

The Naked Truth
Why Are Celebrities
Going Commando?

THE BOLD AND THE BEAUTIFUL

WHAT *W*'S BEAUTY DIRECTOR, Jane Larkworthy, IS HOOKED ON THIS MONTH.



HIS NOSE KNOWS

"People are always telling me they hate rose," says Christopher Brosius (above), the founder of **CB I Hate Perfume**. "Then I hand them a blotter of actual rose and they love it! There's a big difference between synthetic and the real thing." That sentiment was the inspiration behind **Rare Flowers** (\$350-\$550, cbihateperfume.com), his new collection of six floral absolutes, including Jasmine, Narcissus, and Jonquil. The ultrapure floral essences are notoriously tricky to get right. "Every time I try carnation, it ends up smelling like smoked sausage," Brosius says.

THINKING PINK

October is National Cancer Awareness. In the 25 years since the program was established, the annual flurry of branded goods has become a blizzard—

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