

IN PURSUIT OF PERFECTION

"I've been led by my nose all my life..." – Richard E Grant's latest project focuses away from the big screen

Actor Richard E Grant's foray into perfumery is a realisation of a childhood dream. But it was prompted by his friend Anya Hindmarch, who noted Grant's habit of sniffing everything in sight and asked what he was going to do about it.

Presuming she meant he should see a psychologist, it took a little encouragement, some help from Alienor Massenet and two years to eventually produce his own fragrance. After a childhood spent bottling petals into jars of sugared water and hoping they would turn into perfume, Grant's adventures turned into adult reality and his first fragrance, Jack, was created.

Neither overly manly nor feminine, the scent is surprisingly

full bodied yet fresh with an addictive quality. It combines all of his favourite ingredients – lime, mandarin, cloves, gardenias and marijuana to create an earthy, citrusy eau de parfum.

Packaged in his favourite colour of pillar box red and encased in a vintage-style bunting bag of the Union Flag – a combination of two things Grant likes to collect – this is a project personal to Grant in scent and design.

The personal touch doesn't end there. Grant delivered and presented this new fragrance at *ShortList* HQ himself.

Jack Eau de Parfum £95 for 100ml. Available exclusively at Liberty from April, liberty.co.uk and jackperfume.co.uk



A tale of three cities

Dover Street Market is a London institution with branches in both Tokyo and New York. Founded by Rei Kawakubo, the stores stock the designer's own Comme Des Garçons label and a mix of fledgling and established brands. For spring-summer 2014, Kawakubo's husband and label CEO, Adrian Joffe, invited sunglasses brand Sun Buddies to collaborate on a capsule collection. Founded last year by brothers Hannes and Simon Hogeman, and Jakob Törnberg, Sun Buddies developed three styles, one for each DSM store; red for Tokyo, blue for London and green for New York.

Priced at £125 and available at Dover Street Market in London, New York and Tokyo

Grant spent a childhood bottling petals into jars of sugared water, hoping they would turn into perfume

ONE TO WATCH: EYTYS



EYTYS IS BASED IN STOCKHOLM

Who: Max Schiller and Jonathan Hirschfeld.

What: A unisex trainer brand.

When: Max Schiller spent eight years at Acne, helping to build the brand from scratch, while Jonathan Hirschfeld was working as an investment banker in Stockholm. In 2013 they both quit their jobs to start up Eytys.

Where: Schiller and Hirschfeld operate Eytys out of an office on Luntmakargatan in central Stockholm, but the brand has quickly built up a network of

international stockists in Asia and the US, as well as Europe.

Why: Eytys takes a lo-fi approach to design. Based around the three aesthetic pillars of proportions, function and unisex masculinity, the trainers are minimal without being boring and bland. The elevated sole gives them character – it's the footwear's design DNA. With Schiller having grown up buying Vans rather than expensive designer shoes, Eytys really is a product of the street. "We're a trainer

with confident proportions – more gritty pavement than polished runway," says Schiller. "It's a product manifestation of our generation: we were born in the boom years of the Eighties, grew up with the street culture of the Nineties, and subsisted on a heavy diet of inspiration – which has always been a click away."

Eytys trainers start at £85 and are stocked at Dover Street Market, Opening Ceremony, Other Shop, Goodhood, LN-CC

WORDS: ADRIAN CLARK. PHOTOGRAPHS: RAM SHERGILL. STYLIST: ADRIAN CLARK. MODEL: CHRIS POULTER. AT SELECT MODEL MANAGEMENT. HAIR: MATTIA ESPOSITO AT TONIGUY INTERNATIONAL ARTISTIC TEAM. USING LABEL. M PROFESSIONAL HAIRCARE. GROOMING: CIONA JOHNSON-KING USING L'OREAL PARIS MEN EXPERT HYDRA ENERGIE TIC MOISTURISER. STYLIST ASSISTED BY: JASMIN HADFIELD