



**CHLOÉ
EAU DE TOILETTE, £58**
Chloé often gains commercial success with elegant scents. Its new signature fragrance – more delicate than the eau de parfum, with Dree Hemingway as its new face – opens with a refreshing mix of magnolia and bergamot and evolves into a clean yet soft cotton-flower heart.



**ALAÏA
EAU DE PARFUM, £85**
Like everything he does, Azzedine Alaïa's first venture into the olfactory world blazes a trail. It is deliberately indefinable, offering what can only be described as a series of impressions with airy, floral and almost animal notes. Its black bottle and dramatic campaign shoot, by *Vogue* photographer Paolo Roversi, are as much the paradigm of beauty as an Alaïa corset.



**MIU MIU
EAU DE PARFUM, £48**
This new Miu Miu scent encapsulates the fashion house. It's quirky, playful and stylish in a Sixties way – and that's just the packaging, which nods to the colours of the 2015 resort collection. Lily-of-the-valley top notes make the fragrance at once fresh and clean but also sweetly vintage, while the wild rose heart and woody base ground it in a gentle sophistication.

PAUL BOWDEN



**VIKTOR & ROLF
FLOWERBOMB EAU
DE PARFUM, £48**
Oriental flowers and woody patchouli have made this a bestseller since its launch 10 years ago. We also loved the Flowerbomb-scented puff of smoke released over the s/s '05 catwalk, limited-edition crystal bottles and amazing in-store installations.

Premiere LEAGUE

Frenzied anticipation, sell-out opening weekends and all-star casts... The big new fragrance launches are the Hollywood blockbusters of the beauty world, writes Lottie Winter



**MY BURBERRY
EAU DE TOILETTE, £52**
The new My Burberry eau de toilette has a lot to live up to. The original campaign starred Kate Moss and Cara Delevingne posing together for the first time and generated a million-hit hype in days. With a peony and peach heart highlighting a damask rose base, this new version is a lighter, more floral interpretation of its predecessor but still evokes dewy English gardens.



YSL BLACK OPIUM EAU DE TOILETTE, £39
Markedly different from the eau de parfum, the sweetness of the eau de toilette's blackberry accord has been cleverly tempered with mandarin peel and pear notes. It's not until deep into the "dry down" that the signature blend of coffee bean and white musk emerges, resembling the original parfum.



**TOM FORD
NOIR POUR FEMME, £53**
Easily as sexy as a sheer black Tom Ford gown, Noir Pour Femme combines sultry floral notes – such as jasmine and rose absolute – with an almost addictively sweet and smoky base. The campaign for this latest addition to the Noir family certainly continues the raw sex appeal of its predecessors: it stars a topless, tousled Lara Stone.