



Since launching in 2012, Shay & Blue has quickly become the British fragrance brand to watch. Department stores are astounded by its ability to outshine the big fragrance guns, and founder Dominic De Vetta reports

devotees making pilgrimages to the brand's boutique in Marylebone. Standouts include Blood Oranges and Amber Rose. New this spring: Watermelons.



POMME Aid

This balm was the precursor to multi-use creams: used in eighteenth-century France, it remained a staple for soothing countless skin issues such as scars, burns and spots - until sales dwindled some decades back. Then, a few months ago, Liberty reintroduced it, and grateful customers are re-ordering in droves. Smelling like apples (from where the word "pomade" comes) and cinnamon, it is miraculous for cuticles, too.

have been many incarnations, but its delicate spectrum of skin-enlivening tones has always proved a winner. Now there's a new evolution: the Brightening Brick, which is brighter in colour and lighter on the shimmer. We think it will eclipse the original in the beauty-buying public's affections before the year is out.

