

alexia

ON THE SCENT

FLUID NOTIONS

ADVENTUROUS FRAGRANCE HOUSES EXPLORE HIGH CONCEPTS

PERFUMERY has moved beyond just smelling sweet. Today, companies are just as likely to create scents based on esoteric ideas, like the 10 displayed here, as they are to capture the aroma of a rose garden or a gardenia bouquet. Take the French niche brand Olfactive Studio, whose European "noses" team up with photographers to create scents inspired by their images. Selfie, the latest, is meant to be a fragrant reflection of... you. Get the picture?



1. **SUEDE & MAPLE SYRUP**
OLFACTIVE STUDIO "Selfie," \$195 (3.4 oz.) at barneys.com
2. **VELVETY & WOODY**
ESCENTRIC MOLECULES "Molecule 01," \$135 (3.4 oz.) at barneys.com
3. **IRIS & ORANGE FLOWER**
MAISON MARGIELA "Lipstick On," \$125 (3.4 oz.) at barneys.com
4. **CHAMPAGNE & PEAR**
LIQUIDES IMAGINAIRES "Dom Rosa," \$210 (3.4 oz.) at barneys.com
5. **CITRUS & WOODS**
NASOMATTO "Blamage," \$185 (1 oz.) at barneys.com

6. **GRAPEFRUIT & MANDARIN**
AGONIST "Solaris," \$1,470 (1.7 oz.) at aedes.com
7. **PINK PEPPER & TURKISH ROSE**
ROSE OF NO MAN'S LAND "Rose of No Man's Land," \$145 (1.7 oz.) at BYREDO.com
8. **RUM, ROSE & RICE POWDER**
ETAT LIBRE D'ORANGE "True Lust," \$149 (3.4 oz.) at sephora.com
9. **TREE RESINS & MUSK**
SERGE LUTENS "Renard Constrictor," \$600 (1.7 oz.) at barneys.com
10. **COFFEE & MAPLE SYRUP**
L'ARTISAN PARFUMEUR "Noir Exquis," \$165 (3.4 oz.) at sephora.com



PHOTOS COURTESY OF THE DESIGNERS.