



VOGUE

AUSTRALIA

EMILY RATAJKOWSKI
Changing the feminist conversation

The ultimate
SUMMER BEAUTY GUIDE

HEAT WAVE

The fashionable world of Australian surf culture

History-making
STEPHANIE GILMORE
Our world champion

MATCH POINT
How the women of tennis fight for gender equality

JOEL EDGERTON:
What I've learnt in Hollywood and why I'm bringing it home

Scents of identity

What's trending in the world of fragrances and how to best choose your signature scent? Ricky Allen gets the lowdown from three industry experts.

Unless you're a Hollywood star, you'll likely never be asked to put your name to a bottle of perfume and be paid handsomely for the pleasure. But it doesn't mean you can't find your own signature scent. Here, three of the best in the fragrance business reveal how to make your pick.

NICK SMART

Director, Agence de Parfum

How do you select a new fragrance?

It can be a daunting experience, so it helps to know what notes you like and what fragrances you've enjoyed in the past. This will greatly assist fragrance professionals to pick the most suitable one for you.

What are the trending ingredients in fragrance?

Trending are the sensual, powdery floral notes of iris, the carnal creaminess of tuberose and the fabled C12 MNA aldehydes, adopted by Ernest Beaux in 1921 for Chanel No 5.

What fragrances are launching this season?

The latest creation by Floris London, 1927, with notes of violet, aldehydes and mimosa, recalls the heyday of American tourists arriving in London in droves to consume gin cocktails by the gallon, thanks to US Prohibition measures.

Taking inspiration from its best-selling women's fragrance, Creed debuts Love In White For Summer, a dreamy fresh floral scent with iris and cedar at its heart evoking memories of the French Riviera.

Lubin's Princesses de Malabar fragrance transports us to south-western India with alluring powdery notes of cotton flower, aldehydes and sandalwood.

And last but not least, Love Tuberose, part of the Secret Garden Collection by Amouage, is a sensual orchestration of a classic flower. Perfumer extraordinaire

Nathalie Lorson has truly created a majestic ode to tuberose.

CHRISTOPHER CHONG

Creative Director, Amouage

How do you select a new fragrance?

I believe it's important to detox the body for at least 24 hours, which means no spicy food. Also,

THE SMART GUIDE

Nick Smart's tips to help you in your search for a signature scent.

- Be prepared with a list of favourite fragrances. The more information you can provide, the better for fragrance professionals to help you find the best scent.
- On the day, ensure you're not wearing any fragrance and be prepared to try a minimum of three on your skin.
- Allow at least 10 minutes for a fragrance to dry before you buy it. The scent will change during this period and will allow you to smell the heart and base notes, rather than the top notes you smell when you first spray the fragrance.
- Always ask for ancillaries, such as body lotion and shower gel, if they are available, as these will enhance your overall fragrance experience.

go shopping for a fragrance on your own. Others' opinions do not matter.

Isn't it useful to have more than one opinion?

No, it's you alone who must form a dialogue and narrative with the fragrance. You wear the fragrance for yourself and not for others.

What is your favourite new launch, and why?

Amouage Imitation, because it's cool, fun and daring. Also, its inspiration is autobiographical and I narrate my personal story through the fragrances.

JULIEN PRUVOST

Executive Director, Cire Trudon

How do you go about selecting a new signature fragrance?

It is a long communication process for each project and with each perfumer we decide to work with. Transmitting an idea may occur in various forms: texts, images, immersive experiences, and, above all, listening.

So distilling an individual perfumer's knowledge is key?

Yes, listening to a perfumer you have worked with for years is crucial. At the end, they are the creators, the ones who interpret an idea in ways no-one else could. Ideas and images are necessary, but represent a very small fraction of what is needed to build a good fragrance.

What is your favourite new launch and why?

Recently, we launched a candle called Estérel, a mimosa-based fragrance. Mimosa has an interesting story. It's an Australian endemic plant brought over to Europe by British botanists during the early 19th century. It later became a symbol of the south of France and has since been associated with the region where my family is from. Estérel is the name of a low mountain range by the Mediterranean, where mimosa is grown.

NICK'S PICKS

This season's top notes



Olfactive Studio Flash Back in New York EDP, 100ml for \$229.



Penhaligon's Kensington Amber EDP, 100ml for \$299.



Amouage Imitation Woman EDP, 100ml for \$399.