

The 7 Best Things About Fine Fragrance Now

Victoria Frolova is an editor, a fragrance consultant and the founder of *boisdejasmin.com*, an in-depth perfume blog containing fragrance reviews, industry interviews, essays on raw materials and perfume history. Here she presents (in no particular order) her picks for the best of the current trends in the fine fragrance world.

1 Return of the Classics

With relaunches of modern classics, such as *Bulgari pour Femme* and Prescriptives' *Calyx*, fragrance companies are delving into the archives to reintroduce fragrances that long since have disappeared from the market. After bringing back *Véga*, a floral aldehydic fragrance created by Jacques Guerlain in 1936, the house reissued its other long-lost classics, such as *La Voilette de Madame* (1902) and *Sous Le Vent* (1933). Robert Piguet, Lancôme and Coty are other companies that have relaunched their vintages, offering a fascinating glimpse into their heritages.

2 Historical Scents

The prospect of smelling the salon of the 18th century might seem like a fantasy. Yet, the niche perfume house of Parfums d'Empire collaborated with the historian Elisabeth de Feydeau to create the fragrance of Napoléon Bonaparte, while perfumer Francis Kurkdjian worked with historical materials to re-create the personal fragrance of Marie-Antoinette, the infamous French queen.

3 Perfumer-Initiated Projects

Although there are a few niche houses established and conceptualized by perfumers, the launch of the collaborative project between IFF perfumer Christophe Laudamiel, his partner Christoph Hornetz and Thierry Mugler has opened fascinating new vistas. *Le Parfum* is a collection of 15 fragrances offering olfactive interpretations of scenes from Patrick Süskind's novel, *Perfume: The Story of A Murderer*. The novel was adapted for the big screen this fall, and *Thierry Mugler Le Parfum* has proven that there is room for daring and avant-garde ideas initiated by perfumers.



Floral elements recently have made appearances in masculine fragrances, such as mimosa in Burberry London for Men.

4 New Gourmand Effects

The success of Mugler's *Angel* has changed the concept of edible notes in fragrance, and although the gourmand trend continues, there are new ideas and materials being introduced to create novel effects—from the musk flavor notes in *Clinique Happy Heart* to the toasted kashi cereal note in Tommy Hilfiger's *True Star* to the salty accord of The Different Company's *Sel de Vétiver*.

5 Return of Chypre

Although chypre fragrances have fallen out of favor in recent times, they are returning to fashion. New materials give the modern chypre a character that is quite different from its classical counterpart, yet it charts exciting possibilities for the future.

6 Spotlight on Perfumers

Although perfumers often have been left in the shadows, the recent surge of interest in the people behind fragrances has led to more information, events and publications being devoted to fragrance creators. These initiatives serve important educational purposes and also deepen the emotional connection that a consumer builds with the product.

7 Floral Elements in Masculine Fragrances

The release of iris-dominated *Dior Homme* has led to more fragrances that explore floral themes in the masculine genre (the iris and jasmine of Lanvin's *Arpège Pour Homme*, the mimosa in *Burberry London for Men* and the orange blossom-overdosed *Jean Paul Gaultier Fleur du Male*, which is to launch in 2007). These new effects stretch the narrowly defined concept of a masculine fragrance, leading to outcomes that are innovative and memorable.

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