

Fragrance  
REPORT

WHERE  
HAVE  
ALL THE  
SUMMER  
SCENTS  
GONE?



JEAN-PIERRE BRAGANZA

**BYREDO OLIVER PEOPLES BLUE EAU DE PARFUM, £105**

**Inspiration:** Los Angeles through shades.  
**We say:** Initially tropical with a heady dry-down.  
**Notable notes:** Lemon, musk, patchouli.



BALMAIN

**ALAÏA PARIS EAU DE PARFUM, £85**

**Inspiration:** The smell of cold water falling on hot chalk.  
**We say:** Crisp, fresh and sexy, it reminds us of the sea.  
**Notable notes:** Pink pepper, freesia, musk.



**WITH THE SUMMER MONTHS** come long, preferably lazy, hopefully warm days, easy-breezy dresses, ice-cold rosé... and when it comes to scent, a generous application of the nearest floral eau or tropical splash. Or not, as the case may now be. Because while the fragrances traditionally associated with summer tend to be saturated with berries and blossom, or bright with zingy citrus accords, the opposite applies right now. This season's hottest perfume picks are a sultry, sexy bunch designed to linger seductively on warm summer skin.

While no two of these fragrances are the same (because where's the fun in that?), woody cedar, piquant peppercorn, warm amber and earthy vetiver make regular appearances, with citrus and floral notes used sparingly to season and contrast.

It's a change that comes down to our burgeoning desire to discover a signature scent. 'Today's buyers are fascinated by finding a fragrance that resonates with their personality. They want something distinctive and unique to them,' says Lawrence White, founder of London perfumery Roullier White. 'Not only do these new darker scents stand out from the sweeter, ▶

FORGET FLORAL SPRITZES: AN ARRAY OF CHIC, SULTRY SCENTS IS SETTING A NEW MOOD FOR SUMMER. BUT WILL YOU DEFECT TO THE DARK SIDE, ASKS JOELY WALKER?



OHNE TITEL

**MIN NEW YORK LONG BOARD, £200**

**Inspiration:** Hot summer days on the Pacific coast.  
**We say:** Pretty bang on – salty, sun-soaked and wonderfully fresh. Take us to the beach.  
**Notable notes:** Vetiver, orange blossom, vanilla.



**EDITION PERFUMES SHE CAME TO STAY EAU DE PARFUM, £100**

**Inspiration:** Paris in the '30s.  
**We say:** Beach bonfire embers with an underlying sweetness.  
**Notable notes:** Cedarwood, patchouli, lemon.





**JACK  
COVENT  
GARDEN EAU  
DE PARFUM,  
£95**

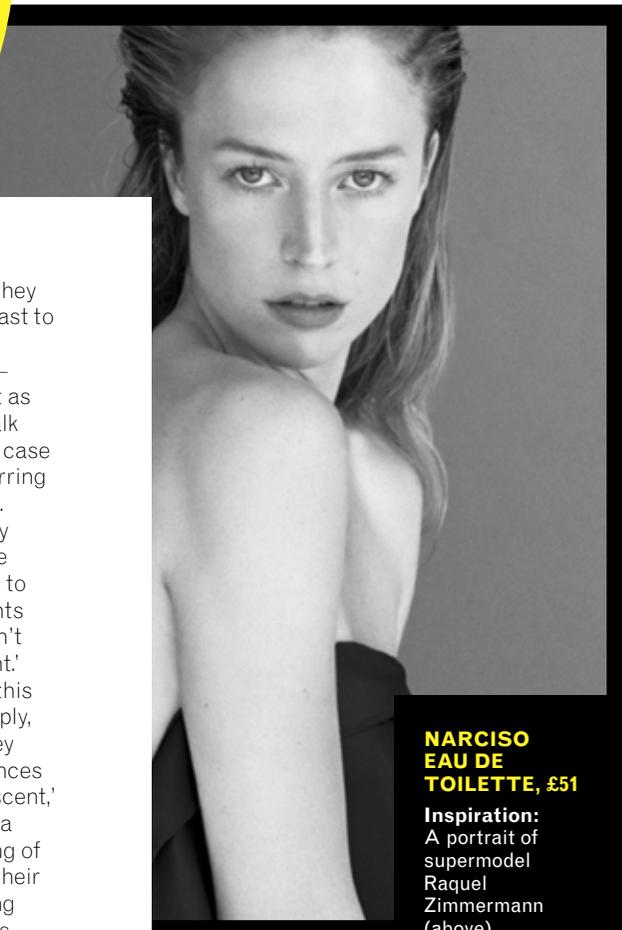
**Inspiration:** Opening night at a Covent Garden theatre.  
**We say:** We want to be there.  
**Notable notes:** Ginger, peppercorn and just a dash of orange.

**MAISON  
FRANCIS  
KURKDJIAN  
PARIS OUD  
SATIN MOOD  
EAU DE  
PARFUM, £195**

**Inspiration:** To bring the Orient to life.  
**We say:** Oud, but not as you know it.  
**Notable notes:** Oud, amber, rose absolute.



BALMAIN



**NARCISO  
EAU DE  
TOILETTE, £51**

**Inspiration:** A portrait of supermodel Raquel Zimmermann (above).  
**We say:** A unique interpretation of the rebellious side of rose.  
**Notable notes:** Cedar, vetiver, rose.

more "innocent" fragrances, they also make an intriguing contrast to natural summer aromas, too.'

Then there are the bottles – lustrous, dark, glossy and just as desirable as their contents. Talk about #shelfie appeal. And in case you were wondering, the recurring dark theme isn't just for show. As Mia Collins, head of beauty at Harrods, explains, 'Perfume houses often use dark bottles to protect the precious ingredients within, so the fragrance doesn't alter when exposed to the light.'

But kudos aside, what will this new gang do for you? Put simply, these scents are sexy, and they know it. 'Dark – or noir fragrances – celebrate the sensuality of scent,' explains master perfumer Roja Dove. 'They capture the feeling of long, hot summer nights and their alluring notes offer a cossetting alternative to the heady florals found in most summer scents.'

This seductive quality also makes them work wonders come cocktail hour. 'Scent has certainly got more carnal this season,' agrees Lawrence. 'Our customers are seeking out sensual perfumes that linger longer on the skin, and this lot fit the bill just so.'

Want to know which one to buy? 'Spray, close your eyes, inhale, and if you aren't taken somewhere by the scent it's probably not for you,' advises Lawrence. We'll spritz to that.

**JO MALONE  
INCENSE &  
CEDRAT  
COLOGNE  
INTENSE, £110**

**Inspiration:** Precious Omani incense.  
**We say:** The scent of the most lavish dinner party we've never been to.  
**Notable notes:** Vetiver, incense, cedarwood.



Photos: Catwalking, Marco Vittur, Aliaa; harrods.com. Byredo: byredo.com. Edition Perfumes: editionperfumes.com. Jack: liberty.co.uk. Jo Malone: jomalone.co.uk. Maison Francis Kurkdjian: seifridges.com. MIN New York: harveynichols.com. Narciso Rodriguez: boots.com