

GEM CONFESSIONS OF A FRAGRANCE FLOOZY



Gem Royston-Claire is on the quest for a signature scent...

66 OK, so I'm a bit of a scent slut. Call me a typically indecisive Gemini but when it comes to fragrance, I just can't commit. I envy those girls who have a signature scent but for me, the quest never ends. So as autumn starts you'll find me in down the perfume aisles, because this new beauty season brings a whole new world of perfume possibilities.

Highlights of my vast scent CV so far, include a high-school love affair with D&G's tangy laundry-esque floral Light Blue, not to mention lashings of Impulse body spray (still mega cool, I say!). Then came my 'OMG, this makes me smell famous' Thierry Mugler Angel years and most recently, a tryst with flirty, fruity amber scent Viva La Juicy by Juicy Couture.

Searching for The One is tricky (although Dolce did helpfully launch a perfume of that name). There's just so much to test in one in-store sniffing session. Will it suit me? Will the smell last? Does it have the power to be detected by everyone within a three-mile radius? Through the years, I've had to ditch them all, because as amazing as they smelt to me, nobody else could smell them on me. And qu'est-ce que le point wearing perfume if you don't get the walk-by effect? Have you ever walked past someone that smelt so good you just had to ask what their perfume was? THAT'S the walk-by effect I'm talking about. Call me narcissistic, but when it comes to fragrance, no compliments = no commitment.

The quest for the walk-by effect is risky though, as a lot of the most potent parfums have potential to be what I term 'nose invaders'. Someone at Company wears Le Labo Santal and its smoky, woody scent is so strong it's as if someone is literally having a bonfire inside my nose. But hey, Alexa and Whitney wear the same, so perhaps I just have unsophisticated nostrils.

But why do we want to commit to a signature scent when it won't commit to us? You turn your back for five minutes and they're all over another girl. 'Don't lie to me, Thierry. I can smell you on her.'

Then again, I love that there are specific scents that make me immediately think of friends. Just once, it would be nice to have someone say, "That smell really reminds me of Gem," and not be talking about Nando's. When I die - not to be totes morbs - will my scent memory live on? 'RIP Gem - death by

Peri Peri Chicken overdose, her sassy signature scent shall never be forgotten'. At this rate my tombstone

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is looking more likely to read, 'RIP Gem - a scent slut 'til the bitter end' - NOT ideal.

On that cheerful note, I'm off to chain myself to the Debenhams fragrance counter. Smell you later...



Photographs: Rex Features

● Click Company.co.uk/nose-invasion for Gem's pick of the A/W13 scents