musc Pallida, draw on cardamom and iris oils, both of which are known for their wellness properties, including use as a decongestant.



In line with Psychoactive Scents, as the wellness and beauty sectors become increasingly entwined, brands are exploring new ways to combine the properties of essential oils with high-end scents.

miller harris' concept store heightens the senses

A very vibrant force has landed in Cabot Place, Canary Wharf.

London-based perfume brand Miller Harris' new flagship store surpasses fragrance shop expectations, transforming olfactory art into a multi-sensory ambush. Designed in collaboration with London's Fabled Studio, the pocket-sized perfumery offers a colourful, exploratory haven in the midst of the bustling corporate rush. Each scent has been married with a corresponding sound and texture, inviting visitors to not only smell but also 'hear and feel' their fragrance prior to making a selection.

Not only are the walls adorned with London's artistic talent, but a rotation of resident artists will also be present in-house, injecting their unique creative flair onto the bottles and candles, tailoring them to each customer.

In the far corner, a secluded 'fragrance profiling' area presents a space for visitors to reflect and select their perfume. And there's one to suit all tastes, from the woody, smoky and leathery Étui Noir to the sensual floral notes of Noix de Tubéreuse. You won't just leave with a bottle of fragrance or a candle – you'll have a piece of art, a scent with a vivid urban narrative and greater insight into the possibilities of modern perfumery.



Location: Miller Harris, 1 Cabot Square Canary Wharf London E14 4QT

elevator music packs a punch

The fragrance created by Byredo and Off-White

For its first foray into the beauty realm, street-style label Off-White is working with fragrance brand Byredo to channel the soothing and hypnotic soundscapes of elevators.

The collaboration was announced during Off-White's Paris fall 2018 presentation, which included an elevator-music soundtrack and an installation called "The Elevator" by Carsten Höller that was supposed to call to mind the phenomenon of ignoring people when you enter an elevator.

For the collection, Off-White's designer Virgil Abloh and Byredo founder Ben Gorham fashioned bottles of perfume, hair mist, and a tube of hand cream. Also a series of fashion-forward pieces including high-end denim, graphic T-shirts and luxe leather bags.



Abloh mentioned: "Since I was a teenager, I've been inspired by fragrance. It wasn't just what a fragrance smelled like, but the halo around it."

Byredo describes the collaboration as a "notion" defined by Abloh and Gorham, and an exploration of the relationship between luxury and human perception.

In the same way that elevator music is meant to be heard, but not listened to, the halo around this fragrance is subtle and soft, to be passively noticed. It's a woody floral with notes of midnight violet, bamboo, musk, and ambrette.

The packaging is equally minimalist and full of Off-White's playful character.

The crisp gray stripes that cross over the bottles call to mind the trance-inducing effect that elevators tend to have, which almost fits Off-White and Byredo's goal of defining "emotion with the least amount of effects." The collaboration will be available on May.

byredo to open london townhouse

The new three-storey Soho outpost will be the cult fragrance brand's first UK store.

Along its collaboration with Off-White, brand Byredo is opening its first UK outpost in Soho, London, where the cult line will sit alongside Alex Eagle, A.P.C. and Aesop. The store, which is slated to open in June.

The shop will take over a three-storey townhouse where it will display its offering of fragrances, beauty, leather goods and collaborative projects presented in a new gallery space, featuring work from different artists, and future collaborations.

Byredo is a unique success story. Founded by Gorham in 2006, the brand rose to acclaim through its alternative take on fragrance (Gorham is fond of referring to his fragrances as “stories” as opposed to “scents”). At a time when many luxury houses found commercial success through glossy celebrity advertising and floral scents, Byredo was part of a wave of niche, high-end fragrance brands, including Frédéric Malle, Diptyque and Le Labo that offered more unique scents to the saturated £39 billion global fragrance market.

“The biggest problem in the fragrance market was that everything smelled and looked the same,” says Gorham, whose perfumes are created around personal memories of travel. Best-sellers include Bal D’Afrique, inspired by Paris and its infatuation with African culture, music and art. Another, named Blanche, celebrates classic beauty with hints of white rose, violet and sandalwood.

Since its launch, Byredo — owned by Manzanita Capital, which purchased a majority share in the business in 2013 — has rapidly expanded into 50 markets around the world and currently counts 80 stockists globally, of which 12 are in the UK. Over the past five years, the brand has added beauty to its offering. In September 2017, it debuted a line of luxury leather goods, including handbags, wallets and cardholders.

Byredo’s London store will give the brand increased exposure in the UK, where revenue has grown double-digits each year since 2013. “Our vision will continue in the coming years with additional stores and retail exposure globally... Then within the categories you’ll also see an evolution like in the beauty category where we’re working on the idea of colour and skincare,” says Gorham “I hope to be able to surprise people as we move forward.”



chloé - nomade

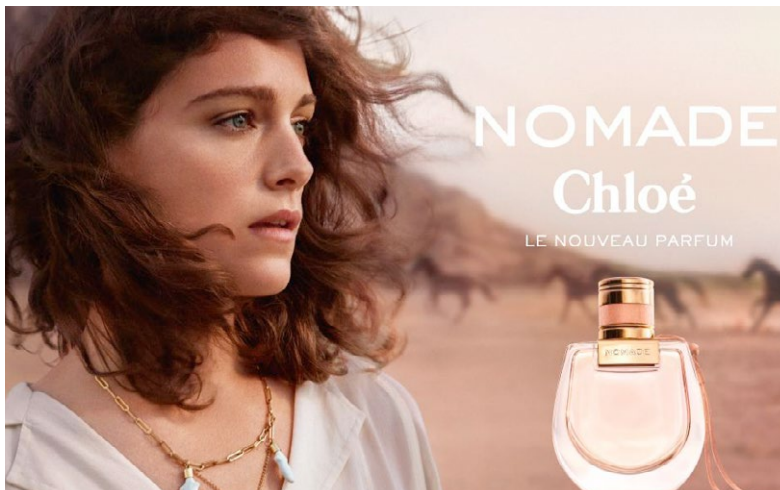
The perfume brands targeting digital natives

From March 19th to 25th, 2018, Chloé is taking over Parisian mall Les 4 Temps to promote its new fragrance, Chloé Nomade, launched on February 26. The brand, whose fragrance licence is held by Coty, is going to offer visitors an immersive experience that plunges them into its publicity campaign.

In the Place du Dôme, at the center of the mall, a 120 square-meter space is being transformed into a studio decked out with digital screens which immerse visitors in the Chloé Nomade commercial, shot as a 360-degree video. This visual experience is complemented by an olfactory one which allows participants to discover the fragrance, and – most importantly – visitors are encouraged to share their videos on social media.

With this hands-on marketing operation, Coty rounds out its classic TV media campaign by directly targeting consumers on the ground. The move aims to attract the attention of one market in particular: millennials, a group specifically targeted by Chloé Nomade with its message of freedom and wanderlust. Indeed, these younger consumers are increasingly turning away from fragrance purchases, more eager to spend money on makeup products.

This phenomenon has pushed fragrance brands to change tactics and explore inventive new strategies in order to communicate with these digital natives. LVMH-owned Kenzo Parfums, for example, partnered with KR Media and Webedia to promote the latest version of its Kenzo World fragrance, Kenzo World Eau de Toilette, online. The result: Yourkenzoworld.com, a platform available in six languages which allows users to generate and personalize memes based around gifs taken from the Kenzo World commercial, and (once again) share them on social media through a dedicated hashtag.



*Location: Place du Dôme, Les 4 Temps, 15 Parvis De La Défense
Le Cnît, 2 Parvis De La Défense 92092 Paris La Défense*

meta cacti

By CHIAOZZA x Régime des Fleurs x BRRCH Floral

Adam Frezza and Terri Chiao of Chiaozza have created whimsical and psychedelic papier mâché botanical sculptures to encase Cacti, the 100ml eau de parfum from Los Angeles-based perfume house Régime des Fleurs.

The one of a kind MetaCacti sculptures are fixed with hidden glass vessels to hold fresh flowers, chosen and arranged by Brittany Asch of BRRCH, which spring from the tops of the sculptures like jubilant finials.



The three collaborating practices - Régime des Fleurs, Chiaozza and BRRCH - share an impulse towards exploring botanical themes as a means of exalting the relationship between nature and artifice.

As always all CHIAOZZA sculptures have names in order of appearance: "Twin Lump" "Squash Cactus" and "Cactus Mound"

*These pieces are available for in store pick up only.



givaudan – delight

Translating the pleasure of flavours into fragrances

Flavour and fragrance expert Givaudan has launched a new collection – Delight – that transforms the pleasure of food into perfume.

The range was the result of a collaborative effort between the company's flavourists and perfumers to develop methods that could deliver certain food flavours using scent. Non-verbal communication experts were enlisted to analyse consumers' physical and emotional reactions to a variety of flavoured bases, including matcha, beet, pastry cream and bacon. A finished fragrance was then built around each.

As a starting point, they focused on those moments where lip-smackingly good flavours collide with equally delicious aromas, and created evocative fragrance bases inspired by these scenarios.

They looked to the spun sugar notes of a classic fun fair, the buttery, croissant-y moods of a Parisian breakfast, the smoky-creamy mingling of a Brooklyn brunch and the glittery, heady mixology of a sparkling night out. The result is a revolutionary and exclusive set of bases for perfumers to work with... scents that are both aromatic... and appetising.

'Project Delight is all about exploring the concept of pleasure in fragrances,' says Felix Mayr-Harting, Givaudan's global head of fine fragrance. 'Perfumers and flavourists have combined their unique skills together, and we have been able to create new fragrances with more impact and more pleasure. How do they know? Because they see and measure it in [consumers'] body language.'



FRAGRANCE NEWS

atolla skin lab

Offering intelligent skin analysis

Atolla Skin Lab is an MIT-based start-up that uses machine learning to create personalised skincare products tailored to the consumer's skin data.

Inspired by co-founder Meghan Maupin's own experience with a skincare routine that stopped working for her, the team collect data on the individual's skin needs during a face-to-face consultation which factors in both environmental data points such as age and location, as well as physical dermal data such as oil and pH levels.

After this information is fed into an algorithm, the customer then receives a personalised skincare product, with the team monitoring progress over the next few weeks to determine the efficaciousness of the item. The next iteration of At-home Analysis, Atolla Skin Lab offers continuing evaluation of a person's skin condition and the effect that the environment is having on it, supported by machine learning and expert opinion.



new launches of the month

new fragrances

NEW FRAGRANCES | RANGE EXTENSIONS | LIMITED EDITIONS

tempo & fleur de peau DIPTYQUE

Diptyque recently celebrated the 50th anniversary of its first fragrance, L'Eau. To commemorate the occasion, the French brand is launching two new scents. *Tempo* and *Fleur de Peau* (the 36th and 37th scents from the brand) are fresh and new but also reflect the history and heritage of the L'Eau scent that became so popular in the '60s.

Tempo and *Fleur de Peau* were composed by perfumer Olivier Pescheux (Davidoff Amber Blend, Jil Sander Sun Men Sport).

Tempo includes patchouli, bergamot, violet leaf, clary sage, mate and pink pepper.

Fleur de Peau includes aldehydes, turkish rose, iris, ambrett, ambergris and musk.

Diptyque *Tempo* and *Fleur de Peau* are available in 75 ml / 125€ Eau de Parfum, each.



the heritage collection MAISON VIOLET

Maison Violet launches *The Heritage Collection* made of three fragrances, named after its bestsellers of the past: *Sketch*, *Pourpre d'Automne* and *Un Air d'Apogée Violet*. Three fragrances were developed by perfumer Natalie Lorson (Altaia Tuberose in Blue, Armand Basi In Men).

Sketch was released in 1925 for the Art Deco. Notes include bergamot, pink pepper, nutmeg, tuberose, patchouli, vanilla, tonka beans and musk.

Pourpre d'Automne first saw the light in 1925 at the Paris Art Deco exhibition. Notes feature violet leaves, peach, plum, rose, iris, violet, moss, benzoin and musk.

Un Air d'Apogée Violet was originally released in 1932, under the name Apogée. Notes include suede, sage, iris, leather, mimosa, tobacco, hay, labdanum, atlas cedar, cashmeran and ambroxan.

Violet *The Heritage Collection* fragrances are available in 75ml / 145€ Eau de Parfum, each.



new fragrances

NEW FRAGRANCES | RANGE EXTENSIONS | LIMITED EDITIONS

in full bloom KATE SPADE

Kate Spade will launch *In Full Bloom*, a new fragrance for women.

Top notes are lemon, green tea and green notes. Middle notes are may rose, rose petals, peony and lotus. Base notes are white wood, peach and cedar.

Kate Spade *In Full Bloom* will be available in 30 ml, 50 ml and 100 ml Eau de Parfum.



beautiful eden BETTY BARCLAY

Betty Barclay launches *Beautiful Eden* a new fragrance for women. "Some fragrances are like poetry. The moment that we perceive them, they invite us to dream". The advertising face and ambassador of *Beautiful Eden* is the young and beautiful influencer Sofia Tsakiridou.

Top notes are pear, black currant and mandarin orange. Middle notes are peony, egyptian jasmine and lily-of-the-valley. Base notes are sandalwood, cedar and vanilla.

Betty Barclay *Beautiful Eden* is available in 20 ml / 17.99€ and 50 ml / 31.99€ Eau de Toilette, and 20 ml / 21.99€ Eau de Parfum.



sunlight JIL SANDER

Jil Sander launches *Sunlight* in line with the sunshine theme relevant to Jil Sander since the famous Sun perfume from 1989. *Sunlight* as a "a brilliant new fragrance that makes the inner strength of a woman shine.". "She is fascinating and free, radiant and attractive, graceful and yet assertive," represented by the legendary actress Susan Sarandon in the ad campaign and filmed by Mathieu Cesar.

Sunlight was developed by perfumer Nathalie Lorson (Boucheron Iris de Syracuse, Givenchy Gentleman). Top notes are pink pepper and grapefruit. Middle notes are jasmine, orange blossom, white peony and solar note. Base notes are ambrox, musk and white cedar.

Jil Sander *Sunlight* is available in 40 ml / 35.95€ and 60 ml / 51.95€ Eau de Parfum.



just like heaven TORY BURCH

Just Like Heaven is the newest fragrance of the Tory Burch collection, launched after last year's Bel Azur edition. "*Just Like Heaven* takes us to the world of bohemian glamor and the unconventional style of the American brand, with a focus on optimism, pleasant moments and positive energy."

Top notes are mandarin orange, rhubarb and hyacinth. Middle notes are ylang-ylang and heliotrope. Base note is tonka bean.

Tory Burch *Just Like Heaven* is available in 50 ml / \$108 and 100 ml / \$138 Extrait de Parfum.



new fragrances

NEW FRAGRANCES | RANGE EXTENSIONS | LIMITED EDITIONS

proenza schouler ARIZONA

The fashion brand Proenza Schouler launches her first perfume called *Arizona*. *Arizona* represents a sense of adventure, a place of beauty and mystery inspired by the ravines and ridges that define the horizon of the Sonoran Desert in Arizona. The perfume is made in cooperation with L'Oréal.

Notes include orris, cactus blossom, jasmine, orange flower, solar accord, musk and cashmeran.

Proenza Schouler *Arizona* is available in 50 ml Eau de Parfum.



in full bloom ORIFLAME

With *Live In Colour*, the new fragrance in the Oriflame collection, the Swedish house announces the arrival of spring and the beginning of the nature's awakening. *Live In Colour* that opens the spring chapter, is full of energy and light.

Top note is pink rhubarb. Middle note is butomus umbellatus. Base note is white amber.

Oriflame *Live In Colour* is available in 50 ml / 40€ Eau de Parfum.



dans ma bulle CARVEN

Dans Ma Bulle is a new fragrance for women from the Carven house. The name means "in my bubble" and the perfume is intended for today's free spirited girls, daring and full of curiosity, feeling happy within their own world. The scent is announced "as a one that is full of contrasts and fantasies and as an invitation to enter the world of a Carven girl."

Dans Ma Bulle was developed by perfumers Patricia Choux (Pinrose Sun Saint, Bebe Nouveau), Violaine Collas (Desigual Fresh Bloom, Tous Your Moments) and Véronique Nyberg (Burdin Paris Minuit, Salvador Dali Ma Force). Top notes are litchee, rose, peony and mandarin. Middle notes are dragée, sambac jasmine and heliotrope. Base notes are patchouli, sandalwood and vanilla.

Carven *Dans Ma Bulle* is available in 30 ml, 50 ml and 100 ml Eau de Parfum.



music for a while FREDERIC MALLE

Frédéric Malle has launched *Music For A While*, a new unisex fragrance. Frédéric Malle's *Music For A While* is inspired by a woman at a party on Paris' Rive Gauche.

Music For A While was developed by perfumer Carlos Benaim (Edward Bess La Femme Bohème, Ralph Lauren Fragrance Collection White Tea). Notes include lavender, patchouli, pineapple, vanilla, caramel, sugar and fruits.

Frédéric Malle *Music For A While* is available in 100 ml / \$310 Eau de Parfum.



new fragrances

NEW FRAGRANCES | RANGE EXTENSIONS | LIMITED EDITIONS

eve discovery collection AVON

After the successful AVON Eve Duet released last year (Eve Radiant, Eve Sensual), a new collaboration between the popular American actress Eva Mendes and Avon was achieved to offer us new, sophisticated compositions. Avon launched a collection named *Eve Discovery* which includes three fragrances that resemble different faces of each woman: *Eve Alluring*, *Eve Confidence* and *Eve Elegance*. A different scent for each moment of your life... "I want that fragrance I wear to reflect each aspect of me" - Eva Mendes. AD campaign features photographs of Eva Mendes in three stylish outfits and was shot by photographer Diego Uchitel in Los Angeles.

Eve Alluring: Top notes are plum, freesia and violet. Middle notes are neroli and iris flower. Base notes are amber, musk and sandalwood.

Eve Confidence: Top notes are whipped cream, frangipani and pear. Middle notes are red fruits, black currant and jasmine. Base notes are vanilla, woody notes and musk.

Eve Elegance: Top notes are pomegranate. Middle note is jasmine. Base note is amberwood.

Avon *Eve Discovery Collection* are available in 50ml Eau de Parfum, each.



glam rouge NAOMI CAMPBELL

Naomi Campbell launches her new fragrance *Glam Rouge* in the spring of 2018, inspired by a glamorous lifestyle and the color red that symbolizes her passionate and fiery character.

Top notes are bergamot, orange, mandarin and bitter orange flower. Middle notes are peach, orange blossom, jasmine, ylang-ylang and almond blossom. Base notes are vanilla, woods and musk.

Naomi Campbell *Glam Rouge* is available in 15 ml, 30 ml and 50 ml Eau de Toilette.

new fragrances

NEW FRAGRANCES | RANGE EXTENSIONS | LIMITED EDITIONS

les merveilleuses ladurée LADUREE

Macaroons from Laduree have become a favorite for many biscuit-lovers who visit the city of light and love. A luxury French pastry shop founded in 1862 in Paris, Laduree which entered the beauty world in 2013 and has presented collections of makeup, cosmetics and body care products called “Les Merveilleuses”. The collection offers a truly wide range of products in very charming packages of a specific style. As Laduree explained about its cosmetic line, it is: “especially created for women who enjoy being women, and who value something that enchants them not reasonably but intrinsically.

Les Merveilleuses Ladurée proposes “unexpected” beauty beyond the ordinary concept of cosmetics to women who pursue new forms of beauty.” “The legendary patisserie / salon de thé founded in Paris, 1862, enchanting women all over the world with its ‘edible jewelry’. Ladurée has to this day continued to create not only innovative sweets but also a new culture as one of the greatest patisseries in Paris.

Ladurée has been representing the French “art de vivre” based on the philosophy, “what is really beautiful can intrinsically enchant women by exciting their five senses in an overwhelming manner.” The cosmetics developed under the name of Ladurée therefore also symbolize the essence of the French history and esprit” - the story of the Laduree brand. The desire of the perfumer and the brand itself was to enchant us with the composition and return to the 18th century, think Marie Antoinette, to depict the time of French aristocracy. The purple flacon is created in the style of the Laduree collection, and its color symbolizes the flowers of iris and feminine violets.

Les Merveilleuses was developed by perfumer Julien Rasquinet (Davidoff Wood Blend, Lancome Rôses Berberanza). Top notes are iris and violet leaves. Middle notes are viris, violet and jasmine. Base notes are iris, orris, white suede and musk.

Laduree *Les Merveilleuses* is available in 30 ml and 50ml Eau de Parfum.



range extensions

NEW FRAGRANCES | RANGE EXTENSIONS | LIMITED EDITIONS

polo ultra blue RALPH LAUREN

Ralph Lauren has launched *Polo Ultra Blue*, a new fragrance for men. *Polo Ultra Blue* is a flanker to 2002's *Polo Blue*.

Top notes are lemon, citron, basil, and lemon verbena. Middle notes are mineral notes and ambertronic. Base notes are musk, woody notes and salt.

Ralph Lauren *Polo Ultra Blue* is available in 75 ml / 40.85€ and 125 ml / 54.27€ Eau de Toilette.



knot eau absolue BOTTEGA VENETA

Bottega Veneta has launched a new fragrance of the Knot collection named *Knot Eau Absolue*. "A timeless symbol: The Gold Knot. An object so iconic it needs no introduction. A design so well-crafted it stands the test of time."

Knot Eau Absolue was developed by perfumer Daniela (Roche) Andrier (Bvlgari Lazulia, Fragonard Mon Oranger). Top notes are heliotrope and neroli. Middle notes are jasmine and lavender. Base notes are myrrh and opoponax.

Bottega Veneta *Knot Eau Absolue* is available in 30 ml, 50 ml and 75ml Eau de Parfum.



flowerbomb nectar VIKTOR & ROLF

Viktor & Rolf has launched *Flowerbomb Nectar*, a new fragrance for women. *Flowerbomb Nectar* is marketed as an "intense" version of 2005's *Flowerbomb*.

Top notes are casis, bergamot and gunpowder. Middle notes are orange blossom, jasmine sambac and osmanthus. Base notes are patchouli, benzoin, vanilla and tonka bean.

Viktor & Rolf *Flowerbomb Nectar* is available in 30 ml, 50 ml / 54.95€ and 90 ml / 72.91€ Eau de Parfum Intense.



l'homme cologne bleue YVES SAINT LAURENT

Yves Saint Laurent launches *L'Homme Cologne Bleue*. The new fragrance for men is a flanker to 2006's *La Homme*.

L'Homme Cologne Bleue was developed by perfumer Juliette Karagueuzoglou (Carolina Herrera Vetiver Paradise, L'Artisan Parfumeur Un Air de Bretagne). Notes include blood orange, grapefruit, mandarin, bergamot, marine accord, black pepper and cardamom.

Yves Saint Laurent *L'Homme Cologne Bleue* is available in 60 ml and 100 ml Eau de Toilette.



range extensions

NEW FRAGRANCES | RANGE EXTENSIONS | LIMITED EDITIONS

lacoste pour femme intense LACOSTE

Lacoste has launched *Lacoste Pour Femme Intense*, a new fragrance for women. It is inspired by the attitude of a strong personality without arrogance, a combination of softness and strength, self-confidence and elegance.

Lacoste Pour Femme Intense was developed by perfumer Olivier Cresp (Yves Saint Laurent Black Opium Floral Shock, Marc Jacobs Daisy Eau So Fresh Kiss). Top note is caramel. Middle note is Bulgarian rose. Base notes are Himalayan cedar and sandalwood.

Lacoste Pour Femme Intense is available in 30 ml, 50 ml and 90 ml Eau de Parfum Intense.



van gils I VAN GILS

The latest edition of the fashion house Van Gils called *Van Gils I* reflects a masculine character and strength performed in a modern and dynamic way.

Top notes are plum blossom, pink pepper, bergamot and cardamom. Middle notes are allspice, iris, lavender and patchouli. Base notes are sandalwood, vetiver, tonkabean, vanilla and musk.

Van Gils I is available in 50ml and 100ml Eau de Toilette.



alaïa nude AZZEDINE ALAÏA

The fragrance *Alaïa Nude* becomes the third fragrance in the Alaïa collection, complementing the first Alaïa Eau de Parfum (black) and Eau de Parfum Blanche (white). "Creating a perfume is to confide in a woman, to steal her thoughts of tomorrow and to run away with her before she ever looks back." -Azzedine Alaïa.

Alaïa Nude was developed by perfumer Marie Salamagne (Atelier des Ours Iris Fauve, Brocard Shamisen). Top notes are cedar and cashmeran. Middle notes are orange blossom. Base notes are tonka bean, musk and leather.

Azzedine Alaïa *Alaïa Nude* is available in 30 ml / 59€, 50 ml / 90€ and 100 ml / 122€ Eau de Parfum.



coco mademoiselle intense CHANEL

Chanel has launched *Coco Mademoiselle Eau de Parfum Intense*. *Coco Mademoiselle Intense* is a flanker to 2001's *Coco Mademoiselle*. *Coco Mademoiselle Eau de Parfum Intense* is announced "as a new facet of the *Coco Mademoiselle* personality, powerful, deep and irresistible." Ad campaign will be fronted by Keira Knightley.

Coco Mademoiselle Intense was developed by perfumer Olivier Polge (Valentino Uomo, Repetto Le Parfum). Top notes are Sicilian orange and calabrian bergamot. Middle notes are rose and jasmine. Base notes are patchouli, tonka and Madagascar vanilla.

Chanel *Coco Mademoiselle Intense* is available in 50 ml / 98€ and 100 ml / 137€ Eau de Parfum.



range extensions

NEW FRAGRANCES | RANGE EXTENSIONS | LIMITED EDITIONS

absolutely blooming roller pearl & blooming bouquet roller pearl DIOR

Dior introduces a new perfume application by launching the *Miss Dior Absolutely Blooming Roller Pearl* and *Miss Dior Blooming Bouquet Roller Pearl* editions. The glass flacons with a rollerball applicator and a retractable cap are two editions designed for travel. "After women, flowers are the most lovely thing God has given the world." Christian Dior.

Both fragrances were developed by perfumer Françoise Demachy (Acqua di Parma Colonia Pura, Givenchy Dahlia Divin Le Nectar de Parfum).

Miss Dior Absolutely Blooming Roller Pearl : Top notes are raspberry, pomegranate black currant and pink pepper. Middle notes are grasse rose and damask rose peony. Base notes is white musk.

Miss Dior Blooming Bouquet Roller Pearl: Top notes are bergamot essence and sicilian mandarin. Middle notes are essence of Damascus rose and peony apricot and peach. Base note is white musk.

Miss Dior Absolutely Blooming Roller Pearl & *Miss Dior Blooming Bouquet Roller Pearl* are available in 20ml / 48.15€ and 20ml / 40.30€, respectively.



poison girl unexpected DIOR

Dior launches *Poison Girl Unexpected*, the new flanker of Poison Girl. The new edition is announced "as surprisingly fresh and sparkling interpretation."

Dior *Poison Girl Unexpected* was developed by perfumer François Demachy (Fendy Furiosa, Kenzo Homme Sport Extreme). Top notes are ginger, blood orange and lemon. Middle note is Damask rose. Base notes are vanilla, tonka bean, cashmeran and Hazelnut.

Dior *Poison Girl Unexpected* is available in 30 ml, 50 ml / 78.10€ and 100 ml / 110.30€ Eau de Parfum.



range extensions

NEW FRAGRANCES | RANGE EXTENSIONS | LIMITED EDITIONS

ever bloom sakura art edition SHISEIDO

Shiseido presents the *Ever Bloom Sakura Art Edition* as a flanker of the floral original Ever Bloom fragrance from 2015. The coming of spring is marked every year in Japan with a celebration called Sakura, the day of cherry tree blossoming. The new edition is described as a romantic and juicy floral-fruity scent inspired by this Japanese tradition.

Top notes are sour cherry and cyclamen. Middle notes are Bulgarian rose, orange blossom and japanese cherry blossom. Base note is cedar.

Shiseido *Ever Bloom Sakura Art Edition* is available in 30 ml, 50 ml and 90 ml Eau de Parfum.



nomade CHLOÉ

Chloé launches *Nomade*, the new pillar fragrance of its perfume collection. *Nomade* evokes the bold, adventurous side of Chloé women. It was created from inspiration by freedom, surprises, desire for open spaces and empowerment. Advertising campaign face is actress Ariane Labed. The bottle shape was inspired by the brand's Drew shoulder bag.

Nomade was developed by perfumer Quentin Bisch (Missoni Eau de Toilette, Thierry Mugler Angel Muse). Top notes are mirabelle, bergamot, lemon and orange. Middle notes are freesia, jasmine, peach and sandalwood. Base notes are oakmoss, amberwood, patchouli, sandalwood and white musk.

Chloé *Nomade* is available in 30 ml / 61€, 50 ml / 88€ and 75 ml / 105€ Eau de Parfum.



hermessence HERMÈS

The *Hermessence* collection will be replenished with three new fragrances, *Myrrhe Eglantine*, *Agar Ebene* and *Cedre Sambac*. In addition, the collection will feature two perfume essences, *Cardamusc* and *Musc Pallida*. *Hermessence* is a well-thought-out name, embodying Hermès, its essential spirit. This is the essence of Hermès and the soul of fragrance. Five fragrances were developed by perfumer Christine Nagel (Jo Malone Black Cedarwood & Juniper, Salvatore Ferragamo Tuscan Scent White Mimosa).

Myrrhe Eglantine features myrrh and wild rose.

Agar Ebene includes agarwood (oud) and balsam fir.

Cedre Sambac features cedar and jasmine sambac.

Cardamusc features cardamom and musk.

Musc Pallida includes iris and musk.

Hermès *Hermessence Myrrhe Eglantine*, *Agar Ebene* and *Cedre Sambac* are available in 100 ml and 200 ml Eau de Toilette, each.

Hermès *Hermessence Cardamusc* and *Musc Pallida* are available in 20 ml Essence de Parfum, each.



range extensions

NEW FRAGRANCES | RANGE EXTENSIONS | LIMITED EDITIONS

extreme speed MICHAEL KORS

After Extreme Blue (2015) and Extreme Night (2017), Michael Kors continues the Extrem series with the new fragrance *Extrem Speed*. "He is attracted by intensity in any form, and likes things that are extreme, modern and adrenaline inducing."

Top notes are cardamom, cypress and sage. Middle notes are cinnamon and violet wood. Base notes are cedar, patchouli and tolu balsam.

Michael Kors *Extrem Speed* is available in 40ml / 31.90€, 70ml / 42.90€ and 120ml / 56.95€ Eau de Toilette.



bombshell seduction VICTORIA'S SECRET

Victoria's Secret has launched a new version of *Bombshell Seduction* (the last was in 2011). *Bombshell Seduction* is a flanker to 2010's Bombshell fragrance for women.

Notes include tuberose, sage and musk.

Victoria's Secret *Bombshell Seduction* is available in 50 ml / 59.34€ and 100 ml / 73.37€ Eau de Parfum.



aqua collection ZARA

Following the pastel collection, Zara now launches four new fragrances under the Zara Aqua label as a flanker compilation, packaged in bottles with a glacial effect. This compilation offers the fragrances *Forget Me Not Aqua*, *Twilight Mauve Aqua*, *Tuberose Aqua* and *Femme Aqua*, these last two being flankers of the fragrances Tuberose and Femme.

Forget Me Not Aqua includes green apple, hyacinth, cedar, amber and musk.

Twilight Mauve Aqua includes apple, melon, violet and passionfruit.

Tuberose Aqua features cassis, pomelo, lemon, mandarin orange, musk, sandalwood and vanilla.

Femme Aqua includes bergamot, peony, vanilla, tonka bean, sandalwood, patchouli and musk.

Zara Aqua Collection are available in 100 ml / 9.95€ Eau de Toilette, each.



range extensions

NEW FRAGRANCES | RANGE EXTENSIONS | LIMITED EDITIONS

softly jil sander eau de pétales & strictly jil sander fresh JIL SANDER



Jil Sander launches two new fragrances: *Softly Jil Sander Eau de Pétales* for women and *Strictly Jil Sander Fresh* for men. *Softly Jil Sander Eau de Pétales* is a new flanker of Softly Jil Sander. The face perfume is Russian model Anna Selezneva. *Strictly Jil Sander Fresh* for men is the third edition of the Strictly Jil Sander collection. The collection embodies the Jil Sander fashion, simple cuts made to measure, and a refined and elegant style.

Softly Jil Sander Eau de Pétales was developed by perfumer Elise Benat (Amouage Beach Hut Man, Faberlic Lancelot). Top notes are rose and cherry blossom. Middle notes are may rose, jasmine and mimosa. Base notes are rice, white musk and ambroxan.

Strictly Jil Sander Fresh was developed by perfumer Sophie Labbe (Bvlgari Splendida Iris d'Or). Top notes are bergamot, grapefruit and cardamom. Middle notes are vetiver and orange blossom. Base notes are patchouli, suede and incense.

Jil Sander *Softly Jil Sander Eau de Pétales* & *Strictly Jil Sander Fresh* are available in 80 ml and 60 ml Eau de Toilette, respectively.

range extensions

NEW FRAGRANCES | RANGE EXTENSIONS | LIMITED EDITIONS

eau de parfum rouge NARCISO RODRIGUEZ

Narciso Rodriguez has released a new fragrance for women entitled *Narciso Eau de Parfum Rouge*, a tribute to red-hot passion, with the tag line “purely provocative,”... “With this new chapter, I wanted to elevate the seductive nature of the original Narciso. Eau de parfum rouge is not only sexy; it arouses passion.” Narciso Rodriguez. The face of the advertising campaign is model Raquel Zimmerman.

Notes include musk, Bulgarian rose, iris, amber, woody notes, tonka, vetiver, black and white cedar.

Narciso Rodriguez *Eau de Parfum Rouge* is available in 30 ml, 50 ml and 90 ml.



yes i am CACHAREL

Cacharel launches *Yes I Am* for women, announced as a strong aspirational portrait of femininity. *Yes I Am* comes in a black smoky finished quilted glass bottle designed to reminiscent a lipstick, as “the most iconic object of a woman”.

Yes I Am was developed by perfumers Honorine Blanc (Calvin Klein Deep Euphoria, Ralph Lauren Tender Romance) and Christophe Raynaud (Karl Lagerfeld Bois de Vetiver, Lancome L'Autre Oud). Top notes are mandarin zest and sweet raspberry. Middle notes are ginger flower, jasmine, gardenia and amber. Base notes are milk, sandalwood and cardamom.

Cacharel *Yes I Am* is available in 30 ml / 29.95€, 50 ml / 46.95€ and 75 ml / 59.95€ Eau de Parfum.



bella blanca OSCAR DE LA RENTA

Interparfums announces the new Oscar de la Renta perfume for women under the name of *Bella Blanca*, representing the essence of Oscar de La Renta women. “A garden is probably the most pure and spiritual of joys – a communion with nature and beauty in their most simple and fundamental forms.” - Oscar de la Renta. The face of the advertising campaign shot by photographer Kristian Schuller is model Zhanna Brass.

Bella Blanca was developed by perfumer Harry Fremont (Calvin Klein CK All, Zara Radiant Woods). Top notes are pear, green leaves and lily of the valley. Middle notes are rose, jasmine, orange blossom and tuberose. Base notes are sandalwood, root of iris and musk.

Oscar de la Renta *Bella Blanca* is available in 30 ml, 50 ml and 100 ml Eau de Parfum.



bloom acqua di fiori GUCCI

Gucci launches *Bloom Acqua di Fiori* as the first flanker of the original floral Gucci Bloom fragrance from 2017. The new fragrance promises a more vivid, energetic and fresh character, inspired by friendships between women, born of spontaneity and youthful joy. The campaign, directed by Glen Luchford, shows actress Dakota Johnson, Hari Nef and Petra Collins.

Bloom Acqua di Fiori was developed by Alberto Morillas (Bvlgari Man In Black Essence, Chopard Jasmin Moghol). Top notes are galbanum leaf and cassis bud. Middle notes are tuberose, jasmine and rangoon creeper. Base notes are sandalwood and musk.

Gucci *Bloom Acqua di Fiori* is available in 50ml / 59.95€ and 100 ml / 79.95€ Eau de Toilette.



range extensions

NEW FRAGRANCES | RANGE EXTENSIONS | LIMITED EDITIONS

live irrésistible blossom crush GIVENCHY

Givenchy launches *Live Irrésistible Blossom Crush*, a new flanker to 2015's *Live Irrésistible*.

Live Irrésistible Blossom Crush was developed by perfumer Dominique Ropion (Carolina Herrera CH Privée, Issey Miyake L'Eau d'Issey Pure Nectar de Parfum). Notes include rose, peony, musk and cocoa.

Givenchy *Live Irrésistible Blossom Crush* is available in 30 ml / 44.65€, 50 ml / 63.25 € and 75 ml / 77.07€ Eau de Toilette.



aqua allegoria passiflora GUERLAIN

Guerlain's Aqua Allegoria line will see a new edition named *Aqua Allegoria Passiflora*, along with the re-launch of editions Nerolia Bianca, Teazzurra, Limon Verde and Rosa Rossa (formerly known as Pivoine Magnifica).

Aqua Allegoria Passiflora was developed by perfumer Thierry Wasser (Shalimar Souffle Intense, Guerlain Muguet). Notes include calabrian bergamot, lemon, grapefruit, mandarin, passion fruit, ylang-ylang and aquatic notes.

Guerlain *Aqua Allegoria Passiflora* is available in 75 ml and 125 ml of Eau de Toilette.



dahlia divin eau initiale GIVENCHY

Givenchy launches *Dahlia Divin Eau Initiale* a new fragrance of the Dahlia collection inspired by the birth of a goddess. The collection was launched in 2014 with the scent of Dahlia Divin, featuring several variations as Dahlia Divin Eau de Toilette in 2015, Dahlia Divin Le Nectar de Parfum in 2016 and Dahlia Divin Nude Eau de Parfum in 2017.

Top notes are bergamot and blood orange. Middle notes are magnolia, jasmine, rose and lotus. Base notes are musk and sandalwood.

Givenchy *Dahlia Divin Eau Initiale* is available in 30 ml / 43.95 €, 50 ml / 62.95€ and 75 ml / 75.95€ Eau de Toilette.



mon guerlain florale GUERLAIN

Guerlain has launched *Mon Guerlain Florale*, a new fragrance for women. *Mon Guerlain Florale* is a flanker to 2017's *Mon Guerlain* and like that fragrance is fronted by actress Angelina Jolie.

Top notes are carla lavender and bergamot. Middle notes are sambac jasmine, paradisone, neroli and peony. Base notes are iris, sandalwood and vanilla.

Guerlain *Mon Guerlain Florale* is available in 30 ml / 42.95€, 50 ml / 59.95€ and 100 ml / 87.95€ Eau de Parfum.



range extensions

NEW FRAGRANCES | RANGE EXTENSIONS | LIMITED EDITIONS

this is not a blue bottle 1.4 & 1.5 HISTOIRES DE PARFUMS

Histoires de Parfums will launch *This is Not a Blue Bottle 1.4* and *This is Not a Blue Bottle 1.5*, two unisex follow-ups to 2016's *This is Not a Blue Bottle*, inspired by "The Treachery of Images" by Belgian surrealist artist René Magritte.

This is Not a Blue Bottle 1.4: Top notes are davana, lavender and cardamom. Middle notes are ylang-ylang, tonka and benzoin. Base notes are patchouli, labdanum and opoponax.

This is Not a Blue Bottle 1.5: Top notes are aldehydes, citrus notes and ozone notes. Middle notes are kharismal® super, and floral accord. Base notes are ambroxan, musk T® and mineral accord.

Histoires de Parfums *This is Not a Blue Bottle 1.4* and *1.5* will be available in 15 ml, 60 ml and 120 ml Eau de Parfum.



eau de soleil blanc TOM FORD

Tom Ford has launched *Eau de Soleil Blanc*, a new variation on 2016's *Soleil Blanc*. "Crisp. Radiant. Addictive."

Top notes are orange bitter peel, vert de bergamot, petitgrain bigarade, caraway seed, pink peppercorn, cardamom and pistachio. Middle notes are moroccan orange flower, rich nectar, jasmine, tuberose, ylang ylang and coco de mer accord. Base notes are amber and vanilla.

Tom Ford *Eau de Soleil Blanc* is available in 50 ml / \$122 and 100 ml / \$171 Eau de Parfum.



black musk night bloom THE BODY SHOP

The Body Shop launches the new *Black Musk Night Bloom* fragrance as a take on the Black Musk perfume from 2015, preceded by the 1981 White Musk and the 2014 Red Musk.

Top notes are pineapple, red berries and pepper. Middle notes are heliotrope and ylang-ylang. Base notes are patchouli and musk.

The Body Shop *Black Musk Night Bloom* is available in 60 ml of Eau de Toilette.



gucci guilty absolute GUCCI

Gucci expands its Gucci Guilty perfume collection with the new women's fragrance *Gucci Guilty Absolute* pour Femme. The fragrance was born from the collaboration between creative director of Gucci fashion house Alessandro Michele and perfumer Alberto Morillas (Angel Schlesser Eau de Cologne Bergamota, Bvlgari Aqva Divina). "There is romance in this perfume, an aura of pure, free love", Alessandro Michele.

Top notes are blackberry, bergamot and pink pepper. Middle notes are Bulgarian rose, cypress and woody notes. Base notes are amber and Indian patchouli.

Gucci Guilty Absolute is available in 30 ml, 50 ml and 90 ml Eau de Parfum.



range extensions

NEW FRAGRANCES | RANGE EXTENSIONS | LIMITED EDITIONS

la panthère edt CARTIER

Cartier launches one more exquisite perfume for women *La Panthère Eau de Toilette*, the new version of its popular *La Panthère* perfume launched in 2014. *La Panthère Eau de Toilette* is definitely “a strong powdery/woody perfume ideal for elegant women that reflects one’s lifestyle and graceful attitude.”

La Panthère Eau de Toilette was developed by perfumer Mathilde Laurent (Cartier Déclaration Parfum, Eau de Cartier Essence de Paradis). Notes feature gardenia, musk and sandalwood.

Cartier *La Panthère Eau de Toilette* is available in 25 ml, 50 ml and 75ml.



le jour se lève LOUIS VUITTON

Louis Vuitton has launched a new fragrance for women called *Le Jour Se Lève*.

Le Jour Se Lève was developed by perfumer Jacques Cavallier (Bvlgari Ambers, Jean Paul Gaultier Classique Eau de Parfum Collector). Top notes are mandarin orange, blackcurrant, bergamot, grapefruit and orange. Middle notes are jasmine sambac, magnolia, osmanthus, peony and green notes. Base notes are iso E super, vanilla and white musk.

Louis Vuitton *Le Jour Se Lève* is available in 100 and 200 ml Eau de Parfum.



declaration parfum CARTIER

Cartier *Declaration Parfum*, modelled after the Eau de Toilette, is launched 20 years from its original. “A fragrance for saying the things that matter. An emotional fragrance leaving a woody, spiced trail enlivened with a note of freshness.”

Declaration Parfum was developed by perfumer Mathilde Laurent (Shalimar Eau Légère Parfumée, Cartier Pasha Edition Noire Sport). Notes include cardamom, cedarwood, fig and waxed wood.

Cartier *Declaration Parfum* is available in 50ml / 49.95€ and 100ml / 69.95€ Parfum.



terre de lumière intense L' OCCITANE

L' Occitane launches *Terre de Lumière Intense*, inspired by the Provence nights.

Terre de Lumière Intense was developed by perfumers Nadège Legarlanzezec (Cerruti 1881 Signature, Coach Floral Eau de Parfum), Calice Becker (By Kilian Woman in Gold, Versace Pour Femme Dylan Blue) and Shyamala Maisondieu (L'Occitane Terre de Lumière L'Eau, L'Occitane Terre de Lumière). Top notes are ambrette, bergamot and pink pepper. Middle note Base notes are frankincense, oud and vanilla.

L' Occitane *Terre de Lumière Intense* is available in 50 ml and 90ml Eau de Parfum Intense.



range extensions

NEW FRAGRANCES | RANGE EXTENSIONS | LIMITED EDITIONS

élixir sublime LOLITA LEMPICKA

Lolita Lempicka will launch *Élixir Sublime*. The new fragrance appears to be a variation on 1997's Lolita Lempicka Le Premier Parfum. The new Lolita Lempicka *Élixir Sublime* is more modern and stylish edition preserving the same bottle shape as the original version.

Top note is licorice. Middle notes are cedar, jasmine and violet. Base notes are tonka bean, labdanum and vanilla.

Lolita Lempicka *Élixir Sublime* will be available in 50 ml Eau de Parfum.



mon eau LOLITA LEMPICKA

Lolita Lempicka launches *Mon Eau* as a new variant of Lolita Lempicka's Mon Premier Parfum from 2017. The first Lolita Lempicka fragrance was introduced in 1997. The campaign face is Thylane Blondeau.

Top notes are raspberry leaves, blackberry and aniseed. Middle notes are Roman camomile, iris and jasmine sambac. Base notes are violet, sandalwood and white musk.

Lolita Lempicka *Mon Eau* is available in 30 ml and 50 ml Eau de Parfum.



omnia pink sapphire BVLGARI

Bvlgari presents *Omnia Pink Sapphire* a new edition of the Omnia collection. *Omnia Pink Sapphire* is inspired by the eponymous precious stone that symbolizes youth and the joy of life.

Omnia Pink Sapphire was developed by Alberto Morillas (A Lab On Fire Oxymsc, Aedes de Venustas Grenadille d'Afrique). Top notes are pink grapefruit and pink pepper. Middle notes are frangipani and tiare flower. Base note is vanilla.

Bvlgari *Omnia Pink Sapphire* is available in 25 ml, 40 ml and 65 ml Eau de Toilette.



péng lái BERDOUES

Berdoues will launch *Péng Lái*, a new addition to the Colognes Grand Crus collection. The last in the series was Hoja De Cuba. The latest fragrance story *Péng Lái* leads us to China and tells of the mythic island where the goddess of flowers, He Xiangtu, sojourned.

Péng Lái was developed by perfumer Sebastien Martin (Berdoues 1902 Eau de Toilette - Amande & Tonka, Berdoues Collection Grands Crus - Scorza di Sicilia). Notes include benzoin and tonka bean.

Berdoues *Péng Lái* will be available in 100ml.



range extensions

NEW FRAGRANCES | RANGE EXTENSIONS | LIMITED EDITIONS

modern princess eau sensuelle LANVIN

Under license of Interparfums, Lanvin launches *Princess Eau Sensuelle* as the new version of the Modern Princess pillar fragrance from 2016. With this collection, Lanvin wants to present a contemporary vision of a woman who is rebellious, adventurous and free spirited. The face of the fragrance is Spanish model Steffy Argelich. The bottle is designed by Carré Basset.

Top notes are pink grapefruit and vine peach. Middle notes are peony and jasmine. Base notes are sandalwood and musk.

Lanvin *Modern Princess Eau Sensuelle* is available in 30 ml, 60 ml and 90 ml Eau de Toilette.



eternity air for men & eternity air for women CALVIN KLEIN

Calvin Klein launches *Eternity Air for women* and *Eternity Air for Men*. The new fragrances are flankers to 1988's Eternity and 1989's Eternity for Men. Eternity Air encapsulates the essence of sensuality and the unwavering bond of everlasting love." "Creating a new, fresh Eternity signature, the Eternity Air male and female fragrances capture all of the different shades of the atmosphere with sky of the sky accord (airy yet dense), like the soft breath of a pulse."

Eternity Air For Women: Top notes are grapefruit, black currant and ozonic notes. Middle notes are peony, lily of the valley and pear. Base notes are cedar, ambergris and musk.

Eternity Air for Men: Top notes are mandarin orange, juniper berries, sea notes and ozonic notes. Middle notes are lavender, green apple and violet leaf. Base notes are seaweed, patchouli and ambergris.

Calvin Klein *Eternity Air for women* and *Eternity Air for Men* are available in 30 ml, 50 ml and 100 ml / Eau de Parfum and 30 ml, 50 ml and 100 ml Eau de Toilette, respectively.



limited editions

NEW FRAGRANCES | RANGE EXTENSIONS | LIMITED EDITIONS

english fields JO MALONE



Jo Malone has launched *English Fields*, a new limited edition collection of five fragrances *Green Wheat & Meadowsweet*, *Oat & Cornflower*, *Primrose & Rye*, *Honey & Crocus* and *Poppy & Barley*. Inspired by Joe Malone London from the UK golden countryside. *English Fields* follows 2017's *The Bloomsbury Set* collection. The five fragrances represent British countryside scenery with grain and flowers all over. Not only flowers and fruits but also a fascinating aroma with a golden shining grain like wheat and corn as the main character was born. A refined scent can be enjoyed even if it is mixed.

English Fields were developed by perfumer Mathilde Bijaoui (Charriol Young For Ever, Yves Saint Laurent Suede).

Green Wheat & Meadowsweet: Top notes are green wheat and grapefruit. Middle notes are meadow sweet and cypress. Base notes are vetiver and tonka.

Oat & Cornflower: Top note is cornflower. Middle notes are oat and hazelnut. Base note is vetiver.

Primrose & Rye: Top notes are corn and coconut. Middle note is primrose. Base notes are rye and vanilla.

Honey & Crocus: Top notes are lavender and sage. Middle notes are crocus, broom and hay. Base notes are honey, almond milk and vanilla.

Poppy & Barley: Top note is blackcurrant. Middle note is poppy. Base note is barley.

Jo Malone *English Fields* *Green Wheat & Meadowsweet*, *Oat & Cornflower*, *Primrose & Rye*, *Honey & Crocus* and *Poppy & Barley* are available in 30 ml / 57€ Cologne, each.

limited editions

NEW FRAGRANCES | RANGE EXTENSIONS | LIMITED EDITIONS

be delicious flower pop collection DKNY

A new limited edition collection from the Donna Karan DKNY Be Delicious line is launching as the DKNY *Be Delicious Flower Pop Collection*, inspired by flowers and spring colors in Central Park, New York City. The three new fragrances are named *Violet Pop*, *Blue Pop* and *Pink Pop*.

Violet Pop: It is intended for the “fun and flirtatious DKNY girl who lives her life in the moment.” Top notes are bergamot, galbanum oil and apple. Middle notes are orange blossom absolute, magnolia oil and violet leaf absolute. Base notes are patchouli, styrax and orris concentrate.

Blue Pop: The scent is made for the “bold and brave DKNY girl who never accepts no as an answer.” Top notes are bergamot, blueberry and black currant. Middle notes are sambac jasmine, gardenia and ylang-ylang. Base notes are sandalwood, musk and vanilla.

Pink Pop: Designed for the “DKNY girl who stops traffic and loves to be the center of attention.” Top notes are plum, nectarine and mandarin. Middle notes are sambac jasmine, apricot and frangipani. Base notes are sandalwood, amber, musk and praline.

DKNY *Be Delicious Flower Pop Collection* *Violet Pop*, *Blue Pop* and *Pink Pop* are available in 50 ml Eau de Toilette, each.



limited editions

NEW FRAGRANCES | RANGE EXTENSIONS | LIMITED EDITIONS

izia anniversary SISLEY

Izia by Sisley celebrates its first anniversary and debuts with a new, limited edition packaging specially designed for this occasion. Sisley continues its collaboration with the artist Quentin Jones and presents its fragrance with original new packaging which sets out the colourful rock universe of the artist.

Izia Anniversary was developed by perfumer Amandine Clerc-Marie (Angel Schlesser Pour Elle, Braccialini Glossy Green). Top notes are aldehydes, bergamot and pink pepper. Middle notes are rose, jasmine, peony, lily-of-the-valley and angelica. Base notes are amber, cedar and musk.

Sisley *Izia Anniversary Edition* is available in 50ml / 112.50€ Eau de Parfum.



ck one summer CALVIN KLEIN

Calvin Klein launches *CK One Summer* in line with Calvin Klein's tradition of yearly summer limited editions of the cult fragrance CK One. The new version is dedicated to the blue summer sky and comes in a turquoise blue bottle that can be decorated with sticky labels available on the box - photographs by Connor Franta and the geometric concepts and logos of designer Raf Simons.

Top notes are lemon and lime mojito. Middle notes are white flowers, pineapple and guava. Base notes are cedar wood and coconut milk.

Calvin Klein *CK One Summer 2018* is available in 100ml Eau de Toilette.



mon premier cristal hirondelles LALIQUE

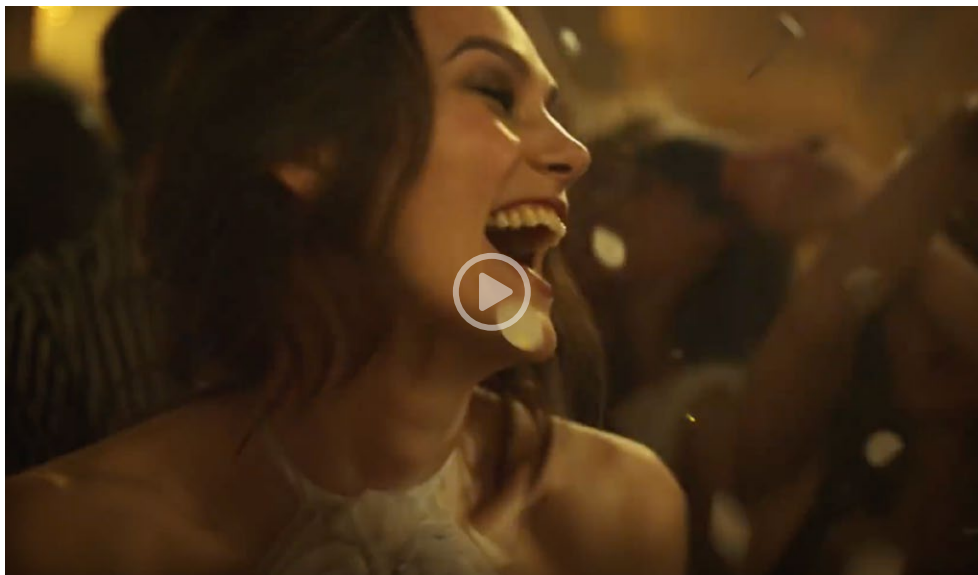
Lalique celebrates the 130th anniversary of its establishment with a new fragrance that takes us to the heart of its founder's peerless heritage and a very special symbol: the Swallow. For the occasion, the Mon Premier Cristal Collection presents *Hirondelles*, a precious limited edition of 130 numbered pieces, engraved on the base with the logo "Lalique 130 ans, 1888-2018".

Hirondelles was developed by perfumer Nathalie Lorson (Armand Basi In Me, Boucheron Iris de Syracuse). Top notes are freesia, gardenia and tuberose. Middle notes are Indian jasmine sambac absolute, Egyptian jasmine sambac infusion and grasse jasmine absolute. Base notes are Madagascar vanilla absolute, heliotrope and musks.

Lalique *Mon Premier Cristal Hirondelles* is available in 80 ml / 980€ concentration of Absolu de Parfum, inside crystal bottles of 80ml, in limited and numbered edition.



new campaigns



coco mademoiselle edp intense | CHANEL

COCO MADEMOISELLE, the new Eau de Parfum Intense. The film.



dolce garden edp | DOLCE & GABBANA

Dolce Garden Eau de Parfum - The Film.
Shot in a garden near Palermo – under the radiant sun of a Sicilian spring.



nomade | CHLOÉ

Chloé Nomade, the new fragrance for women.
“Where would you call Home?” Encounter the world with the Chloé Nomade film starring Ariane Labeled and directed by Fleur Fortuné.



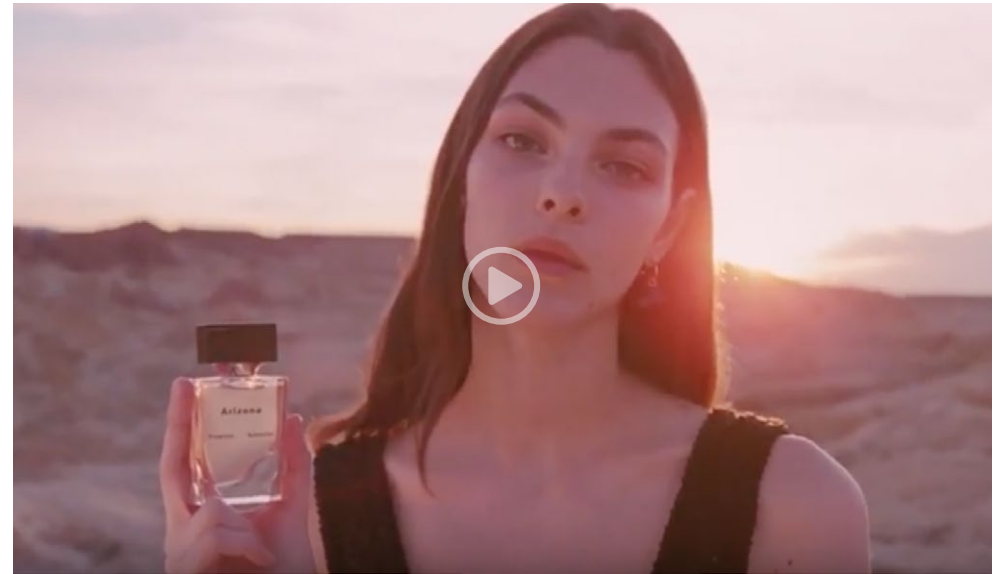
beautiful eden | BETTY BARCLAY

The BEAUTIFUL EDEN collection by Betty Barclay is a reflection of paradise in which fruit juices transmit feelings of happiness and joy, evoking the lush blooming of paradise flowers.



miss dior roller-pearl | DIOR

Miss Dior Roller-Pearl, the new fragrance gesture by Dior.



arizona first fragrance | PROENZA SCHOULER

Proenza Schouler ARIZONA first fragrance.



dior sauvage eau de parfum | DIOR

Discover the new Eau de Parfum, by Dior.
The juicy and spicy freshness of Sauvage exudes new sensual and enveloping facets of vanilla absolute.



eau de soleil blanc | TOM FORD

Experience new Eau de Soleil Blanc, a refreshing illumination of Soleil Blanc with a citrus twist.



poison girl roller pearl | DIOR

Discover Poison Girl Roller-Pearl: the new, easy and liberated fragrance gesture.



l'eau d'issey pure nectar | ISSEY MIYAKE

Discover l'Eau d'Issey Pure Nectar, the new fragrance by Issey Miyake.



live irresistible blossom crush | GIVENCHY

Meet Givenchy's Irresistible crush: An effortlessly elegant woman filled with impertinence.