



*Decisions, decisions. Jenda Rowe (left) helps a customer select a fragrance at Parfumelle in Fort Worth.*

## Find a Fragrance In Fort Worth

**A**h. The scent of a woman. And of a man.

At Parfumelle in Fort Worth, it always smells like the first few moments of a dinner party—when everyone's perfume and cologne is fresh, and you're pleasantly assaulted by a series of scents. Few businesses in the South smell better.

And it's busy right now. Walk-in and mail-order customers are keeping owner Fares Lahoud and his staff busy filling requests for hard-to-find fragrances this Valentine's Day. Over the counter and through the mail men's and women's scents priced from \$15 to \$2,000 are being rushed for the occasion.

To display his exquisite scents, Fares located his business in an Old Spice sort of place—a small strip shopping center on Southwest Boulevard. "People say, 'why did you pick this place, it's hard to find.' And I tell them 'that's the whole idea—hard-to-find place, hard-to-find fragrances.'"

A long time resident of Fort Worth and a graduate of Texas Christian University, Fares started

his business 14 years ago. He had been traveling worldwide in an export business and whenever he would say he was going to France, someone always asked him to bring back some perfume. So he, already with a love for the fragrance industry, finally switched careers.

Fares still travels and returns with rare scents. Often, he says, shops will buy only one of several scents a perfume maker creates. Don't like the Joop scent sold in your local department store? Fares carries several Joop varieties you may enjoy.

From France, Germany, and Italy the latest perfumes line his shelves. In fact, within two weeks after a new scent hits the market in Europe, Fares's customers are sniffing it.

Aromas with age are also available, so you may get a nostalgic whiff of what your mother and

grandmother wore. You may want to try on L'Heure Bleue, a scent left on men's wide lapels after a slow dance in the 1940s. Perhaps your grandfather in 1925 presented your grandmother a bottle of Crêpe de Chine as a Valentine's Day gift.

For many aromas, guys can still splash on a little 4711. That's not motor oil, but the first cologne made in Cologne, Germany, in 1792. Men are more brand loyal than women about cologne, Fares says, noting that gentlemen in their fifties and sixties today are still wearing Aramis, which came out when they were teenagers in the 1950s.

Nothing has changed, he believes. "When our 19-year-olds are 50 or 60, they will still want Tommy and Escape," Fares says of modern colognes.

In the South we have great weather for fragrances, Fares explains. "Southern women are very sophisticated when it comes to scents. We have a better climate, and it gives you the flexibility of having a wardrobe of fragrances."

For his many mail-order customers, Fares packs a few samples of other fragrances. He also has one bit of advice for women and the aromas they wear: "If you want to get a compliment for a per-

fume, don't ask a woman, ask a man." *Gary D. Ford*

**Parfumelle:** 6441 Southwest Blvd., Fort Worth, TX 76132; (817) 731-6633 or 1-800-874-1118. **Web site:** [www.parfumelle.com](http://www.parfumelle.com). **Hours:** 10 a.m.-6 p.m. Monday-Saturday. ◊



*Another masculine scent is A Men by Thierry Mugler.*