OSCAR NOMINEES GET BRIT CAR AIR-FRESHENER IN GOODY BAG

Oscar nominees will all sniff the sweet smell of success on Sunday night.

While it won't be statuettes for all, each nominee will receive an upmarket British car air-freshener inside their coveted goody bag.



Sweet smell of success: Charabanc was created by Carrie Hindmarsh (right) and Barbara Behan

Luxury in-car fragrance firm Charabanc (charabanc.com) was created by ex-M&C Saatchi advertising executives Carrie Hindmarsh and Barbara Behan (wearing hat). They got the idea after spraying essential oils around their car when travelling to meetings. Barbara said: 'We have luxury fragrances for the home so why not the car, where we spend so much time?'



Flexible: The scent-holders can fit in the cup holder, hang from the rear-view mirror or attach to the air vent with a magnetic clip

The scent-holders can fit in the cup holder, hang from the rear-view mirror or attach to the air vent with a magnetic clip.

Their stencilled-steel exteriors are hand-spun in the West Midlands before being encased in moulded leather and are £145 to you and me. Refills cost £35.







