



Beauty

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Smells like Tom Hiddleston (I wish)

Real men do wear scent. And here's how

Coco Chanel said that a woman who didn't wear scent had no future. What about men? I'd say a man with no fragrance has no chance. Not if he is in the market to seduce. On a special night, a man ought to make an effort. I know some men think not wearing any perfume at all is a more masculine route to take. It is not. And since, for many, it's the only discernible difference between making an effort and not bothering, it is also lazy bordering on insulting.

I like to steer men towards brands they've never heard of. Those who ignore my advice remain smelling of the off-the-shelf misery of "designer" fragrance. If you want to smell of yawning, good luck to you. Knock yourself out in duty free and don't you dare read on.



My latest discovery is called Monsieur from one of my favourite fragrance ranges, Editions de Parfums Frédéric Malle (£170; fredericmalle.com).

It smells of sex – the proper kind – and has an ingredients list that sounds more like a great night out: rum, patchouli, suede and amber. It's woody, musky and warm. It is not cheap but, if you are a chap who wants to pull, I'd say it's a solid investment. I wore it myself the other day and a woman I've known for 20 years, who'd never shown any interest at all in fragrance, demanded, quite aggressively, to know where she could buy it for her man. I fear for her husband's safety on their next date night.



Tom Hiddleston in *High Rise*

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British brand Miller Harris has some wonderful scents for men although, like most of the non-mainstream brands, gender is not specified on the bottles.

One of my favourites for blokes is called La Fumée (£95; millerharris.com) – spicy and musky, with cardamom, caraway and coriander. It's how I imagine Tom

Hiddleston smells. Even though he's not my type. Apart from in *The Night Manager*. And *War Horse*. Also anything he does a voiceover for. There's also the new Vetiver Insolent (£65; available from April 7), which smells warm, peppery and earthy, with bergamot and tonka bean. A



bit like an affair with an Italian.

A new – and very cool – brand called DS & Durga has a great line-up of scents for men. My favourite, Cowboy Grass (£98; roullierwhite.com), sort of does what it says on the bottle – smelling, in an elegant way, of dirt, leaves and Clint Eastwood.

There are one or two exceptions in the designer scents for men. The new Mr Burberry is a divinely fresh but earthy cocktail of nutmeg, vetiver and grapefruit (£65; uk.burberry.com, in stores next month). Tom Ford consistently produces fragrances that are a cut above the department-store offerings. The current hit is called Noir



Extreme (£70; Selfridges), a very adult-smelling woody oriental with a bit of zing from mandarin and neroli. There's a hint of rose, too – something to sort the men from the pretenders.

Which reminds me of a story I heard about Ozzy Osbourne's signature scent. His favourite, apparently, is the aromatic, rosy, spicy offering from Czech & Speake called No 88 (£90; czechandspeake.com). He is so committed to the fragrance that Mrs O clears the shelves of it whenever she is in the flagship branch of the store. Real men, of course, have no problem smelling of roses. ■

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