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Easter Parade, 2013
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Snap and Sniff

"When we smell a perfume, it gives us images in our heads, like a landscape or a scene," said Céline Verleure, a 20-year fragrance industry veteran based in Paris. A few years ago, she decided to explore this relationship further by asking perfumers to collaborate with photographers on a series of eau de parfums inspired by the visual artists' works. Thus, Olfactive Studio was born, and this French brand's five highly concentrated unisex scents arrive in the United States on Monday.

Her current favorite in the lot is Lumière Blanche, a milky yet fresh and spicy scent from Sidonie Lancesseur, who was inspired by Massimo Vitali's photo of sunbathers on the ivory-hued Scala dei Turchi cliff in southern Sicily (pictured). To experience the link between the visual and olfactory elements, Ms. Verleure suggests first choosing a scent based on the image on the box, and then smelling the juice. Olfactive Studio eau de parfum, \$145 for 1.7 ounces; Bergdorf Goodman. JANE SHIN PARK