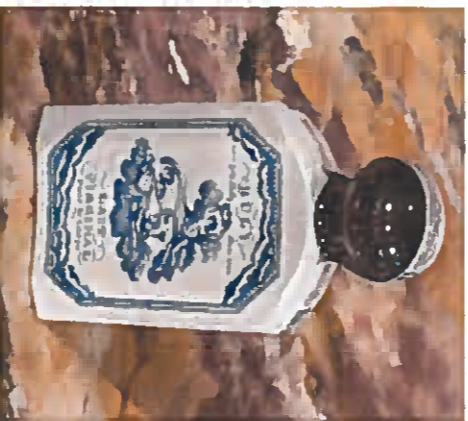


THE CULT SHOP

bully

Exotic finds from far-flung lands keep this vintage-inspired Paris apothecary brimming with original scents and beauty staples

It looks like it's been there for years – a Rive Gauche apothecary you can't believe you haven't encountered before. In fact it's a recent arrival to Saint-Germain-des-Près, and a little radical too. Bully is the work of two style visionaries – the husband-and-wife team of Randane Touhami (who revamped Cire Trudon) and Victoire de Taillac-Touhami, previously of Rue Saint-Honoré concept store Colette. They bought, resurrected and reimaged the historic Bully brand (dating back to 1803, and in its day "as big as L'Oréal", explains Touhami), creating a theatrical and nostalgic pharmacy filled with extraordinary beauty products. While everything from the glass cabinets and exquisite packaging to



the deeply involved service harks back to the civility and grandeur of the 19th century, Bully is all about modern recipes. Each one, handmade in France, is organic. "I hate alcohol in perfumes, so we have created ours with water," says Touhami (pictured right with Victoire). "We were the first to use a fragranced emulsion, something subtle you can splash on your skin and hair but that doesn't overpower the room."

These fragrances are wonderfully evocative. "I hunt different petrichors around the world," says Touhami, referring to the unique aroma that emanates from terrai after rainfall. "I am fascinated by them. I travel to Kenya, Brazil, Kyoto and Morocco to study them. We analyse the smell to create new fragrances." One of Touhami's favourites is Scottish Lichen (€110). "It has the scent of the grass, rain and soil of the Highlands," he says.

Bully also stocks a diverse range of genuinely artisanal products, from hand-decorated Indian buffalo-horn combs (from €120) to goat-hair hammam gloves (€30). Some have an extraordinary backstory, such as the face scrub (€120 for 30g) comprised of crushed droppings from the Japanese bush warbler, said to have transformative qualities for the complexion. "To get the ingredients for the Incense From Mount Athos (€18.50 for 100g) Touhami went to great lengths. "I climbed a metaphorical mountain to live with the monks in Macedonia," he says.



Despite this, some of the bestselling products are more prosaic.

"We sell a lot of Pomnade Concrète [€28]," says de Taillac-Touhami, "a great hand balm containing chamomile water." Another bestseller is Bully's mouthwash, Eau de la Belle Haineine (€22), in a bottle with an ornate serpent on the front. "We are the only company that its made from," says Touhami. "It has a unique pH: the smell is of mint tea and the taste is fantastic."

Given Touhami's background at Cire Trudon, Bully's scented candles (€120) are, as you might expect, another of its

FOR GOODNESS' SAKE

This collection, inspired by the travels of actress Silvana Mangano, includes Boston bags and lucky charms that nod to her habit of tying green strings to her luggage. A percentage of all sales will benefit Onlus, a non-profit founded by actress Veronica de Laurentiis to help victims of stalking and abuse.



Fendi leather Silvana Mangano Boston bag, £2,190, from www.fendi.com and www.net-a-porter.com, www.veronicadelarentiis.com

A driving force

In Ireland's historic Port of Kinsale, events director Patrick Crowley is gearing up for The Grand 3000, a luxurious road trip from Cork to Casablanca that he's organised to raise money for spinal-injury charities.

Inspired by the Grand Tour of Europe, the event will see 100 car owners drive from County Cork through London, Paris, Grenoble, Antibes, Madrid and Marbella – taking in world-class hotels and a luxury Mediterranean cruise – before arriving in Casablanca for a finale party eight days later.

Profits from the entry fee and proceeds from a fundraising dinner will go to the Spinal Injuries Association UK and Spinal Injuries Ireland, which work to provide support services for patients, many of whom are unemployed and/or living at or below the poverty line, and their families. August 9-16, £9,000 entry fee, which includes all accommodation, crossings, flights to London and the cost of shipping the car back to London. www.grand3000.com, SIBÉAL.POUNDER

A lot of bottle

As peak holiday season approaches, consider bookmarking Whole World Water, a global campaign working to unite the tourism and hospitality industries in a bid to raise \$1bn within a decade for clean and safe water projects.

The model encourages hotels, resorts, spas and restaurants to filter, bottle and sell their own tap water and contribute 10 per cent of the proceeds to the Whole World Water Fund, which since its launch in 2013 has financed 12 projects in Cambodia, Uganda, Kenya, India and Madagascar.

It is estimated that over 700m people worldwide are without access to clean and safe water and supporters of the eco-efficiency campaign include the Fairmont, Yoo, Soneva and Virgin hotel groups and Tao Restaurant Group. "Hospitality and tourism is a multitrillion-dollar industry and we think raising \$1bn is an achievable goal," says co-founder Karena Albers. www.wholeworldwater.co.

howthisyearwill.com