

# GREENWICH

APRIL 2021 | \$5.95

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# shop

BY MEGAN GAGNON

## ESCAPE ARTIST

CAN'T GET AWAY? VERONIQUE  
GABAI BRINGS THE  
MEDITERRANEAN TO YOU



### SCENTS OF STYLE

The vegan fragrances are available in 85 ml bottles for \$260



**F**reshly cut greens. Blooming flowers in spring. The salty air of the Côte d'Azur. For **Veronique Gabai**, these are the scents that shaped her childhood memories. Now, after an established career dominating the fashion and beauty worlds (with leading roles at Vera Wang and Estée Lauder), she's focused on recapturing those sentimental smells with a fragrance line of her own. Nine signature perfumes make up her eponymous collection,

alongside booster scents and a selection of beauty products aimed at creating that fresh-from-vacation glow. Each gorgeous gold bottle offers an instant trip back to the South of France for Gabai, who now splits her time between New York and Westport. Lucky for us, we don't have to travel far to sample her magical concoctions. Discover the line at The Perfect Provenance in Greenwich, where the French Riviera is just a spray away.

## How did you get into the beauty industry?

I always loved fragrances and beauty, but I didn't know it would become a passion and a lifelong career. I studied business but always knew I needed creativity in my life. I was lucky to be recruited by L'Oreal out of business school, first with a position in makeup, before being offered a job in the designer fragrance division.

My path was one of marketing and business; but the category fascinated me, so I tried to get more involved with development. From then on, my whole career has been about building bridges between business acumen and creative thinking, between corporate management and entrepreneurial spirit.

## What's your first fragrance memory?

I think I have a good nose, and as a kid it was playing tricks on me. I could not walk by a butcher shop or be around a pot of milk; I would be sick. At the same time, I would bake with my grandmother, rolling dough in my fingers, just for the scent of flour.

I was lucky enough to be born in the South of France, and the scent of sand and the sea would fill me with happiness. The most vibrant memories were of the mimosa in February that would flower in the

gardens of my childhood, the orange blossom essence that was used everywhere in my home, and the roses and geranium that my grandmother would grow.

## How did you narrow down which scents you wanted to bottle?

The Mediterranean is my cradle, and it just so happened that it is a garden of a thousand scents. Grasse [in France] is the historical center of perfume

making for a good reason. It is located in one of the most amazing regions, filled with aromatic plants, roses, jasmine, orange blossoms, citrus and resins.

The starting point was the natural ingredients growing there. Then, I wanted to bring the sensual and luminous aura of the Côte d'Azur.

## Do you have a favorite from the collection?

I love them all. I create

them to express a sensation. Vert Desir [yearning for nature] is about the energy you feel when you take a walk in a garden filled with fresh greens. Sur la Plage [on the beach] is like a vacation in a bottle.

## What sets your line apart?

The common thread in my line is an idea of light. My beauty products, all vegan, are there to enhance the radiance of your skin—just to add that glow that you would get after a week of vacation in the South of France. My fragrances are breezy and luminous and let you breathe free while creating a memorable signature.

## What should people know about wearing perfume?

The sense of smell is the most ancient sense we have and is part of the limbic brain—the brain that feels rather than processes. The sense of smell is also located close to our center of memories. In a way, scents connect with our instincts and our emotions, and they can trigger journeys in our imagination or in our most moving memories. A connection to scent can be extremely powerful.

For me, perfume is part of my life, and I am happy to share my passion with everyone.

[veroniquegabai.com](http://veroniquegabai.com)



### GOLD STANDARD

The signature refillable bottles were designed to be kept as beautiful objects.