

NATURAL WOMAN

Allure: How would you describe the way you smell? **Willow Smith:** "I usually probably smell like I just jumped in a lake. I think I just smell like a natural person. My bedroom smells like Nag Champa. I'm burning it 100 percent of the time." Want more Willow? You're in luck.

Louis Vuitton top and pants. Makeup colors: TruNaked Eyeshadow Palette in Roses, TruBlend Serving Sculpt Contour Palette in Bloom Babe, and Colorlicious Lipgloss in Melted Toffee by CoverGirl. Details, see allure.com/credits. These pages: Fashion stylist, Kirby Marzec. Hair: Takisha Sturdivant-Drew. Makeup: Mylah Morales. Manicure: Holly Falcone. Set design: Lauren Bahr.

We, the compassionate nose-havers at *Allure*, have spent the last few months exploring the scent universe, dousing our bodies in shocking amounts of perfume, and comprehensively interviewing at least one celebrity, and we have good news: You can smell good for the rest of your life, with a minimum amount of effort. Here is exactly how.

smell good everywhere, always

photographed by renell medrano



A deep-soaked smell is a quality I associate with places—a house where something is cooking slowly, the shower fog post-roommates. And it's a quality I want to replicate all the time. I want to be the mobile human equivalent of a rosemary bush or a bakery, exuding a wall of scent. When a friend audibly double-sniffs during a hug just after I've sprayed Carlen Men of Blame, my heart glows. When another inhales and says, "You smell amazing!" after a long workday...I'll let you know; it hasn't happened yet.

Scent curation is a project that involves looking at a throw pillow in my life and wondering: Could you maybe smell amazing? After purchasing a grassy, androgynous cologne that refused to suit me but is so incredible that I couldn't part with it (Mondo Mondo Cowboy), I began to spray it on my bed when I needed to lie down in rampant luxury, probably to text. It creates a whole atmosphere: You're not just texting; you're basking. In a fit of synesthesia envy, I sprayed a bookmark with a sample of Rose Perfection de Robert Piguet I found in a drawer. The pages sopped it up; it lasted for weeks, almost. Whenever I opened up to my place, the instant honey-like waft cut down the adjustment time between my regular old life and exciting literary escape. Perfume: What a fast-acting way to cut to the thrills.

Until it fades. There are endless clingy strategies to develop, though. You can try to perfume your wrists above where any hand-washing suds could infringe. Or you might get into the promising world of hair perfumes and keep semi-rigorous track of how long the vetiver in a Noto oil lasts when softly rubbed into your hair's dry, wispy ends. You slowly determine what lasts the longest, but we're all still in a reapplication reality. A permanent state of rosemary-bush-level lush abundance would be wonderful, but maintenance is always in the future. In the meantime: Rub your palms over any lavender stalks you pass; take the scent cards from boutiques and put them in your wallet. Gathering up scents and carrying them with you is one of the best ways to enjoy the world. (Also, always put lemon peels in the disposal last.)

And don't forget to fragrance-hotbox your car. When I moved to Los Angeles, I immediately fell in love with a used convertible with an unfortunate vinegary lurk. To kick it out, I bought an Aura Cacia car diffuser and an obscene variety of essential oils (Aesop's Béatrice is an earth angel and savior). I let passenger friends pick their scents, and they always pick lemongrass.

Being well scented all the time is not easy. But it's in coaxing something lovely and elegant to hang around longer than it intended that you get the most creative. It is, I promise, a very worthwhile pastime. —MAGGIE LANGE

WE MEAN EVERYTHING

Every nook, cranny, and shelf deserves a smell of its own.



Your Desk

Soohyang's wax tablets have a very short throw, which makes them perfectly suited for expense-report ambience.



Your Clothes

A very chic drifter told an *Allure* editor that she slips a Diptyque rose-scented drawer sheet into her winter-clothes storage.



Your Kisses

Kilian's fragranced lipsticks are infused with the indelible (but not overpowering) mixture of vanilla and neroli.



Your Car

A blend of sandalwood, cinnamon, and clove from Japanese atelier fragrance brand RetaW can soothe your morning gridlock.

WILL ANDERSON (4)



The scent composition of Willow Smith, pictured here: top notes of oak moss and jubilation, middle notes of Nag Champa and large ferns, base notes of quiet confidence.

Maison Margiela dress. Smith's own earrings and nose ring. Makeup colors: Eye Shadow Trio in Blooming Desert and Lip Gloss in Autumn Haze by Burt's Bees. Opposite page: Paco Rabanne top. David Yurman and Foundrae necklaces. Details, see allure.com/credits.

FRAGRANCE FACT

In the Middle East, where 50 ml of a good oud might go for \$500, "families that are wealthy enough get their own oud mix, which visitors wash their hands in when they come to the house," says Celine Barel, a perfumer at International Flavors & Fragrances. It's the ultimate act of marking one's territory.

find the one

Our favorite fragrances right now, at every corner of the scent spectrum.



Clockwise from top left:

Yves Saint Laurent Black Opium Intense. Doubles down on the original's black coffee notes by adding blue absinthe; it's sweet, deep, and the exact opposite of java.

Hermetica Source1. Smells like your skin without actually smelling like skin (no notes of sweat here).

Etat Libre d'Orange I Am Trash. A sweet wood almost entirely composed of fragrance-industry leftovers—the ingredients that didn't make it into the final formulas of anything else in this photo.

Maison Margiela Mutiny. Three forms of tuberose reveal traces of leather, vanilla, and oud.

Gucci A Song for the Rose. The coolest brand this side of Milan (also the other side of Milan) launches its new "atelier" fragrance line this month: This is the best damn rose scent we've ever smelled.

Mugler Perfuming Pens. Alien, Aura, and Angel distilled into wax crayons for all-day reapplication and a renewable sense of whimsy.

Le Labo Tonka 25. The warmth of vanilla, grounded in musk. In other words: Smells like date night, not dessert.

KNOW WHERE TO SHOP

Rare: Twisted Lily, Brooklyn

For brands that even niche perfumers have never heard of, plus a staff hell-bent on finding you your new signature scent.

Riche: Nose Paris

Curates Parisian classics (Cire Trudon, Frédéric Malle) alongside indies (Heeley, Astier de Villatte) for premium prices. (Also hard-to-find skin care like Joëlle Ciocco.)

Reasonable: Perfumes Los Angeles

A veritable warehouse of discounted brand-name scents, and a treasure trove if you know what to look for. Read: Tom Ford at 20 percent off.

Relaxing: Aroma Bloom Tokyo

The aromatherapy chain has locations all over Japan's capital and boasts a dizzying array of essential oils, plus charming diffusers.

don't go overboard

There is a woody fragrance sitting on my dresser, and every time I smell it, it makes my stomach want to evacuate its contents all over my carpet. The only time I have ever worn it was during a friend's 25th-birthday dinner (Italian) with a twist ending (Fireball shots). I could smell that fragrance on myself all night and into the next morning, when I had to go to work and was so nauseous that I could not breathe through my nose until 2 p.m. (Did you know that olive oil can take perfume off of skin? I didn't then, but I will never forget now.) I guess the moral of the story is somewhere between "Don't do Fireball shots on a Tuesday night" and "Be careful of the experiences you are inadvertently scenting by associating a brand-new fragrance with them." Some life events are worth remembering, and devoting a specific smell to them can take you right back. The day you married your loved one, for example, is a wonderful scent memory to sporadically return to. The day you buried your liver is not. —BRENNAN KILBANE

Makeup colors: Le Stylo Waterproof Long Lasting Eyeliner in Vert Tuileries and L'Absolu Gloss in C'est Ma Chance by Lancôme.

WILL ANDERSON

FRAGRANCE FACT

In France, the romantic capital of our collective consciousness, 19th-century mistresses (or *les cocottes*) were gifted such strong fragrances of ylang-ylang and patchouli that an entire verb was coined to mean overly perfumed. *Cocotter*: to smell bad.

PICK A LOCATION

Over the past two decades at *Allure*, we've told you to spritz fragrance in just about every place imaginable: on your pulse points (these spots, such as your wrists and neck hollow, give off heat and help diffuse the scent), your clothes (6 to 10 inches away, so it won't stain), and your hair (but not if the formula contains high levels of drying alcohol). Truth be told, though, it's all pretty arbitrary—fragrance experts tend to contradict one another on the topic of placement. Instead, we suggest deferring to the sage wisdom of people like Brooke Shields, who admitted to misting fragrance between her legs; Estée Lauder, who clouded herself in the stuff; and Coco Chanel, who thought No. 5 smelled best liberally atomized atop the spiral staircase of her salon. Less arbitrary: No matter the place, a message will be sent. —JESSICA CHIA



consult an expert

And when said expert isn't available, consult Willow Smith, who has been smelling good since 2000.

If you had to write an autobiography using different scents...

"I'd include sandalwood, because that's what my house smells like. I would include BO, because being on the trail for days and not showering has been part of my life. Definitely Nag Champa, because that's always what my mom would burn when she was meditating when I was younger."

What was your first fragrance memory?

"That smell after it rains. It's kind of gritty and it smells open. I honestly don't know how to explain it, but it smells like...green. The color green. That's what I would say," [Ed note: It's called petrichor!]

How do you apply fragrance?

"I usually use oils. If it's a little spray thing, I spray the air and then I walk into it. Twice. I spray it, walk into it, spray it, walk into it."

What's your fragrance campaign experience been like? [Smith is one of several faces of Maison Margiela's Mutiny fragrance.] "I relate to what they're saying with the scent. Even the video that we did for it, the idea of the fragrance as destruction is creation as well. 'What is your Mutiny?'"

What does that word mean to you? "I feel like it just means not being afraid to create fearlessly. Sometimes that destroys certain outlooks or paradigms that people have had forever.... I try to just do that every day, just how I am as a person. I try to be as free and as honest as I possibly can. If I don't like something, I say it. Really grabbing on to that freedom and being like, 'This is what makes me me. I'm not going to let it go.'" —B. K.

Paco Rabanne dress. Nail polish in Empire Shade of Mind by Essie. Opposite page: Paco Rabanne skirt. Details, see allure.com/credits.