

## Fragrant Finds

DALLAS — When Fares Lahoud is invited to dinner, he's likely to bring a bottle of something rare as a gift. But don't expect wine or champagne.

Instead, he brings an exotic or hard-to-find fragrance. It all makes sense because Lahoud is owner of Parfumelle, a Fort Worth store devoted to offbeat, old and out-of-production fragrances.

Since he began his business about 10 years ago, Lahoud has scouted the globe for his stock. "If a customer requests a fragrance, I never say no unless I'm positive I can't find it anywhere in the world," said Lahoud, who hails from Lebanon.

Fragrances, he said, deal with emotions, and he encourages customers to cultivate a fragrance wardrobe. "I tell my customers to always wear a fragrance," he said. "Don't just wear the same thing all the time."



Lahoud, who claims to be able to name the fragrance a person is wearing, shies away from fragrances found in department and other specialty stores. "People come to me for the

The store ships anywhere in the world, but Fort Worth customers get their purchases delivered to their doors by a gleaming blue Rolls Royce.

uniqueness and because something is unavailable," he explained. "In fact, I have good relationships with other stores. They'll encourage customers to come here if they're not able to help them."

More than 1,000 fragrance brands, including about 700 for women, are found at Parfumelle, located on Southwest Boulevard near Hulen Mall.

Among the most rare women's fragrances are Gauloise, Fracas, Bal A Versailles, Tamango, KL Karl Lagerfeld, Catherine Deneuve, Shalimar and Salvatore Dali, which is housed in a crystal bottle and retails for approximately \$2,000 for 10 ounces. Lahoud claims an average ticket of about \$150 for two fragrances.

PHOTO BY STEVE FOXALL

# Scene