

Editor: DEBORAH FULSANG



BOO

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PHOTO: TRUNIE ARCHIVE



*hot!*

Modernize your never-fail LBD for the holidays with conversation-starting cocktail-hour jewellery and a metallic manicure.

# BODYKIT

[WWW.THEKIT.CA](http://WWW.THEKIT.CA)

DEC 2011 • JAN 2012

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WELLNESS KIT

BODY KIT

HAIR KIT

FACE KIT

RIGHT LOOK  
RIGHT AGE

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# Body

## EDITOR'S KIT

Up your glam quotient with voluptuous scent, shimmer and body creams BY DEBORAH FULSANG & NATASHA BRUNO



Love it!

### DECO DIVINE

Vol de Nuit, **Guerlain's** rich and spicy perfume from the late '20s, has been brilliantly reinterpreted as a Perfumed Shimmer Powder. Squeeze the atomizer and veil yourself in the subtle glamour of a bygone era. \$100 (17.5 g), [www.thebay.ca](http://www.thebay.ca)



**Tom Ford's** one—and he fits the mold mandarin and while sultry or impression

## Kiehl's for a Cause

Kiehl's honours its 160th anniversary with its third annual Limited Edition Creme de Corps Holiday Collection (from [www.kiehls.ca](http://www.kiehls.ca)). It features a rendering of American artist Jeff Koon's Balloon Flower sculpture and coincides with a \$100,000 gift of net profits to the Koons Family Institute, an initiative of the International Center for Missing & Exploited Children. Soothe your body and the world.



brand of glam is a feminine new spritz, Violet Blonde, and perfectly. Violet leaf, Italian iris flower grab your attention, iris defines the luxe and lasting. Eau de Parfum, \$115 (50 ml), [www.holtrenfrew.com](http://www.holtrenfrew.com)

## Editor's Kit

Great gift

## BODY BEAUTIFUL

To mark its 155th anniversary, **Burberry** launches Burberry Body, a chypre of absinthe, peach and freesia, warmed with musky wood and vanilla. Encased in a chic faceted cylinder, it's the olfactory equivalent of the brand's always-elegant trench. Eau de parfum, \$115 (85 ml), [www.holtrenfrew.com](http://www.holtrenfrew.com)



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# the glitter era

Modernize your holiday manicure with the season's newest metallics. From amethyst to onyx, make a shimmering, glimmering, sparkling statement  
BY DEBORAH FULSANG

OPI Crown Me Already!, \$12, [www.opi.com](http://www.opi.com) over Nars in Space Odyssey, \$21, [www.narscosmetics.com](http://www.narscosmetics.com)

RIGHT HAND: Le Château Crystal flower ring, \$25, [www.lechateau.com](http://www.lechateau.com). LEFT HAND: Le Château tri-bauble ring, \$10, and pavé band ring, \$50, [www.lechateau.com](http://www.lechateau.com). Ribbon, Mokuba, 416-504-5358.



SLI  
MO





SLIDESHOW  
MORE TOP SILVERS



SLIDESHOW  
MORE BLACK  
BEAUTIES

Orly Nail Lacquer in Sea Gurl,  
\$10, [www.orylbeauty.com](http://www.orylbeauty.com).

Swarovski Prism ring (left), \$110,  
and Louise ring (right), \$190, both  
[www.swarovski.com](http://www.swarovski.com).

Banana  
Republic cocktail ring (middle),  
\$62, [www.bananarepublic.com](http://www.bananarepublic.com).

Rita T crystal-studded cuff, \$345,  
[www.ritatesolin.com](http://www.ritatesolin.com). Jeanne Lottie  
clutch, \$45, [www.jeannelottie.com](http://www.jeannelottie.com).

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TOP COPPERS

**Gosh** Nail Lacquer in Rusty, \$7, [www.goshcosmetics.com](http://www.goshcosmetics.com)

**Lia Sophia** Matte Gold Arrow Wide stretch bracelet with crystals, \$350 each, and Cubist ring (between thumb and index finger), \$1,500, [www.liasophia.com](http://www.liasophia.com). **Joe Fresh** stone ring (near thumb), \$1,500, [www.joefresh.com](http://www.joefresh.com). **Banana Republic** topaz-look ring (near thumb), \$1,500, [www.bananarepublic.com](http://www.bananarepublic.com). **Expression** topaz-look ring, \$1,500, [www.expressionjewelry.com](http://www.expressionjewelry.com). **Carole Tanenbaum** cabochon gold ring, \$650, [www.caroletanenbaum.com](http://www.caroletanenbaum.com). **Le Château** ring, \$1,500, [www.lechateau.com](http://www.lechateau.com). Ribbon, **Mokuba**, 416-504-

**Essie** in Trophy Wife, \$10, [www.essie.com](http://www.essie.com).  
**Deborah Lippmann** in Happy Birthday, \$20, [www.deborahlippmann.com](http://www.deborahlippmann.com)

RIGHT HAND: **Aldo** Multi-crystal ring (index finger), \$12, [www.aldo.com](http://www.aldo.com).  
**Caroline Néron** La Modone ring (ring finger), \$70, [www.bijouxcarolineneron.com](http://www.bijouxcarolineneron.com).  
LEFT HAND, FROM LEFT: **Caroline Néron** Le Rocher ring, \$180, and Metropolis Ring, \$260, [www.bijouxcarolineneron.com](http://www.bijouxcarolineneron.com). **BCBG** stacked-look crystal ring, \$34, [www.bcbg.ca](http://www.bcbg.ca). **Rita Yessolin** teal acrylic and rhinestone ring, \$95, [www.ritatesolin.com](http://www.ritatesolin.com). **Jeanne Lottie** sequin bag, \$40, [www.jeannelottie.com](http://www.jeannelottie.com)

SLIDESHOW  
MORE REAL TEALS

tics.com

lets with black diamond  
umb and forefinger), \$121,  
nd of pinkie), \$12, [www](http://www).  
with crystal outline, \$62,  
ck cocktail ring, \$14, [www](http://www).  
ring with three stones,  
square-oval ring, \$10,  
\$358.

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**Revlon Top Speed Fast Dry Nail Enamel** in Decadent, \$7, [www.revlon.com](http://www.revlon.com)

**ON HAND:** Swarovski Chic ring, \$290, [www.swarovski.com](http://www.swarovski.com). **ON WRIST, FROM TOP:** Alexis Kirk crystal bracelet, \$550, [www.caroletannenbaum.com](http://www.caroletannenbaum.com). **Marc by Marc Jacobs**, \$210, [thebay.com](http://thebay.com). **Expression** black rhinestone snap-on cuffs, \$20 each, [www.thebay.com](http://www.thebay.com).



SLIDESHOW  
OTHER HOT  
PURPLE HUES



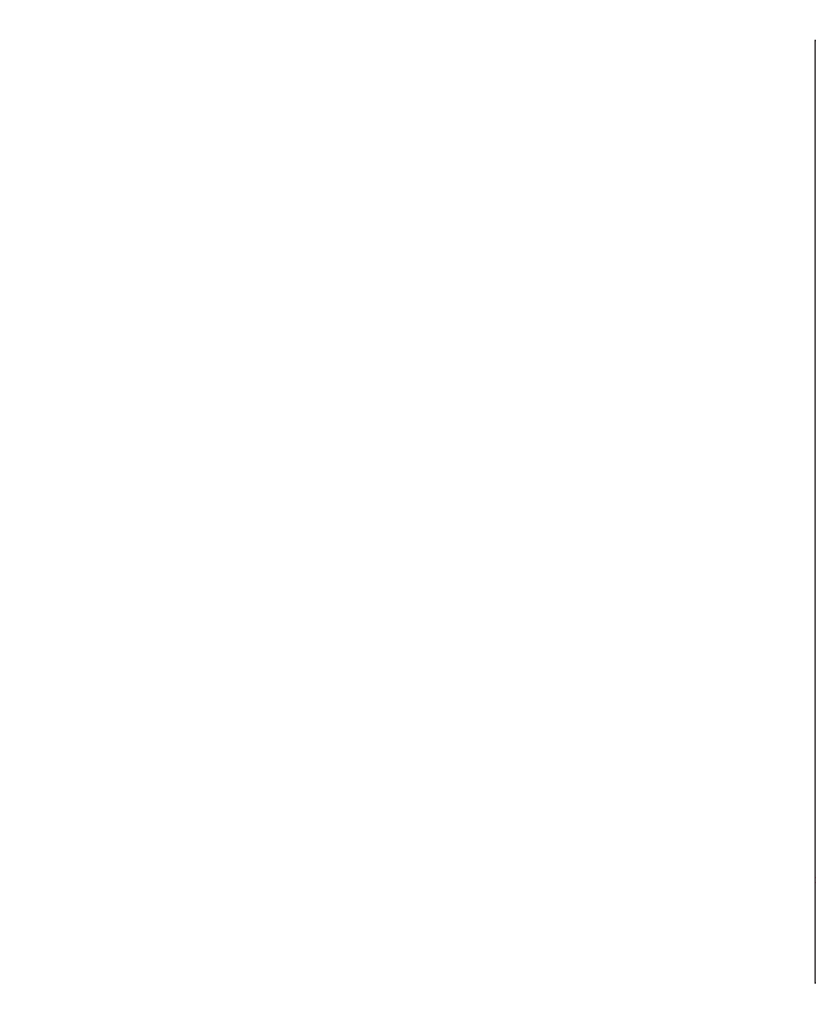


**Revlon** in Golden, \$7, [www.revlon.com](http://www.revlon.com). **Chanel** Le Vernis Nail Colour in Peridot, \$27, [www.chanel.ca](http://www.chanel.ca)

LEFT HAND: **Expression** pavé ring, 16, [www.thebay.com](http://www.thebay.com). **Carole Tanenbaum** bangle with amber crystals, \$500, [www.caroletanenbaum.com](http://www.caroletanenbaum.com). RIGHT HAND: **BCBG** crystal ball ring, \$94, [www.bcbg.ca](http://www.bcbg.ca). **Dagmar** freshwater handcrafted pearl cuff, \$200, [www.dagmarjewellery.ca](http://www.dagmarjewellery.ca).

SLIDESHOW  
MORE  
GORGEOUS  
GOLDS







From fruity florals to crisp, green toilettes, the season's irresistible fragrances radiate the essence of the great outdoors.

BY DEBORAH FULSANG  
PHOTOS BY NATASHA V.

Marc Jacobs Daisy  
Eau So Fresh Eau de  
toilette, \$85 (75 ml),  
www.daisy  
marcjacobs.com

# Garden variety

fragrance  
roundup

DAISY  
MARC JACOBS

EAU SO FRESH

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**1.** Nina Ricci L'Air Think L'Air du Temps for a new generation—the elegance of rose, jasmine, freesia and honeysuckle, infused with warmth and happiness. Eau de parfum, \$110 (100 ml), [www.ninaricci.com](http://www.ninaricci.com)

**2.** Givenchy Very Irrésistible L'Intense Plum and patchouli add a delicious drunken edge to this rose spritz. Eau de parfum, \$107 (75 ml), [www.givenchy.com](http://www.givenchy.com)

**3.** Prada Infusion de Rose Tea, peppermint, honey and mandarin cut the richness of Bulgarian and Turkish rose with style. Eau de parfum, \$120 (100 ml), [www.prada.com](http://www.prada.com)

**4.** Yves Saint Laurent Parisienne Tart cranberry and lush blackberry overlay a sultry patchouli-vetiver base. So French, powdery and pretty. Eau de parfum, \$90 (90 ml), [www.ysl.com](http://www.ysl.com)

**5.** Miss Dior Chérie Jasmine and rose with mandarin orange on top define this nouveau classic. Eau de parfum, \$122 (100 ml), [www.dior.com](http://www.dior.com)

*Spritz where  
you like to  
be kissed.*





INSPIRATION

# Mighty Rose

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**1. Calvin Klein Beauty** Inspired by the lily, this sophisticated scent gets its depth from ambrette seed, jasmine and cedar. Eau de parfum, \$89 (50 ml), [www.calvinklein.com](http://www.calvinklein.com)

**2. Crabtree & Evelyn Lily of the valley** at dawn, the scents of moss, hyacinth and ylang-ylang. Et voilà. Eau de toilette, \$45 (100 ml), [www.crabtree-evelyn.ca](http://www.crabtree-evelyn.ca)

**3. David Yurman Fresh Essence** Peridot is the inspiration for this fruity-floral, with accents of rose, peony, water lily, apple and cassis. Eau de toilette, \$85 (100 ml), [www.davidyurman.com](http://www.davidyurman.com)

**4. Flora by Gucci Eau Fraiche** Sandalwood and patchouli set the stage for zesty bergamot and kumquat. Eau de toilette, \$105 (75 ml), [www.gucci.com](http://www.gucci.com)

**5. Hermès Un Jardin sur le Toit** The rooftop garden distilled, complete with apple tree, cascading magnolias, grass, soil and sun. Eau de toilette, \$145 (100 ml), [www.hermes.com](http://www.hermes.com)

INSPIRATION

# Field & Forest



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*Keep fragrance  
out of the sun.  
Like many things  
precious, it spoils  
in the heat.*

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**1. Lacoste Joy of Pink**

A happy spritz with a grapefruit greeting and notes of blue curaçao, peony, cedar and musk. Eau de toilette, \$72 (50 ml), [www.lacoste.com](http://www.lacoste.com)

**2. Vera Wang Preppy Princess**

A sassy blend of tangerine, apple, berry, jasmine, honeysuckle and coconut. Smells good enough to sip. Eau de toilette, \$50 (30 ml), [www.verawang.com](http://www.verawang.com)

**3. Blumarine Bellissima Intense**

Grown-up and gorgeous, it seduces with ginger, peony, heliotrope, musk and sexy vanilla. Eau de parfum, \$125 (100 ml), [www.blumarine.com](http://www.blumarine.com)

**4. Coach Poppy**

Candied rose and crème brûlée put a sweet spin on heady freesia, jasmine and gardenia. Eau de parfum, \$60 (50 ml), [www.coach.com](http://www.coach.com)

**5. Victoria's Secret Incredible**

A feel-good cocktail of pear, vanilla and coconut milk, with magnolia and sultry sandalwood. Eau de parfum, \$55 (50 ml), [www.victoriasssecret.com](http://www.victoriasssecret.com)



*Be summer scent-sarvy:  
Let sunscreen dry before  
you spray on perfume.*

INSPIRATION

# Juicy Fruit & Blossoms

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# 25 TIME CAPSULE

Eight Canadian fashion insiders write a letter, sharing insight with their past or future selves on how to live a beautiful life. As told to DEBORAH FULSANG.



**Carlie Wong**

Fashion designer  
25, Vancouver

"THINKING POSITIVELY BREEDS HAPPINESS, AND HAPPY PEOPLE ARE BEAUTIFUL; IT IS SOMETHING THAT COMES FROM INSIDE AND TRANSLATES PHYSICALLY IN SOMEONE'S FACE."

I am in the business of making beautiful clothes and, hopefully, making people look and feel beautiful while wearing them. I am a curious person and am constantly soul-searching. This past year, I've chosen to take an optimistic outlook and embrace things I've never done, such as eating healthfully, going to the gym and growing my hair out. If I were to write a letter to myself, it would be to myself at age 22, warning about the crazy journey I'm embarking on, how hard it will be and how it will change my life. I'd tell myself to take more risks, but calculated ones, and to take things slowly in business, life and love. I'd tack it on a board so I'd see it every day. To live a beautiful life, my advice would be: "Work with what you have. Be nice, kind, courteous and humble. Kindness breeds kindness and beauty comes from within."<sup>TM</sup> »

## CARLIE'S BEAUTIFUL LIFE

"I PUT QUITE A BIT OF PRODUCT IN MY HAIR, IN ORDER TO GET IT THE WAY I WANT IT." SHE USES OSCAR DELANDI PRONTO DRY SHAMPOO (\$21 AT SEPHORA). SHE HYDRATES HER LIPS WITH CHAP-STICK (FROM \$2, AT DRUGSTORES) AND LINES HER EYES WITH MAYBELLINE NEW YORK UNSTOPPABLE SMUDGE PROOF WATERPROOF EYELINER (\$9, AT DRUGSTORES) IN "ONYX."



PHOTOGRAPHY: WONG BY KARRISA DUBINS; PRODUCT BY CARLIE WONG



**Valeria & Camila Velandia**

Co-owners, MielSisters  
lingerie 33 & 29, Montreal

"I CAN'T LIVE WITHOUT MASCARA. I BELIEVE THAT THE EYES ARE THE KEY COMPONENT OF YOUR LOOK, AND THERE'S NOTHING LIKE LONG EYELASHES." —CAMILA

**W**e want to invite women to rethink sexiness as something that comes from your inner self, from the freedom of movement, of self-expression, of confidence. We put a lot of imagination, time and effort into every step. I (Camila) would write my letter to my teenaged self. Growing up in South America, I saw a lot of my friends

going through depression because they didn't have big boobs or small waists, or were not a size zero. I would say: 'Care less about what is supposed to be standard beauty and learn to appreciate what you have, and take good care of yourself. Get good sleep, do yoga three times a week and practise healthy eating habits—low fats, moderate sugar and noble grains.'

Our mother taught us to enjoy different foods, to love each other, to enjoy what we do, to take care of ourselves, to exercise. She also always said to brush your hair and treat it right, because nice hair shows vitality and energy. Feeling beautiful is key to being beautiful. Fulfill your spirit, feed your mind and care for your body." »

**VALERIA'S & CAMILA'S BEAUTIFUL LIFE**

WASH YOUR FACE EVERY NIGHT. "EVEN WHEN YOU GET HOME AT 5 A.M.," SAYS VALERIA. CAMILA USES G.M. COLLIN SENSIDERMI CLEANSING MILK. (\$55, G.MCOLLIN.COM). VALERIA CLEANSSES AND CONDITIONS HER HAIR WITH RIEHL'S AMINO ACID SHAMPOO AND CONDITIONER. (FROM \$36, AT KIEHL'S). AND REGENERATES HER SKIN WITH THANN AROMATIC WOOD AROMATHERAPY SALT SCRUB (\$62, THANN.CO).



# 33 & 35



**Irene Rasetti & Victoria Lee**

Co-owners, Shisomiso Boutique and Gallery 35 & 33, Calgary

"WE DON'T NEED TO LOOK LIKE ACTRESSES AND MODELS. ONCE WE CAN ACCEPT THAT AND EMBRACE IT, WE'LL BE MUCH HAPPIER." —IRENE

I am surrounded by loving people. I chase after my son, who amazes me every day. Nurturing another human being and trying to instill love and good values, and teaching respect—all these things are the beauty of motherhood. I'm finally comfortable in my own skin. I care for myself by trying to be grateful for the things I have.

I would write a letter to myself at 50, telling me to reflect on my life and all I've done, to smile and to be excited for what lies ahead. I'd probably hide it in one of my vintage tin boxes.

My advice: 'Don't judge others. You never know what life holds, and everyone's journey is special.'" —Irene Rasetti

"I love old things; things with a story of a past life lived. My garden grounds me, knitting soothes me. Shisomiso is my passion, my husband is my love. I try to remind myself that hard times build character. I have my good days and bad.

I'd write my letter to my 21-year-old self. I'd tell her to pick up yoga and wear sunscreen. I try to keep things simple and healthy, starting from the inside out. I try to grow my own food in the summer and eat organic. My advice: André Gide said it best: 'It's better to be hated for what you are than to be loved for what you are not.'" —Victoria Lee »

## IRENE'S & VICTORIA'S BEAUTIFUL LIFE

IRENE PRIMES HER LASHES WITH LANGÔME CILS BOOSTER XL SUPER-ENHANCING MASCARA BASH (\$27, LANGÔME CA). "I ALWAYS WEAR BLUSH. I'M QUITE PALE," SAYS IRENE, WHO USES NARS THE MULTIFLOR (\$96, AT HIGHT BROWBERRY) IN "LUXOR." "I LOOK FOR SKIN CARE AND COSMETICS FREE OF PETROCHEMICALS, ANIMAL BY-PRODUCTS AND TOXINS," SAYS VICTORIA. SHE ALSO LIKES DERMALOGICA STRESS RELIEF TREATMENT OIL (\$54, DERMALOGICA CA).



PHOTOGRAPH BY AMETTI LANE; HAIR BY CRYLAIN WATY; MAKEUP BY CARLO MENDOZA



**Miki Tanabe**

Creative director, Suede and Bluesuede Handbags; design consultant, Fred Perry 43, Toronto

“SLEEP IS THE BEST BEAUTY SECRET FOR ME. IT RESTORES EVERYTHING.”

“I find beauty wherever I go: The culture, the people, the language, the gestures, the environment, and especially the food. I am a late bloomer. I know how to pace myself now, and often mix business with pleasure to find balance.

A letter to myself would say, ‘Slow down and accept the changes that make you feel a little lost. The beauty of life is a combination of hard times, confusion and awkwardness, and at the same time, happiness, joy, balance and certainty. Life throws you curves to keep you conscious. Never give up trying. Have patience and let things work themselves out in order to grow and the age forward.’ I would send it to myself at the age

of 16, when I desperately needed to find out who I was.

I drink at least two litres of water a day, and take omega 3-6-9 supplements twice a day to help my skin and my mood. My advice: ‘Observe the world and people with your eyes wide open; learn and live, day by day.’ »

**MIKI'S BEAUTIFUL LIFE**

“I TRY TO GET FACIALS EVERY THREE MONTHS, EXFOLIATE EVERY THREE DAYS, AND USE A CLEANSING MASK TWICE A WEEK.” SHE USES DARPHIN AROVITA C LINE RESPONSE FIRMING SERUM (\$140, DARPHIN.CA) AND CLEANSERS WITH LA MER THE CLEANSING GEL (\$90, AT HOLT RENFREW). “FOR ME, SCENT IS VERY IMPORTANT.” SHE WEARS DISQUARED SHE WOOD CRYSTAL CREEK WOOD (\$89, AT THE BAY).



STYLING: KIM JANTING/ONYX; HAIR: MARIANE FAYU/CARDY; MAKEUP: FREDERICO MARRAS/OA



Linda Lundström

Owner, Linda Lundström Works 58, Toronto

“MY MOTHER ALWAYS REMINDED ME THAT A SMILE IS THE MOST IMPORTANT BEAUTY INGREDIENT.”

“I love to get outside, walk the dog, breathe the air. The past decade has been one of tremendous turmoil with many losses. My family and I faced it all together. Now, I mostly feel grateful, and stronger, physically and mentally. If I were to write a letter to myself, it would be to myself, age 12. I would say, ‘Your love of sewing will take you on an exciting journey. Pay attention in French class because you will travel to France regularly. You will marry a man who will be the father of your two children. Be patient; it will take him time to find you.’ I would hide it in the box for the Singer sewing machine that I learned to sew on when I was three years old.

My beauty advice: ‘Look into the mirror, look into your eyes, look at yourself with love and acceptance, without judging, until you truly like what you see. Stay out of the sun.’ My years as a lifeguard have done their damage. ‘Relationships are everything, with others, yourself and God. It is possible to imagine the future and make it happen. Look at your successes, failures, heartbreaks and triumphs equally as wonderful opportunities to grow and learn.’ »

LINDA'S BEAUTIFUL LIFE

SHE STRENGTHENS HER HAIR WITH REN'S FLURTERER TONUCIA TONING SHAMPOO (\$59). AT 44L(28). “MY FIRST DR. HAUSCHKA TREATMENT INTRODUCED ME TO THE CONCEPT THAT THE SKIN PRODUCES ITS OWN NATURAL OILS WHILE WE SLEEP!” SHE USES DR. HAUSCHKA FACIAL TONER (\$33, 400-265-6239) AND SPRITZES ON L'ARTISAN PARFUMEUR TEA FOR TWO (FROM \$95, 514-202-1559).







**Trudelle Laker**

Jewellery, accessory & fashion designer, Re-stated by Trudelle Laker 60, Toronto

"I FEEL BEAUTIFUL WHEN I AM FLIRTING—WITH NEW IDEAS AND NEW MILIEUS, BOTH INTELLECTUAL AND GENERATIONAL. FLIRTING IS CONFIDENCE AND CONFIDENCE IS BEAUTY."

It is creativity that is beautiful. I never worry about how I look when I'm working on a 625-degree-Fahrenheit jewellery-casting machine. I never think about my nails when I am pasting rhinestones on a new creation, and I don't worry about my waistline when I am eating pizza on a deadline.

If I were to write myself a letter, it would be to myself as a single mother, when I was feeling divided between running my business and being there for my daughter. I'd tell myself that I was doing my best and to remember to find humour. I would have hidden it in my gold 1964 Super Beetle, but since I once parked that car and never found it again, I probably would never have read it.

I like to sing jazz and standards in the tub. I feel beautiful when I sing. Exercise-wise, I swim three or four times a week. My beauty advice: 'Smile more. Make each person you talk to think they are special.' Some of the world's great beauties—many of whom captured the hearts of great leaders and thinkers—were not beautiful in the usual sense, like Pamela Harriman, the Duchess of Windsor and Anaïs Nin." □

**TRUELLE'S BEAUTIFUL LIFE**

"I EXFOLIATE ONCE OR TWICE A WEEK." SHE USES GUINOT SMOOTHING BODY SCRUB (\$44, 800-563-6989). SHE MOISTURIZES WITH OLAY REGENERIST SUPERSTRUCTURE CREAM SPF 25 (\$46, AT DRUGSTORES). "I AM A WELL-KNOWN LIPSTICK FREAK." SHE WEARS CHANEL ROUGE ALLURE LIP COLOUR (\$57, AT DEPARTMENT STORES) IN "ADORABLE."



PHOTOGRAPHY: LAKER BY VANDERMA HENNE (LAKER BY ANA PHOTO); PRODUCT BY GILLES PEREYSSA





On first whiff, 1 Million (\$56, at the Bay) hits you as old-school masculine. But there's a charm to the spritz in the form of rose, which seems an unusual note for a men's scent but has historically been used to scent moustache wax, says Christophe Raynaud, one of the juice's three perfumers. The olfactory cocktail is warm, spicy and sensual. "We used erotic, animalic, leathery facets, as well as very attractive clean and musky notes," says Raynaud. He then manages to deadpan: "We wanted to evoke the smell of the skin after sexual intercourse."

The flask is similarly attention-getting. French sculptor and designer Noé Duchaufour-Laurance crafted the bottle in the shape of a chunky gold bar. "I wanted something very simple to understand, so you feel like you have a monolithic object in your hand," he says. It harks back to those iconic mod mini-dresses, with their simple lines, metal details and provocativeness.

For Rabanne, the relationship between fragrance and spirituality nears the divine. Declining an in-person interview—his handlers declare him in "a mood"—he elaborates by email. "A fragrance is closer to the soul than the physical body," he offers. "When Christ was born in Bethlehem, the Wise Men brought gold and two perfumes to flatter God's smell. Fragrance is what we call the scent of sainthood."

Less philosophical is the commercial: We hear the vroom of a sports car, and see casino dice bounce, a bag of cash fall and a woman's gown drop. It's so over-the-top, so 007-on-steroids. So much so that myriad parodies have already appeared on YouTube. That's the point, insists Frédéric Appaire, international marketing director for the brand. "It's a bit excessive, but still very sympathetic. A way to laugh at macho attitude. A fantasy for both men and women." ■

## SPRAYED, NOT STIRRED

DEBORAH FULSANG speaks with PACO RABANNE about men, sainthood and his new guy's-guy scent, 1 Million.

**PACO RABANNE** TWINKS KING OF HIS ICONIC METAL MINI-DRESSES, 1970



**T**he new fragrance by Paco Rabanne, 1 Million, is tailored to the guy's guy. Strong, bold and audacious, the name, juice, bottle and '80s-esque ad campaign evoke an Everyman's fantasy of excess. Rabanne, 75, who rocked the runway with his metal-sequined mini-dresses in the '60s, still loves creating and provoking. "1 Million simply means one million fantasies and dreams," he says. "More than ever, dreams have become indispensable to soften everyday life. It is a rather crazy

dream, where pleasure and play are the keywords."

Rabanne is big on dreams and intuition. They've guided his business successes and garnered some wild press. His book, *1999: Fire From the Heavens*, which espouses Nostradamus's prophecies of apocalyptic disaster, was a best-seller in France (but its predictions didn't pan out). Rabanne's intuition on business matters seems equally profitable. The house's fragrance portfolio is worth an estimated \$617 million—it includes Paco Rabanne Pour Homme, which launched in 1975 and is still going strong.

## THE PLAY LIST

JUSTIN TIMBERLAKE's fragrant concoction, *Play*, defines hipster cool. By DEBORAH FULSANG

In the world of perfume, a great name is worth its weight in gold. So if women enjoy Pleasures and Joy, guys now have an outlet with *Play* and *Play Intense* (from \$65, at the Bay), both by Givenchy. The word references music, sports, gadgets and women, and reminds us that boys love their toys.

Its concept is clever—the bottle resembles an MP3 player, fitting given its spokesman is actor, singer, songwriter, producer and style icon Justin Timberlake. The 28-year-old is a Renaissance man, having evolved from a *Mickey Mouse Club* kid and 'N Sync boy-band star into a Grammy and Emmy winner and *Saturday Night Live* favorite. He has played himself on *The Simpsons* and flirted with Ellen DeGeneres, and had a hand in Janet Jackson's Superbowl wardrobe malfunction. He even has his own fashion label, William Rast.

"When it comes to talking about music and cool devices and great



lifestyles and setting new trends, he is the man, unquestionably," says Alain Lorenzo, CEO of Parfums Givenchy. "He's also the man that really defined elegance onstage, turning up for a concert in a three-piece suit and a tie, whereas all the other singers were still coming with jeans and torn T-shirts."

The challenge? When Givenchy approached Timberlake, he didn't wear cologne. "They said, 'Well, what if we worked together on something that you would want to wear?' That's how they hooked me," says Timberlake. "The thing that made it attractive for me was that they actually wanted my opinion, more than just, sort of, my celebrity."

True to this promise, JT was involved in *Play*'s development and in the shooting of its ad campaign, which aims to capture moments in his Hollywood-fantasy life—in his recording studio, on a private jet....

Under the direction of François Donche, the "nose" at Givenchy, perfumers Emilie Coppermann and Lucas Sieuzac developed two interpretations of the fragrance: a lighter, fresher version for those who, like the singer, are new to wearing scent; and a richer, headier, sultrier spritz dubbed *Intense*. The two share a structure centred on anisyr wood, which has a similar warmth to sandalwood and cedar, and both are contained in bottle designer Serge Mansau's elegant but masculine vessel, adorned with the universally understood red "play" arrow.

"When you say 'to play' something, obviously it's an entendre for music, that's pretty blatant with the MP3 bottle," says Timberlake. "But when you say to play a record, it means 'put it on.'"

—With files from Adriana Ernter ■









CHATELAINE'S  
**beauty**  
**100**

This year, we snuck into the makeup bags of six style insiders and came out with the motherlode: 100 new products they can't live without – plus a few oldies but goodies that can't be beat. So give your own little makeup bag fair warning: Mama's going shopping. **by Deborah Fulsang | photographs by Christopher Stevenson**

## Meet the judges



**Doris Montanera**

FREELANCE  
BEAUTY WRITER  
AND EDITOR



**Deborah Fulsang**

CHATELAINE'S  
SENIOR STYLE  
EDITOR



**Monika Schnarre**

CHATELAINE COVER  
MODEL  
AND BEAUTY  
JUNKIE



**Tiyana Grulovic**

CHATELAINE'S  
ASSISTANT  
STYLE EDITOR



**Min Min Ma**

NEW YORK-BASED  
CANADIAN MAKEUP  
ARTIST WITH  
THE ARTIST GROUP



**Laura Szucs**

TORONTO-BASED  
CANADIAN MAKEUP  
ARTIST WITH  
JUDY INC.

<b>Beauty philosophy</b>	"Easy does it."	"I want my products low-maintenance but luxurious."	"If you don't frown, you won't need Botox!"	"Use only what you can apply with your fingers."	"The simpler, the better."	"Look good, feel good."
<b>First beauty eureka moment</b>	"No amount of wishing - or mascara - will give me long, luscious lashes."	"In grade 4, thanks to my mom, finding out that perms are scary."	"Wearing blue and pink eyeshadow - lots - in grade 9."	"Plucking eyebrows makes a difference. Especially when you're eastern European."	"The bathroom is not the best place to do makeup."	"Mascara makes lovely long eyelashes."
<b>Most valuable beauty lesson learned from her mother or girlfriend</b>	"Hands off your eyebrows. Leave the plucking to the experts."	"Keep your hands away from your face."	"Sleep on your back to prevent wrinkles."	"Always use an eyelash curler."	"Listen to your skin."	"Moisturize, moisturize, moisturize."
<b>Most embarrassing makeup moment</b>	"When, after applying full makeup, my then-five-year-old daughter told me I looked old."	"Chipped nail polish. Hey, I have two little kids and I'm glued to my computer."	"Wearing too much makeup to meet Princess Diana and Prince Charles, and someone asking if it was Halloween."	"Sun-in!"	"When a high-school classmate asked me if I was performing in the Chinese opera."	"Doing my makeup in the dark and emerging in the light looking like a drag queen."
<b>Hollywood beauty icon</b>	"Firestar, the superhero. She's a redhead."	"Charlize Theron meets Grace Kelly."	"Audrey Hepburn."	"Jade Jagger in Ibiza."	"Kate Moss meets Natalie Portman."	"Bette Davis."
<b>Favourite cheap and cheerful makeup</b>	"L'Oréal Double Extend Mascara. Budget-minded and excellent for the eyelash-challenged."	"Cover Girl Westlick Fruit Spritzers lip gloss. They're like \$6!"	"L'Oréal Voluminous Mascara - it's less than 10 bucks!"	"Johnson & Johnson Clean & Clear Oil Absorbent Sheets."	"Annabelle Smoother."	"Roll-on lip gloss."
<b>What she loves most about makeup</b>	"I may have been born this way, but it's up for negotiation."	"Its transformative power to turn an unassuming woman into a knockout."	"The confidence it gives me."	"It can enhance your best features."	"It gave me a career."	"You can create different personalities on the same model."
<b>What she hates about makeup</b>	"I love lip gloss, but my husband won't kiss me when I'm wearing it."	"That the perfect red lipstick seems unattainable."	"Needing it to feel confident."	"That it's overused. You need to be able to see your skin."	"It's not permanent."	"Cleaning it up after you've dragged all your makeup out."
<b>The two makeup items she'd want on a desert island</b>	"Sunscreen and lip balm."	"An SPF-laden foundation and a heavy-duty moisturizer."	"Tweezers and an eyebrow pencil."	"Oil-blotting sheets and fuchsia lipstick."	"Evian Mineral Water Spray and wet wipes."	"Mascara and blush."
<b>If she came back in the next life as a cosmetic, she'd be...</b>	"Deodorant, so I don't sweat the big stuff."	"A rich, moody and rare perfume."	"Whatever Brad and Angelina use on their bodies."	"A multi-tasker like Stila's Convertible Colour."	"Keyvin Aucoin makeup brushes."	"Blush."



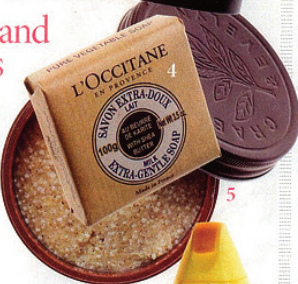
## Best soaps and shower gels

**(1) AVEDA ROSEMARY MINT BATH BAR, \$17.**  
"Its minty smell is so invigorating, and I love how its big, chunky form looks on a white porcelain sink." — **Deborah**

**(2) BENEFIT BATHINA GETTIN' STEAMY, \$31 (480 mL).**  
"I love the smell, and it lasts a long time. And it lathers like crazy." — **Min Min**

**(3) JO MALONE VITAMIN E BODY TREATMENT SCRUB, \$85 (600 g).**  
"This is the ultimate scrub for a DIY spa experience. It blends vitamin E and salt, the scent is beyond delicious, and your skin will look as radiant as a goddess's." — **Deborah**

**(4) L'Occitane EN PROVENCE EXTRA GENTLE SOAP WITH SHEA BUTTER, \$8.**  
"It's 100-percent vegetable-based and leaves skin moisturized and so soft. The shea butter combats flaky skin really well." — **Min Min**



**(5) CRABTREE & EVELYN NATURALS BOTANICAL BODY SCRUB, \$30 (250 g).**  
"Golden demerara sugar in a luscious oily base means this scrub polishes your skin and leaves it glowing. And the scent is sultry and gorgeous." — **Deborah**

**(6) DOVE GO FRESH BEAUTY BODY WASH, \$7 (354 mL).**  
"I love the fresh citrusy smell of this body wash; it wakes me up in the morning." — **Tiyana**



## Best hand creams

**(7) KISS MY FACE GRAPEFRUIT + BERGAMOT HAND CRÈME, \$11 (118 mL).**  
"Smells clean, soaks in quickly and doesn't have the extra chemicals. Bonus points: Grapefruit and bergamot are naturally antibacterial." — **Deborah**

**(8) HERBACIN KAMILLE HAND CREAM, \$4 (75 mL).**  
"This wonderfully rich cream leaves your hands supple without feeling greasy." — **Monika**

**(9) OPI AVOPLEX HIGH-INTENSITY HAND & NAIL CREAM, \$12 (120 mL).**  
"This is super-hydrating without being sticky or taking forever to absorb. And it keeps my cuticles looking tip-top." — **Doris**

**(10) L'Occitane EN PROVENCE SHEA BUTTER HAND CREAM, \$30 (150 mL).**  
"Russell Crowe gave it to me. He loves it, and so do I." — **Laura**





## Best styling products

**(11) AG COSMETICS FOAM WEIGHTLESS VOLUMIZER, \$19 (150 mL).** "This really does add volume, and you don't feel the product in your hair." — Doris

**(12) TRESEMMÉ THERMAL CREATIONS HEAT TAMER SPRAY, \$6 (236 mL).** "Our editorial assistant, Laura, swears by this: It smoothed her heat-damaged tresses, and her hair looked so fabulous I had to try it myself." — Tiyana

**(13) SUNSILK WAVES OF ENVY SEA MIST, \$5 (198 mL).** "I have the best hair on seaside vacations. This spritz gives the same effect — it has real sea salt in it. Fortunately, it comes without the crunchy, post-sea feel. Unfortunately, it comes without the actual holiday in the sun." — Tiyana

**(14) AVEDA PHOMOLLIENT STYLING FOAM, \$19 (200 mL).** "I love the versatility of this product: You can use it to blow-dry your hair to achieve lots of volume or you can use it to diffuse your curly hair." — Laura

**(15) BUMBLE AND BUMBLE HAIR POWDER, \$48 (118 mL).** "This product magically creates instant fullness in your hair, enhances your colour and blends roots." — Monika

**(16) SEBASTIAN RE-SHAPER HAIRSPRAY, \$19 (300 mL).** "This spray is very light and provides a lot of hold without making the hair look heavy. It's ideal for photo shoots; I always try to have a bottle of it in my kit." — Laura



## Best shampoos and conditioners



**(17) KÉRASTASE NUTRITIVE BAIN SATIN, \$32 (250 mL), AND NUTRIDÉFENSE, \$51 (200 mL).** "This makes my hair shiny, repairs it, and makes it feel soft and healthy." — Laura

**(18) PANTENE PRO-V DAILY MOISTURE RENEWAL SHAMPOO AND CONDITIONER, \$6 (375 mL) each.** "I've tried every conditioning product out there and I always come back to this. My hair comes out looking shiny and smells great, too! It's also a secret of the stars: You'll find it in many Hollywood actresses' homes." — Monika

**(19) LIVE CLEAN CLEAN AIR VOLUMIZING SHAMPOO AND CONDITIONER, \$7 (350 mL) each.** "Leaves your hair bouncy and free of toxic ingredients, so I can use it on my kids without worrying." — Doris



## Best fragrances

### Deborah's picks

(20) **GUCCI BY GUCCI EAU DE PARFUM, \$96 (50 mL).**

"If your fantasy evening includes candlelight, a glass of Scotch and a silver-screen classic, you'll love this smoldering fragrance."

(21) **HERMÈS UN JARDIN APRÈS LA MOUSSETTE EAU DE TOILETTE, \$145 (100 mL).**

"Ginger, pepper, cardamom and coriander, along with a green, vetiver-like note, combine in this, the latest Hermès scent. It's spicy and woody, but light enough to wear year-round."

(22) **CHLOÉ EAU DE PARFUM, \$90 (50 mL).**

"This powdery, amber-meets-floral spritz is the year's most feminine perfume – and most beautiful bottle."

(23) **GUERLAIN AQUA ALLEGORIA LAURIER-REGLISSE, \$53 (75 mL).**

"Fresh and citrusy, but savoury too. This is an easy-to-wear, sexy scent that you won't feel you've smelled before."

(24) **PRADA INFUSION D'IRIS, \$115 (100 mL).**

"Subtle cedar and incense, notes of mandarin, orange blossom and iris combine in this elegant scent. Smells like a classic in the making."

(25) **CHANEL SYCOMORE EAU DE TOILETTE, \$240 (200 mL).**

"This toilette has a smokiness and is based on a vetiver, so is quite masculine, but it's crisp at the same time. Strangers will stop you to ask what you're wearing."

## Best body lotions

**(26) CAKE SWEET CHEEKS BETTER RUB, \$34 (180 mL).**

"Use this emollient cream as a sexy massage lotion or to gloss up dry limbs and parched elbows or heels." — Deborah

**(27) VASELINE INTENSIVE RESCUE EXTRA STRENGTH LOTION, \$5 (325 mL).**

"Keep this workhorse of a moisturizer by the kitchen sink to use after washing dishes. In the dry winter months, it's a go-to cream." — Deborah

**(28) KIEHL'S SUPERBLY RESTORATIVE DRY OIL, \$41 (125 mL).**

"You can use this on your face and body and even in your hair. It's enriched with antioxidants and essential fatty acids. I even use it to remove my makeup." — Monika

**(29) SANCTUARY SPA BODY BUTTER, \$15 (300 mL).**

"This has a velvety smooth texture that really sinks into the skin. The blend of shea and cocoa butters and almond oils leaves the skin supple." — Tiyana

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## Best cleansers and scrubs

**(30) CETAPHIL GENTLE SKIN CLEANSER, \$19 (500 mL).**

"It's inexpensive, and it makes your face feel moist and dewy. And it can be used with or without water." — Doris

Best buy



30

**(31) ST. IVES ELEMENTS WARMING SCRUB, \$10 (120 mL).**

"I'm a sucker for anything warming. It's so comforting; I just love the way it feels while you're scrubbing. It's also paraben-free, and more and more that appeals to me." — Tiyana

33

Cult following



32

34

**(32) MARIO BADESCU ENZYME CLEANSING GEL, \$15 (237 mL).**

"I have oily skin, but most cleansers geared to that type make my face feel stripped of moisture. Because of the alpha-hydroxy acids in this product, my skin feels completely clean but still really soft and hydrated." — Tiyana

**(33) DERMALOGICA DAILY MICROFOLIANT, \$70 (75 g).**

"This isn't new, but it gives fantastic results. Made from rice powder, it's gentle enough to use every day. Regular use prevents blemishes and blackheads. Love it." — Doris

**(34) NEUTROGENA ILLUMINATING MICRODERM CLEANSING PADS, \$12 (24/pack).**

"These are awesome for travelling: They leave your skin bright and smooth without drying it." — Deborah

### YOU TOLD US

## What's the one beauty product you couldn't do without?



**Tania Bugnet**

I wouldn't be able to survive without my Cover Girl Lash Blast mascara. When I put it on in the morning, it opens up my eyes completely, and I find I just feel more put together.



**Jennifer Long**

Although a self-admitted product junkie, the one tried-and-true item I couldn't live without is my Clinique moisturizer. I've been using it for over 10 years, and it makes my Snow White skin glow.





## Best bronzers

**(38) JERGENS NATURAL GLOW EXPRESS BODY MOISTURIZER, \$10 (120 mL).** "The line has options for various skin tones and provides an even tan." — Doris

**(39) GUERLAIN TERRACOTTA PEARLY SUN POWDER, \$60 (6 g).** "This powder gives a natural tanned look — brush it on your cheeks or shoulders or even, in a pinch, your legs. And the compact is stunning." — Laura

**(40) VICHY HYDRA BRONZING MILK FOR FACE AND BODY, \$21 (100 mL).** "A light texture and subtle, effective results make this a good staple in your wannabe-on-the-beach repertoire." — Deborah

**(41) NARS BODY GLOW, \$80 (100 mL).** "Extend your summer with this lotion. Not only does it make your skin look just-back-from-vacation bronze, you'll smell like a Tahitian flower when you wear it. If you find the liquid too deep and rich, mix a little of it with your own moisturizer to get a more subtle sun-kissed effect." — Deborah

**(42) MARCELLE I-BRONZE SELF-TANNING CLOTHS, \$17 (1/pack).** "These are a great alternative to cream- or gel-based self-tanners. They're pretty goof-proof." — Tiyana

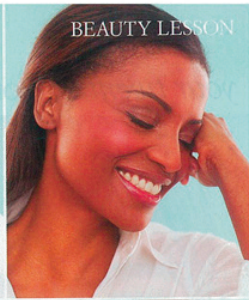
**(35) CHANEL MOISTURIZING BRONZING POWDER IN TERRE AMBRE, \$55 (11 g).** "Use this and you'll look as if you really are living the good life. This powder's colour and iridescence are super sheer, so the bronzing effect is flawlessly natural." — Deborah

**(36) SHISEIDO THE MAKEUP ACCENTUATING COLOUR STICK IN BRONZE FLUSH, \$38 (10 g).** "This creamy wand is a breeze to use. If I'm in a hurry, I wear it as a blusher, rub it on my eyelids and even swipe it on as a lip colour along with a layer of whatever gloss I have handy." — Deborah

**(37) NAPOLEON PERDIS WHIPPED DREAM TAN ENHANCER, \$37 (250 g).** "I swear by this for the great colour it gives my summer legs. With almond, olive and hazelnut oils and shea butter, my gams glisten." — Tiyana







# beauty at every age

by Deborah Fulsang  
photographs by Dan Lim

*True beauty isn't tied to a birthdate. But most of us would love to hold on to what we have. So here are tips – and a few truths – to help you look your glowing, gorgeous best, whatever your age.*



## your twenties: Form good habits.

Jessica Derbecker, age 22

Don't go to bed with your makeup on, and be sure to choose a non-drying cleanser.

If you love blue eyeshadow, wear it, but keep the rest of your makeup neutral.

Use a tinted moisturizer or sheer foundation to even out your skin tone, and make sure it has SPF.

### WHAT TO KNOW

You feel and look so good in your twenties that you might still try to get away with bad habits: sunbathing, overindulging, smoking and undersleeping. We say, Don't be the one who learns her lesson 15 years from now when the damage is done.

### WHAT TO DO

Be proactive. Now is the time to form good habits. Wear sunscreen – summer and winter. Wash your face morning and night. Don't smoke. Exercise. Get enough sleep. But have fun: Now's the time to play with sky-blue eyeliner, pastel-pink lips or purple mascara. And take the time to find a great foundation. Most pros say that you can get away with cheaper brands when it comes to playful, colourful makeup, but you need to invest in a quality base to look flawless and polished.

### WHAT WE LOVE

- ① **Cover Girl** Outlast All-Day Lipcolor in Cashmere Red, \$11. (Sold with a moisturizing topcoat.)
- ② **Estée Lauder** Double Wear Light Stay-in-Place Makeup (SPF 10), \$42 (30 mL).
- ③ **Cargo** Eye Shadow Palette in Peru, \$34 (7 g).
- ④ **Noxzema** Continuous Clean Deep Foaming Cleanser, \$8 (177 mL).

# 20s



# your thirties: Moisturize, moisturize, moisturize.

Shannon Jolie, age 34

Wrinkles start here, around the eyes, so start using an eye cream.

Apply blush to the apples of your cheeks. Use a shade of bronzer, which can also be used on lips and eyes.

A flattering and versatile lip colour is close to your natural lip shade, but a little brighter.

## WHAT TO KNOW

These are your crazy, multi-tasking years, when many of us are juggling a career, marriage and kids, so it's important to make your health and skin a priority. Seriously. It's also now that you'll start seeing the first signs of ageing—especially if you sunbathed in your teens and twenties. This is also the decade when you start to really know yourself, so you can fine-tune your signature makeup look.

## WHAT TO DO

Take preventive measures—all the rules we prescribe for your twenties—and moisturize. Find a day cream that you love (with SPF) and a night cream. Your skin will stay younger-looking longer if it's hydrated. And edit your makeup bag. You need a moisturizing foundation, pinky-brown blush (two shades, ideally—one for day, a darker one for night) and a wear-everywhere lipstick.

## WHAT WE LOVE

- Care by **Stella McCartney** Nourishing Night & Day Cream, \$97 (50 mL).
- **Chanel** Mat Lumière Luminous Matte Fluid Makeup SPF 15, \$47 (30 mL).
- **Shiseido** The Makeup Accentuating Color Stick in Glistening Flush, \$38 (10 g).
- **Olay** Hydrate & Cleanse Vitamin Enhanced Lathering Face Wash, \$12 (177 mL).

# 30s





## your forties: Play up structure.

Charmaine Bernard, age 41

Use eye cream before applying concealer for flawless camouflage.

Smile. If your teeth aren't sparkling, whiten them. It'll shave years off your look.

Use a primer before your foundation for extra-smooth coverage.

### WHAT TO KNOW

Bobbi Brown, professional makeup artist to the stars, calls this the "oh shit" decade, when you come to the realization that you don't look like a kid anymore. It's now that most of us start noticing crow's feet, drier skin, redness and the fact that it takes some serious effort to look effortless. But we like to call this the "kick ass" decade, too, when you know your priorities and appreciate not being a kid anymore.

### WHAT TO DO

Be diligent with cleansing and fanatical about using your night cream. Now is also the time to really look at your face and accentuate your best features. Highlight those cheekbones and sparkling eyes, and keep your brows well groomed. Learn to rely on a hydrating foundation and a couple of healthy-coloured blushes – nothing too dark. As with thirtysomethings, a natural-with-a-boost lip tint looks terrific on you too.

### WHAT WE LOVE

- 1 **Lancôme** Primordiale Nuit Visible Revitalising Renewing Night Moisturiser, \$86 (50 mL).
- 2 **Smashbox** High Definition Foundation SPF 15, \$44 (30 mL).
- 3 **Sephora** Eyebrow Palette, \$15 (2.5 g).
- 4 **Quo** blush in Hush, \$17 (3.4 g).
- 5 **The Body Shop** Brow & Lash Gel, \$15 (10 mL).

# 40s



*your fifties:* Plump it up.

Diane Vincent, age 51

Pick cream eyeshadows, which blend, instead of powders, which tend to sit on top of your skin, exaggerating fine lines.

Dab a light eyeshadow or highlighter at the inside of the eye to add instant sparkle to your face.

When moisturizing, don't forget your neck, shoulders and décolletage.

**WHAT WE KNOW**

In your fifties, your skin becomes thinner. As a result, you'll see more pigmentation: spots, broken blood vessels and redness. Your lips are also likely starting to thin, and your hair is likely greying, so it requires some maintenance to keep it looking bright and shiny. If it's long, consider trimming it to shoulder length – or shorter – to give your face a gravity-defying boost. The upside: the super-sexy confidence of fiftysomethings. (Susan Sarandon and Ellen Barkin are two of our favorites.)

**WHAT TO DO**

To make lips appear fuller, ditch the dark lipstick. Start with a moisture-packed lip treatment, and choose softer lip colour and gloss – pinks and corals are flattering options. Use cream blushers, which meld flawlessly into the skin so you'll glow, rather than look like you just "put on your face."

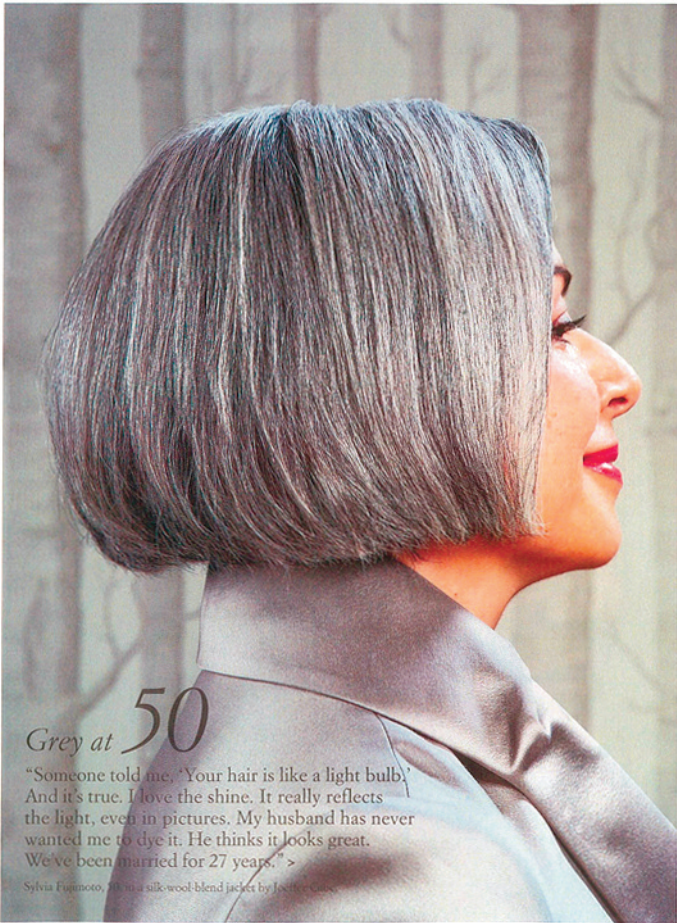
**WHAT WE LOVE**

- 1 **MD Skincare** Serious Lip Treatment, \$74 (8 mL).
- 2 **Yves Rocher** Perfect Lips in Coral, \$19.
- 3 **Becca Creme** Blush in Byzantine, \$31 (30 g).
- 4 **Lancôme** Rénergie Lift Makeup SPF 20, \$52 (30 mL).



50s





*Grey at* **50**

"Someone told me, 'Your hair is like a light bulb.' And it's true. I love the shine. It really reflects the light, even in pictures. My husband has never wanted me to dye it. He thinks it looks great. We've been married for 27 years." >

Sylvia Fujimoto, 50, in a silk-wool blend jacket by J. Foster Co.



*Grey in your*  
**40s**

"I coloured my hair for the first time when I came back from maternity leave when I was 35, and I discovered I'm allergic to hair dye. So I wore my hair short for several years as it was getting greyer and greyer, because I didn't think long grey hair was acceptable. Then I just decided, To hell with it. I like long hair, I've always liked to have my hair long and I'm just going to go for it. This is me, like it or lump it."

Kathryn Murphy, 47, in a white bow-neck blouse by David Dixon.

PHOTOGRAPHS BY KOUROSH KESHIRI



"I've had men and women tell me my hair is sexy, more so than when it wasn't grey. It's as if my hair has become a conversation piece; people, often strangers, just come up to me to talk about it. Women often say, 'It's sexy' or, 'It's hot' in whispered, incredulous tones, as if they never thought it could be so. I also think the playfulness of long hair – and the various things you can do with it – mixed with the fact that it is grey, gives a fun twist to the old and ageing aspect associated with it." >

Elizabeth Mitchell, 46, in a white cotton shirt, by Comrags.





*Grey in your*  
**60s**

"I don't want to look 42. I am what I am. I'm not afraid to say that I'm 65. When I wear my bright blue coat, people tell me that it's the best colour on me. When I wear bright pinks, people tell me that it's the best colour on me. When I wear reds, people tell me that it's the best colour on me. That never happened when I had black hair. My husband and I giggle because people compliment me no matter what colour I wear." >

Anita Katzman, 65, in a cotton jacket by David Dixon.





## Grey in your 70s

"I don't like shams. I like people who are natural. When I see fake flowers, for example, I prefer live ones. As a kid, I always wanted Shirley Temple curls. But my hair is poker-straight. I'd always have my hair up in curlers. It must have been around puberty that I got so fed up, I chopped my hair into bangs and straight along the back. I was tired of trying to look different. So now with my hair colour, I tend to the natural, too." >

Miriam Green, 74, in a cashmere wrap from Holt Renfrew Private Label.



# Uncommon SCENTS

What gives classic perfumes their everlasting allure? *Deborah Fulsang* explores the hall of fame

**B** ngled in an all-consuming cloud of Opium, Oscar and Obsession, the 1980s seemed like the heyday of fragrance. But that era of excess was a mere drop in the bucket compared to today's tidal wave of launches. Less than 100 spritzes debuted in the global fine fragrance market back in '85, according to the U.K.-based Fragrance Foundation. By 2005, the number of annual launches had swelled to more than 700. Yet despite all the new arrivals vying for a coveted spot on our increasingly crowded vanity tables, an exclusive clique of decades-old favorites remains stubbornly fixed on bestseller lists, unfazed by trends. What's the secret to their classic status?

The iconic scents that stand the

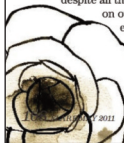
test of time possess a magic combination of art and alchemy, marketing savvy and chutzpah. They wink at perfume's pedigreed past, nod to the here and now, and benefit from impeccably good timing. Our rekindled love affair with them isn't surprising, given the roller-coaster ride—war, recession, political anxiety—we've all been on in recent years: Our emotional selves crave comfort.

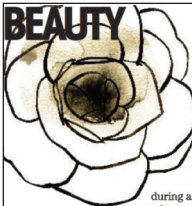
"When times are tough and complicated, like the last few years, we long for simplicity," says Toronto-based senior retail consultant Andrea Elliott, who has worked with such classic brands as Gap, J.Crew and Pottery Barn. "The classics are simple and come with understated quality. They provide calmness from the excess and exhaustion of society today." And what could be easier than donning a classic perfume? It's a style no-brainer, the olfactory equivalent of the little black dress.

But while they seem so simple today, the classics were anything but when they first hit the scene. They were fragrances that rocked the perfume establishment; scents of change. Take Chanel N°5, which remains—some 90 years after its introduction—the top seller in Canada. With its bold personality and abundance of aldehydes (synthetic notes that impart a novel, sparkling freshness), it stood in stark contrast to the common scents of the day when Coco, the iconoclast, launched it to the Paris in-crowd. At the onset of the Roaring Twenties, most were still clinging to the Victorian notion that women should smell of delicate garden blooms. N°5 was not a simple one-note floral, typical of the time period, but rather an abstract concoction mixing rose, jasmine and ylang-ylang—unusual, androgynous, controversial.

Four years after Chanel N°5 made a splash, Guerlain introduced Shalimar in homage to opulent India. History has it that it was born of the union of Jicky—a sophisticated fragrance with undercurrents of sultry musk, ambergris and animalistic civet—and a wallop of a newly created synthetic vanilla. "Shalimar was very audacious at its time," says Thierry Wasser, Guerlain's in-house perfumer. "French women were a bit afraid when we launched it. Its construction with the *surdose* of vanilla was unknown, [although] very trendy now. It is the genius of Jacques Guerlain to create a perfume which destabilized." For Wasser, it is the details that make a fragrance destabilizing and interesting, "especially when these details are expressed in an overdose." Shalimar also embodies the characteristic common to all classic scents, says Wasser: "a simple idea, expressed in a strong way."

Issey Miyake had a singular vision too. He broke the mould in 1992 with L'Eau d'Issey, an almost anti-fragrance fragrance inspired by water on skin. After the pungent decade of excess, defined by such scents as the floral-overdrive Giorgio Beverly Hills and Dior's high-octane floral-tonic Poison, L'Eau was





profound. Its aquatic-floral nature—with transparent notes of lotus, melon, peony and lily—was crisp, clear and young, a bellwether for the coming minimalist-leaning times. Many classics originated during a time when fragrance houses took more risks, says New York nose

Anne Gottlieb, who helped craft many hits: Calvin Klein Obsession, Eternity and CK One; Marc Jacobs Daisy; and Dior J'adore, among them. CK One was nothing short of a game changer, she says. Not only did it spark controversy with its androgynous grunge marketing, but the juice also defied convention. "Up until then, fragrances were extroverted and extraordinarily long-lasting. Then came this sheer, transparent, easy-to-wear fragrance," Gottlieb points to another classic that broke the mould: Thierry Mugler's Angel, a radical departure from what existed back in 1982, with its genre-making gourmand sweetness. It smelled of caramel, vanilla and praline, its near-cloying originality cut with a sexy and resinous woody-patchouli base.

The biggest challenge in the business is to create a perfume with both a great signature—a unique character, essential to achieving classic status—and broad commercial appeal, says Gottlieb. "The more polarizing a fragrance is, the longer it takes to be accepted by the public."

And, we deduce, the greater its market potential.

Céline Launay, fine fragrance expert at L'Oréal, agrees that the fragrance world's great classics are the risky, opinionated ones. Currently, white musks are the go-to ingredients for fragrances because "they completely satisfy current perfume market demands for reassurance, softness and comfort in reaction to

crisis and war," she says. "They make fragrances rounder, smooth and tenacious, and add a powdery and enveloping cocooning note."

But what of the new and unusual? Launay's eyes light up when she speaks of an upcoming launch for the Maison Martin Margiela brand. It will be different, she insists, a distinctive perfume with a signature note of galbanum—a green, coniferous essence that lends a herbaceous, even bitter, character. Promisingly, Launay predicts, it will not appeal to everyone.

**B**yond the juice itself, a breathtaking perfume bottle has always been part of a classic's secret to success. The total package, after all, is integral to the fantasy embraced when one purchases a scent, which is especially true in the fashion realm, where if you can't afford the couture, you can always hope to channel the high life via an A-list spritz. Consider the cubist perfection of the Chanel N°5 *flacon*, the organic sculpture of Donna Karan Cashmere Mist, the ethereal kissing doves of Nina Ricci L'Air du Temps and the pristine strength of Fabien Baron's glass cone for Miyake.

Today's shoppers miss bottles made with real investment, says London-based bottle designer Ross Lovegrove when asked about women's appreciation for beautiful packaging. "We're nostalgic for a time when perfumes were created with true belief in femininity, sensuality and luxury." A brilliant bottle breaks through the clutter. "I understand there are around 800 new bottle designs launched each year, and because of this, the importance of the quality of the design and production is becoming paramount, especially for respected brands who wish to stand apart in their dignity, elegance and originality," says Lovegrove, who created the exquisite metallic bottles for the Narciso Rodriguez >



## THE NEW CLASSICS .....

Given the magic mix of juice, bottle and marketing that grants certain perfumes classic status, we're betting on these spritzes to feel relevant for generations to come.



**Narciso Rodriguez**  
**Essence:**  
A sophisticated

concoction of rose, iris, musk and amber, this perfume packs a powdery punch. The sensual bottle, by MoMA-honoured designer Ross Lovegrove, is a collectible. And it doesn't hurt that Rodriguez's fan base runs from Amy Adams to Michelle Obama.



**Yves Saint Laurent**  
**Parisiennes:**  
Its modern bouquet

of rose, violet and berries gets an off-kilter twist thanks to vinyl-like notes reminiscent of spike heels. The jewel-like, almost vintage-style bottle leaves us smitten, while spokesmodel Kate Moss lends her perennial style and sex appeal to the campaign.



**Prada**  
**Infusion d'Iris:**  
Understated but opinion-

ated with warm heliotrope, violet, cedar and neroli, this smells like a crisp autumn shopping day in Milan. Factor in Miuccia's star power and the pretty but almost apothecary-like frosted flask, and you think fresh and elegant—a scent that might just become your go-to weekend spritz.



**Miss Dior**  
**Chérie:**  
The sexy, sultry, fruity-

floral has the pedigree of one of the fashion establishment's best houses, and its chiselled bottle looks plucked from the atelier itself. Having indie-fave filmmaker Sofia Coppola directing modern-day muse and spokesmodel Natalie Portman in the ad campaign makes its longevity all the more likely.



**Balenciaga**  
**Paris:**  
It touts one of couture's most

hallowed names, one of fashion's most respected talents (Nicolas Ghesquière), an exquisite bottle embodying the architecture of postwar Paris, a floral juice with warmth and pepper, and a luminous muse in Charlotte Gainsbourg. In short: win, win, win.

Essence Eau de Musc collection. The sculptural vessels are sensual and mirrored like molten silver—miniature art for the vanity top. His direction from Rodriguez was to take inspiration from the golden era of perfume design. A bottle “should be delicate and dimensional as an indicator of the importance and value of the scent it contains,” adds Lovegrove, whose creations have been exhibited at New York’s Museum of Modern Art. “Packaging is a tool for seduction.”

Without question, the last decade has seen companies refocus on the bottle. Vying for new-classic distinction, we have the faceted perfection of the Balenciaga Paris flask with its cracked marble-like cap, the weighty glass and swivelling metal of Voyage d’Hermès, and the charming Marc Jacobs Daisy with its white-rubber blossom cap, which channels designs from the 1950s but with a quirky spin that clearly captures the current zeitgeist. “Designers and manufacturers are stepping out of the box, and they’re interspersing more of a fashion element,” observes Lori Singer, group vice-president of global marketing for Coty prestige fragrances. “They’re taking risks, and it adds to the whirly.”

But an arresting scent and a beautiful bottle do not a true classic make. Marketing has pushed a few above and beyond. Glossy, provocative imagery and a pitch-perfect message spin a perfume’s tale—transporting us to incense-filled souls, verdant rainforests or private jets and five-star hotels with all-you-can-quaff Cristal—embodying the intangibles of fragrance: beauty, mystique and sex.

Take CK One. It’s nearly impossible to conjure that citrusy ’90s scent without the bold, black-and-white photography asserting itself: a skinny rocker boy in sleek black trousers; the tattooed beauty Shimizu and a waifish Kate Moss in a midriff-baring tee and miniskirt; the throaty voice-over, “CK

One: a fragrance for a man or a woman from Calvin Klein.” On the flip side of CK One’s ambiguous sexuality, we have Dior’s ad for J’adore featuring Charlize Theron. Strutting

through a palatial set, disrobing as she goes, the actress is the mesmerizing essence of the glamorous fragrance—her blond crop, swirling gown and jewels the material equivalent of the perfume’s heady ylang-ylang, rose and ripe, fruity notes. Ingenious ad campaigns have long employed the hot-topic model or actress to seduce us. Sexy, impeccably styled mini movies, crafted by big-name directors—Martin Scorsese (for Bleu de Chanel), Guy Ritchie (Dior Homme) and Sofia Coppola (Miss Dior Chérie)—routinely romance us on the small screen too.

But when the marketing is at its best, the star does not outshine the brand but merely adds to the aura, says Shelley Rozenwald, chief beauty adventurer at the Bay, citing Chanel and Dior as companies that have played the celebrity card brilliantly. “The brand is always first and foremost, and the actress is the accessory,” she says, “but it’s the accessory that makes the outfit.” Chanel, for example, signed Audrey Tautou in 2009, Carole Bouquet in the ’90s, Catherine Deneuve in the ’70s, and Lauren Hutton and Cheryl Tiegs in the ’60s to add currency to its promotional power. Even Marilyn Monroe, the ultimate bombshell and headline stealer, was a Chanel ambassador but did not eclipse the brand. “It all starts with a great product and a great brand,” Rozenwald says, “but it’s the marketing that keeps it alive and relevant.”

Worth has it that a bottle of Chanel N°5 is sold somewhere in the world every 30 seconds—a staggering achievement given today’s standing-room-only fragrance counters. But N°5 is, by most accounts, the most classic of all classic perfumes. At its core, Coco Chanel and her perfumer, Ernest Beaux, pushed the envelope with the olfactory art back in 1921 and, in so doing, proposed a new style of femininity perfectly in sync with the rebellious spirit of the times. The company has also never messed with the original formula, asserting to the world, past and present, that it could not be improved upon. The bottle and the advertising have always been elegant, sexy and one-of-a-kind—worthy even of inclusion in New York’s Metropolitan Museum of Art. The wise words of Chanel echo still: “In order to be irreplaceable,” she said, “one must always be different.” □







30 Years of  
**ICONIC**  
fragrances

The blockbuster scents that defined and transformed the trends of their time *By Deborah Fulsang*

Karl Lagerfeld could not have said it any better when he told *FLARE* "the reflection of an era happens in a fragrance." Statement-making scents coming from the past three decades—whether it's 1979's revolutionary Charlie perfume or 1994's gender-blurring bottles of CK One—have gone on to inspire a generation of women whose fragrances have become just as expressive as their fashion.

In the 1979 film *Kramer vs. Kramer*, Meryl Streep's character, Joanna, may have bolstered herself with a spritz or two of **Revlon's Charlie** before she walked out on her husband and son, reinvented herself and landed a fashion designer job fit for the single life. Charlie's statement-making plum, jasmine and woody notes were fitting for the modern, confident woman emerging at the time. The heady chypre was nothing like the prim and proper perfumes her mother wore. It targeted a feminist-leaning young woman who bore all the sex and strength of a Charlie's Angel, with the career-girl independence of Mary Tyler Moore.

It's safe to say the '80s were not about subtlety. And to suit the *Working Girl* era came larger-than-life orientals, such as **Poison** by **Christian Dior** and **Calvin Klein's Obsession**, both born in 1985. They were in-your-face fragrances, the former a cloying concoction of jasmine, tuberose and coriander; the latter, a mix of smoky amber, sandalwood and musk. After all, if you were asserting your newfound sexuality and professional ambition, your perfume needed to be as big as your shoulder pads.

Shelley Rozenwald, president of Murale beauty boutiques, recalls the hype of another '80s icon: **Giorgio Beverly Hills**. "It was the most >



sought-after fragrance at the time," she says of the bowl-you-over jasmine, gardenia and orange flower floral. She recalls a joke about the potent spritz and airplanes. "There were three seating sections: smoking, nonsmoking and Giorgio." Legend has it the opulent scent was even banned in some restaurants when the waft of ladies who lunch began overpowering the smell of simmering delicacies. Nevertheless, Giorgio was a frequent sellout, which only bolstered its must-have status.

By night, the post-Studio 54 crowd was hooked on a late '70s innovation: **Yves Saint Laurent's Opium**. It captured the indulgent 1980s' lust for experimentation, the culture's obsession with sex and drugs and the rage for all things exotic. It vibrated with jasmine, amber and patchouli. And if the intoxicating juice made heads turn, so did the scandalous ads featuring Jerry Hall, a knockout who appeared knocked out on a satiny opium-den bed. The tagline: "For those who are addicted to Yves Saint Laurent."

"There were so many great, identifiable fragrances of the '80s that took the industry by storm," says Heather Josey, buyer for prestige fragrances at The Bay. Shortly after 1990 hit, however, we were forced to put away our silver eyeshadow and our gold cards. Canada was slogging through the deepest recession since the bean counters began keeping track in 1947; newspapers blared Gulf War headlines; and HIV/AIDS had put the idea of fun, freewheeling sex to bed. "In the '90s, people began shying away from heavy perfume and heavy usage. They crawled into a recession shell and that's when we started to see lighter, airy fragrances," explains Josey.

Enter the ozonics, a new category of scents epitomized by **Calvin Klein's Escape** and **Dior's Dune**, both of which launched in 1991. Their breezy, beach-like essences, created in part with synthetic marine accords, captured our collective desire to flee. The fantasy was sealed with advertising images that featured embracing bodies on *From Here to Eternity*-like beaches. Their packaging also favoured sleek minimalism over the embellished aesthetic of the '80s. The juice, too,

tinted in pale watery peach or aqua shades, likewise reflected the freedom-seeking mind-set eager to find reprieve from the rat race.

But it was **CK One**, a sheer citrus fragrance, that stole the show in the '90s. "It completely revolutionized the way people thought of fragrance," says Josey. "It went after that young market—cool, edgy, hip. Men could wear it, women could wear it. It gave women the OK to wear a unisex fragrance and to get away from that heavy, identifiable 'I'm a powerful woman' scent."

The fragrance also reflected the heroin-chic trend present in popular culture. Skinny, androgynous, tattooed models appeared in Calvin Klein's advertising images as new icons of beauty (hello, waifish Kate Moss; goodbye, buxom Cindy Crawford). They echoed the Marc Jacobs-led grunge movement seen on the pages of influential fashion magazines. All mimicked the era's rising heroin use, glamorized by movies such as *Trainspotting* and *Pulp Fiction*.

While CK One appealed to gender-bending Lower East Side hipsters, Upper East Side princesses were getting their fix with dessert-inspired designer spritzes such as **Angel by Thierry Mugler**. With its vanilla, chocolate and caramel-loaded notes, Angel defined a whole new category of scent: the oriental gourmand. It captivated the market in 1992 with its originality and gave the non-Nirvana lover something she could sink her sweet tooth into. Choose your indulgence, said the perfumers: sex and drugs, or chocolate.

Angel also heralded the arrival of designer perfumes: Donna Karan, Giorgio Armani, Valentino, Jean Paul Gaultier and Issey Miyake all focused on the fragrance counter in the '90s. "These fragrances did so well because the consumer wanted to buy a piece of the designer and this was an accessible way to do it," says Rozenwald. "You loved the look of Chanel, but maybe you couldn't afford the \$2,000 handbag. You could always wear Chanel N°5."

Lavish launch parties ensued, all to market the fantasy of the designer's world: The more elaborate the event, the more press and buzz. **Christian Dior's Dune**, for example, was introduced at a 17th-century chateau >



outside Paris with a two-storey-high inflatable bottle of Dune, free-flowing champagne, barefoot Tahitian dancers and film and fashion celebrities flown in from all over the world.

That designer fantasy world ushered in the red carpet-obsessed era of the naughties. Professionally styled starlets in on-loan designer dresses became stand-ins for the supermodels of the decade past, and **Glow by JLo**, a creamy toilette of orange, rose, amber and musk, officially kicked off the celebrity-fragrance craze in 2002.

Since then, we've whiffed the waters (and their signature girlish accords) of Celine Dion, Sarah Jessica Parker and Christina Aguilera. **Gwen Stefani's Harajuku Lovers**, a collection of five fragrances each bottled in their own anime-style doll-shaped flask, has been the category's shining star, appealing to everyone, from grade-school girls to grown-ups.

It comes as no surprise that the celebrity-fragrance trend has re-sounded so deeply. Thanks to the rapid-fire capability of the Internet, our culture is fixated on the pop minutia of celebrity life as epitomized by star-tracking blogs such as Perez Hilton .com, where the brawls and bawls of Hollywood A, B-, C- and D-listers is the much-loved order of the day.

Some, however, say the limelight's fading on celebrity juices. Marie-Josée Lamothe, vice-president of L'Oréal Canada and general manager of the company's luxury beauty brands, says her most recent numbers do not indicate any celebrity fragrances in the top 20 perfumes in Canada—or in the top 30 in the U.S. But that hasn't stopped the parade of flankers launching this season, from Paris Hilton (on her sixth scent) to Mariah Carey (on her third scent) to the Beckhams (David and Vic have 11 toilettes between them).

But for every starstruck fragrance follower there is a hardcore perfume connoisseur, thus the other predominant trend in recent years: luxe scents getting luxer. Perfume houses are distinguishing themselves with limited-distribution, super-pricey collections. There's **Chanel's Les Exclusifs**, a 12-scent-and-growing symphony of perfumes available only in Chanel



shops, **Giorgio Armani's Privé** collection, **Tom Ford's Private Blend** "laboratory" of 12 unisex scents and **Hermès' Hermessence** collection along with its trio of "shared" colognes. "They're precious scents designed for a customer who does not want to wear what everyone else is wearing," says Chanel perfumer Jacques Polge of the rationale behind their boutique-only collection.

The buzz around these prestige perfumes also suggests a renewed passion for names with trusted pedigree among the masses. One could say we're rekindling a love affair with good old French-style perfume. Tradition, after all, is appealing in a recession-weary world. "People tend to come back to classics, the basic values that make your life better," says Lamothe, adding that classics, as a category, are gaining new fans. Take, for example, a few of the hottest designer fragrances that hit shelves this past fall, all centered on the traditional rose note: **Yves Saint Laurent's Parisienne**, **Guerlain's Idylle** and **Dolce & Gabbana's Rose the One**.

But reinvented classics, clarifies Lamothe, are the most desirable. "If you look at the classics today, they were the brands that totally broke the rules when they were launched." For example, **Chanel N°5**, which is purchased every six seconds worldwide, was the first synthetic perfume when it launched in 1921. And **Anais Anais**, considered the first fragrance to ever pander to the youth market in 1978, was the only white floral to launch in a world full of green florals. Angel, the number one seller at The Bay since 2001, completely broke the mould with its dessert-like aroma.

The one constant? It seems our appetite for something unique and multifaceted never fades. Fragrance categories will no doubt continue to evolve as we move beyond the current Obama/Facebook/hybrid era into the next decade. We're already seeing the start of all-natural, eco-friendly scents far more sophisticated than single-note essential oils of the past. And a handful of other perfumes will surely stimulate, surprise and turn us onto new experiences, too. □

## TAKE NOTE

*From high-tech innovations to an exquisite rose harvest, DEBORAH FULSANG sheds light on the stories behind some of the season's scents.*

### Faith Hill

Five-time Grammy Award winner and country music star Faith Hill grew up in Star, Mississippi, where creamy white magnolia blooms perfume the air in spring. She looked to her southern roots when creating her first fragrance, Faith Hill (from \$35, at drugstores). Perfumer Caroline Sabas, of fragrance-maker Givaudan, worked with Hill to capture the southern charm of that magnolia, which, with jasmine and gardenia, defines the heart of this sparkling floral spritz.

"I wanted it to be very feminine but strong," says Hill. "I wanted it to have weight to it. And I felt it important to have some of the scents that I grew up around, because they bring back such great memories of childhood—like the magnolia, gardenia, the peony. These are flowers that absolutely intoxicate me."

The perfume begins with peony, lightened by crisp pear. Often, citrus or berries are added to achieve effervescence, explains Sabas, but Hill wanted to steer clear of fruit, preferring the fragrance to read as a full-on floral. A compromise was reached: pear. "It's lush, because it's open," says Sabas. "It's green and better than berries, because that can get sticky-sweet. This is more like a pear sorbet."

To anchor the fruit and floral notes, Sabas laid a base of iris, vetiver and a mixture of musks she calls "cashmere skin musk." Imagine sitting in front of a fireplace, wrapped in a sublime cashmere cardigan—that's what this smoky composite is intended to evoke.

That long-lasting trail of warmth was always on Hill's wish list. At the outset of the project, she said, "It has to stay around long enough that someone notices it."

Perfect for an entertainer with a seductive side and a late-night performance schedule. "This may surprise you," she confides, "but actually, I apply [perfume] right to my ankles. And I don't know if it's because I'm a performer, and maybe that's the relation between the stage and the fans, but I have always done that—*mean always*, like for the last twenty-something years. It seems to work."

### Nina Ricci Ricci Ricci

Jessica Stam sweeps onto a balcony against a vista of Paris rooftops; a film-noir goddess in a floor-grazing, strapless gown with a pink ribbon wafting behind her. But there's a twist: She sports kitten ears.

The top-tier Canadian model is the sassy personification of Nina Ricci's new Ricci Ricci (from \$78, at drugstores), a perfume inspired by the Parisian seamstress who founded the label in 1932. Stam, embodying the ideals of youth, beauty and invincibility, gives the house's image a mischief, feline twist.

Cheekiness prevails: Perfumers Aurélien Guichard and Jacques Luchier have crafted a floral that opens crisply with rhubarb, a tart foil to the other top note, bergamot. Icedy rose and tuberose define the heart, but belle de nuit, a night-blooming flower, is the perfume's star note—singled out for its intense, deep aroma.

Advances in technology allow the damp and deliciously fragrant air above the bloom to be seized, says Guichard at the perfume's Paris launch. The result is a snapshot of the blossom that is both more accurate and more ephemeral than an extract from the plant itself, as it lets perfumers capture the actual scent of the flower as one experiences it. Another innovation, fractioning, grants superlative staying power to the patchouli used in Ricci Ricci. "The process reduces the camphor in patchouli, which isn't so nice for a feminine fragrance," Guichard explains. "You get the higher-quality elements and more tenacity."

Tenacity defines the spirit of Ricci Ricci. It's in the sultry patchouli and sandalwood that the fragrance leaves in its wake, represented by the rose-colored ribbon that winds sculpturally around the throat of the bottle and has historically been a symbol of the house.

"There are many links with the past," muses Augustin de Montalivet, head of heritage for the brand. He mentions Nina Ricci's first perfume, Coeur-Joie—launched post-war in 1946, it celebrated liberty and peace. "Ricci Ricci is a bit similar," he says. "It represents femininity as it could be understood now, during a period that is difficult because of the [economic] crisis and environment. Maybe Ricci Ricci and this magic ribbon and this modern heroine, she's trying to change the world—not completely, but with little touches, a little bit at a time." »



Guerlain Idylle

Uchiyama, in-house perfumer at Guerlain, is a romantic. He describes Idylle (from \$82, at the Bay), his debut scent for the 181-year-old fragrance house, as "a universal love message...I was so happy that I had joined this amazing company—I wanted to scream love," he says. "And if you want to scream love, you do it with a diamond or you do it with flowers. It was June, so surrounding me were roses, lilacs, peonies, jasmine and lily of the valley. I arranged the fragrance like a florist."

The perfume is a two-part harmony: a spring bouquet anchored by Bulgarian rose and sprinkled with the spring blooms that inspired Wasser; and woody chypre accords of patchouli and white musk. The scent is a metaphor, he says. The musk is the sensuality of a lover's skin, and the chypre is "the charm, the depth, the wickedness, the spirit."

It is the rose, however, that telegraphs Idylle's romantic joie de vivre—it hits you at first whiff and is also the note that lingers longest. The perfumer attended last year's rose harvest in Bulgaria to select the perfect blend for Idylle. "It was so extraordinary," he says of the 2008 vintage. "So heady, with a raspberry-lychee quality at the top. I almost fell off my chair." He says that full, sweet Bulgarian rose is the "ghost that dominates the bouquet" of Idylle.

One wonders whether this breed of romantic idealism is a little dated. *Au contraire*, says Wasser. "Now, more than any time before, when every news is grim—when we started this story, there was no financial crisis and there was no Bernie Madoff—we believe something fresh and light will be very appreciated."



Van Cleef & Arpels Féerie

Perfume is like a dream. You imagine it," says Antoine Maisondieu, the Givaudan perfumer who crafted Féerie (from \$145, at the Bay), the latest fragrance by Van Cleef & Arpels. "You dream of the woman who is going to wear it. Violet can bring you to a forest, tuberose can bring you to India, rose to Bulgaria. The result is a dream."

Maisondieu says that Féerie's floral woody character transports the wearer to a *Lord of the Rings*-like dreamscape; a wooded glade where magical sprites flit atop a dew-kissed forest floor of violets—the bloom he chose for Féerie's soul.

Violet is no simple flower note: You meet its woody bitterness instantly. It's multi-faceted, says Maisondieu, and therefore a good match for the world of Van Cleef & Arpels. Thematically, it alludes to the jeweller's spectacular nature-inspired designs, such as pavé-diamond rose necklaces and yellow-sapphire-encrusted butterfly rings.

Just as a grand piece of jewellery begins with a magnificent stone, Féerie's creative starting point was violet, which Maisondieu refined—akin to polishing and honing a gemstone to reveal its brilliance. He framed the flower's sophisticated accord with top notes of blackcurrant, Italian mandarin and wet green leaves.

The fullness of the fragrance's heart follows, an iconically feminine combination of rose and Egyptian jasmine that befits the pedigree of the company, which was founded in 1906 and still operates out of its exclusive Place Vendôme address in Paris.

Iris root and peppery vetiver round out the spritz. These earthy, elemental essences provide an intriguing contrast to the fruit and flower notes, making the scent both girlishly sweet and womanly luxe.

Equally precious is Féerie's flacon, which resembles an oversized, upturned flower atop a many-faceted sapphire. On its stem sits a pixie—a symbol of the perfume's magical ability to entrance and delight. □

—with files from Adriana Ermtor

