

Every city has its own scents and aromas. For the first in an occasional series, CARSON PARKIN-FAIRLEY took to the streets of London to put together a shopping – and sniffing – guide to our capital city

*Inspired by...*

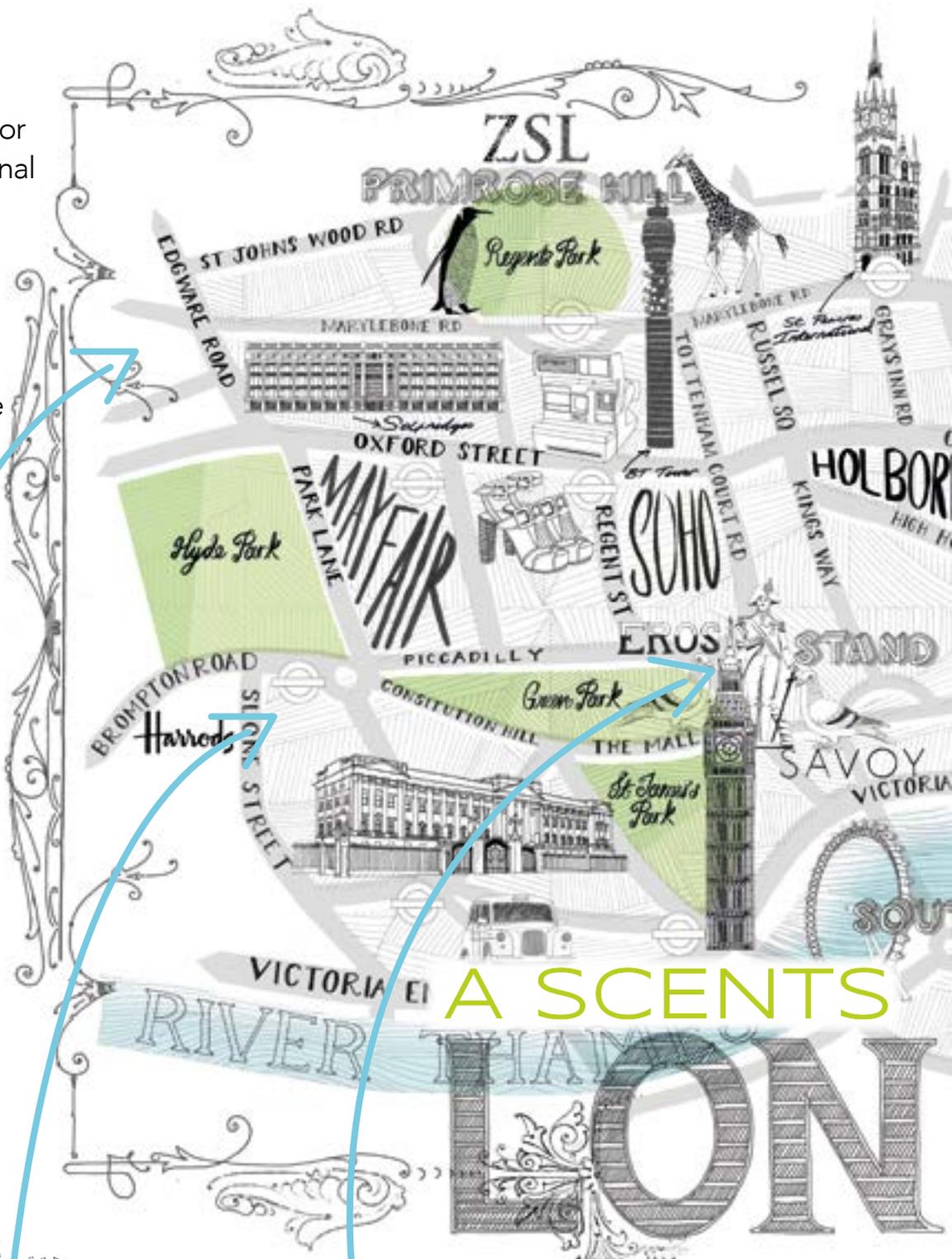
**W11 by Londoner** Of six androgynous scents inspired by the urban landscape and history of London, our favourite? W11. Capturing the bohemian chic of Portobello, with notes of cassis, ylang ylang, patchouli and woods, it's exotic and enchanting. £98 for 100ml eau de parfum [johnlewis.com](http://johnlewis.com)



**TOM FORD Private Blend London** Warm resins and aromatic spices, opulence and wealth. Frankincense, oudh, cedar, dry leathery birch notes and a host of spices – think London with heavy Middle Eastern influences. Knightsbridge in autumn, essentially. £140 for 50ml eau de parfum [selfridges.com](http://selfridges.com)



**FLORIS Jermyn Street** Floris is one of London's oldest fragrance houses – still there today, its perfumer beavering away in the back. Here, history meets the 21st Century – gin with a splash of lemon, juniper and coriander – and (a nod to the street's famed shirt-makers), a note of crisp linen. £120 for 100ml eau de parfum [florislondon.co.uk](http://florislondon.co.uk)





**DIPTYQUE Londres Candle**

Combining florals that can be found at Columbia Road market, the Londres candle wafts green bouquets of hyacinth, heliotrope and tender lilac blossoms as its flame flickers.  
 £48 at Diptyque boutiques



*Street smells...*

**FLOWERS**

Ablaze with flowers and foliage, Columbia Road hosts hordes of flower sellers on Sundays. Head there to immerse yourself in florals, from violets to peonies. Be sure to go early to beat the crowds and smell the freshest blossoms.  
 Columbia Road Flower Market  
 (Sunday 8am -3pm-ish)  
 Columbia Road, E2 7RG

**LEATHER**

Walk by Culford Mews in Dalston to smell the rich scent of leather being worked on. Step inside J.D Batchelors, you'll be engulfed by the dry, luxurious, moreish scent.  
 J.T. Batchelors Ltd, 9-10  
 Culford Mews, N1 4DZ

OF PLACE  
**DOIN**

**Gallivant London** A scent that embodies the old and new of this beautiful but sometimes tough city. This is roses in a wet summer, secondhand leather jackets, East End boys and West End girls. Earthy, comforting, but with an edge.  
 £65 for 30ml eau de parfum  
 roullierwhite.com





**SPICES**

Head to Ealing for the heady aromas of Indian spices drifting from the parade of shops on the main road, and the famous market. Southall offers the largest South Asian shopping area within the M25. Stock up on embellished saris and fragrant Asian herbs. *Southall Broadway/Southall Market (Wednesday 7am – 2pm, Saturday all day)*

**COFFEE**

Amidst the oft not-so-pleasant smells of Soho lies the Algerian Coffee Store, pumping out that warm, dark, rich aroma we all know and love. With over 80 varieties, pop in to sniff out some of the finest smelling (and tasting) coffee around, at some of the best prices – you can buy a single espresso for £1 (standing or takeaway only, mind). Do also nip into nearby cake emporium Maison Bertaux for a whiff of their deliciously fragrant *pâtisserie*, too. *Algerian Coffee Stores, 52 Old Compton Street, W1D 4PB (Mon-Weds 9am – 7pm/Thurs - Sat 9am - 9pm)*

*Plus...*

- **Spun** – near Spitalfields, for spun sugar candyfloss and sweet-making classes)
- **Tower Bridge** – nut sellers in winter-time, filling the air with the scent of caramelising sugar
- **Brixton Market** – go for mouthwatering jerk chicken
- **New Covent Garden Flower Market** – search for ‘Robbie Honey’ on our [perfumesociety.org](http://perfumesociety.org) website for the florist’s recommendations for a ‘scented safari’ through the early morning market.

*Gardens...*

**CHELSEA PHYSIC GARDEN**

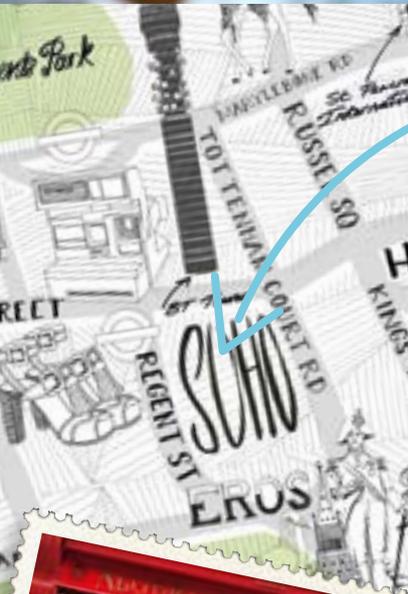
Hidden in Chelsea’s back streets is this home to many fascinating fragrant species that are often used in perfumery; it’s been a-bloom with herbs and flowers since 1712. Ask a guide to help you sniff out the most scented blossoms and show you around their impressive herb garden. *66 Royal Hospital Road, SW3 4HS* Adult entry £10.50

**REGENT’S PARK**

In the month of June – particularly the first two weeks – Londoners see Regent’s Park flowerbeds come alive, and in particular, the stunning rose garden. With over 12,000 roses planted and 85 different varieties to swoon for, we urge you to pop your nose into these fragrant beauties – because there really ought always to be time to stop and smell the roses... *Chester Road, NW1 4NR*

**ROYAL BOTANIC GARDENS**

Tucked neatly behind the Palm House at Kew sits the magnificent rose garden. In 2009 it was restored to the original 1845 design and is a perfumed pleasure to walk around. The very best month to visit in is June, but they produce a second flush in August. Use your nose while meandering through the gardens, to enjoy wafts from other aromatic (and often exotic) plants. *Kew, Richmond, Surrey, TW9 3AE* Adult entry £15.50





## Independent boutiques...

Lead your nose into temptation at this ever-more-interesting line-up of independent boutiques...

- **Avery Perfume Gallery**  
27 Avery Row, Mayfair, W1K 4AY
- **Bloom Perfumery**  
4 Langley Court, WC2E 9JY
- **Jovoy** 21 Conduit Street, Mayfair, W1S 2XP
- **Les Senteurs** 2 Seymour Place, W1H 7NA
- **Roullier White**  
125 Lordship Lane, East Dulwich, SE22 8HU
- **Spa Illuminata** 63 South Audley Street, W1K 2QS

## Plus...

**Burlington Arcade** - a.k.a. 'Perfume Alley' to those-in-the-know - is almost a one-stop shop, with Chanel, Lalique, Frederic Malle, Penhaligon's, Kilian, Roja Parfums, True Grace and (from October) Atkinson's

## Modern perfumeries...

The following are devoted to a single perfume house.

In some cases, they have more than one London location - you can Google to find out other addresses - but these are our favourites, for atmosphere.

- **Atelier Cologne** 11 The Market Building, WC2E 8RA
- **Diptyque** 38 Floral Street, WC2E 9DG
- **Le Labo** 77 Beak Street, W1F 9DP
- **Miller Harris**  
14 Monmouth St, WC2H 9HB
- **Ormonde Jayne** 12 The Royal Arcade, 28 Old Bond Street, W1S 4SL
- **Perfumer H**  
106A Crawford St, Marylebone, W1H 2HZ
- **Shay & Blue** 80 York St, Marylebone, W1H 1QW

## Stores with history...

Step inside these boutiques to wallow in London's scented heritage...

- **Floris** 89 Jermyn Street, St. James's, SW1Y 6JH
- **Penhaligon's** 125 Regent St, Mayfair, W1B 4HT
- **Angela Flanders**  
96 Columbia Rd, Shoreditch, E2 7QB
- **Creed** 99 Mount Street, Mayfair, W1K 2TF
- **Debenham's Spritz Bar**  
Ground Floor, 334-348 Oxford Street, W1C 1JG
- **Dover Street Market** 18-22 Haymarket, SW1Y 4DG
- **Fenwick** Ground Floor, 63 New Bond Street, W1S 1RQ
- **Fortnum & Mason**  
181 Piccadilly, St. James's, W1A 1ER
- **Harrods Salon de Parfums** 6th Floor, 87-135 Brompton Road, SW1X 7XL
- **Harvey Nichols**  
Ground Floor, 109-125 Knightsbridge, SW1X 7RJ
- **Liberty London** Ground Floor, Regent Street, W1B 5AH
- **Selfridges** Oxford Street Ground Floor, 400 Oxford St, Marylebone, W1A 1AB

## Department store perfumeries...

Within these vast stores you'll find literally hundreds of brands. Our advice is to visit just one store per perfumed pilgrimage, leaving plenty of time to sit in their cafés and mull over any blotters you've spritzed. Do look out for great exclusive launches in store.

