

Get Scentsuous

Summer fragrance. Is that a marketing gimmick or a weapon to help you combat the sweltering heat of the season. Nazir Ajmal, COO and Chief Perfumer, Ajmal Perfumes, elaborates on the scents that they have launched this summer.

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SUMMER FRAGRANCE. Is that a marketing gimmick or a weapon to help you combat the sweltering heat of the season? **Ritu Raizada** speaks with experts to find out. Plus, enlists a few scents that can take you through

Sweet but not syrupy, tangy but not sour, dewy but not dampening, fragrance in summer should be like a touch of a light breeze, a whiff of freshness and definitely an armour against the sweltering assault of claustrophobic heat.

Fresh, floral, fruity or an exotic blend of all of these, *Friday* gives a lowdown on an array of summer perfumes, plus what's new.

Nazir Ajmal, COO and Chief Perfumer, Ajmal Perfumes, elaborates on the scents that they have launched this summer. "We have two specials namely Verve and Hayawiya. Verve is an invigorating perfume for the urban man. It has an ambery, leathery aroma.

"Hayawiya, on the other hand, is a perfume for a woman who is young at heart as its citrus, floral and woody notes essentially appeal to a woman who likes to experiment and be adventurous.

"Oriental perfumes are popular throughout the year, particularly so in the summer. Essences like rose, jasmine, amber and Dahn Al Oudh are typical oriental essences that are great for summer. These essences can either be a part of a bouquet or be used by themselves. And these fragrances are unisex.

"The middle east is big on customised perfumes. Since perfumes are considered a reflection on the personality, people go to great lengths



Nazir Ajmal ... "Oriental perfumes are popular throughout the year, particularly so in the summer."

to create a scent that they can identify with and that is totally their own - like their own personal signature. So it is common to come across people who wear a fusion of Western and oriental essences," he says.

Saleem Kalsekar, managing director, Rasasi, adds, "For this summer, the House of Rasasi has a unique perfume called Be Different or BD. It comes in two versions, one for men and the other for women. The men's perfume has sparkling mint, lemon and mandarin as its top note; floral, spicy theme engulfed with woody vanilla for middle note and woody vanilla and musk as its base notes.



Saleem Kalsekar ... "Fragrances that use pure and natural ingredients are popular [in the Middle East]."

"The fragrance for women, on the other hand, is a fresh, woody, Oriental perfume with a crisp, citrus and floral top note which is enhanced with a woody, musky and powdery undertone.

"Since the middle east has a rich heritage of perfumery, fragrances that use pure and natural ingredients, especially those that have a woody, spicy and musky fragrance, are very popular.

"Among women, some of our most popular perfumes are Blue Lady, Emotions, Abeer, Bushra and Busaina and among men, it is Blue for Men, Ambition, Powerplus, Dirham, Oudh Suifi, Jaish and Hatem that have been all-time favourites."

SCENTS FOR THE SUMMER

Valentino V,
House of Valentino



Attitude,
Armani



ck one summer,
Calvin Klein.



Beauty Art,
Rasasi perfumes



Dahn al Oudh,
Ajmal perfumes



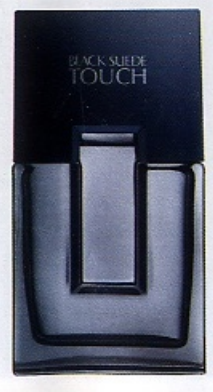
Cool Water for him
and her (Happy
Summer),
Davidoff



Hypnôse Sheer,
Lancôme



Feeling,
Rasasi perfumes



Black Suede Touch,
Avon





Tommy and Tommy Girl,
Tommy Hilfiger



Summer
Classique, Jean
Paul Gaultier

Hatem, Rasasi
Perfumes



Trésor,
Lancôme



L'Eau D'Issey for
man and woman,
Issey Miyake



Knowledge,
Rasasi Perfumes

MAKING SCENTS

... with Daisy Rodericks, senior buyer for perfumes, Areej



Daisy Rodericks ...
Senior buyer for
perfumes, Areej.

Which are the top five fragrances for men and women this summer? CK In2U, Lacoste Vitality, Issey Miyake, JPG and Davidoff. These perfumes come in masculine and feminine versions and both versions are extremely popular this season.

Which classic perfume smells the best, irrespective of who wears it? Each fragrance family has a classic that the majority of the people love to wear. It is difficult to pin point a particular fragrance. For example, a floral family will have a classic, an oriental family has a classic, a woody family has a classic and so on.

What may smell good on you may smell foul on me. Why so? The alcohol content in the fragrance and the individual's body chemistry are some of the factors which cause the fragrance to smell different on every individual.

What are Pheromones? Are there any bottled versions available in the UAE? Pheromones are air-borne chemicals which attract attention from the opposite sex. Molecule O1, a fragrance that contains pheromones, is now available in the UAE.

What do you mean by layering of perfumes? Fragrance layering basically means using bodycare products which belong to the same family of scent. So, for instance, if you are planning on wearing a citrus-y perfume, you use a shower gel, a body cream or lotion, a dusting powder or a shimmering oil and finally a spritz of a fragrance – in that order – all citrus-y. This ensures that the fragrance stays on for a longer period. So it is highly recommended.

How should one choose a perfume as a gift? Ideally, fragrances should be gifted only to those whom you know

well. It is best to gift a fragrance that he/she is already using or one that belongs to the same family. Light floral scents are very popular with women and men prefer woody or musk-based fragrances.

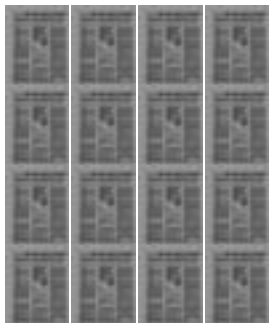
How should you pick up a perfume for yourself? When choosing a perfume for yourself, neither be swayed by trends nor by the fragrances that friends use, but try a fragrance and opt for it only if you like the way it smells on you.

Can eating spicy food affect how a perfume may smell on your skin? Yes, it can have an effect as when we eat spicy food, we tend to perspire. The odour of the sweat mixes with the fragrance and alters its smell. It is another reason why the same fragrance smells different on different people.

How many fragrances should a person try in a single shopping trip? You can try as many fragrances as you want. But after trying 3-5 fragrances, take a break by sniffing at some coffee beans. It neutralises the smell of all the perfumes that you had tested till then.

Tester strip, tissue paper or on your skin. What is the best way to test a perfume? You can first try the fragrance on a blotter/tester strip and only spray the scent you like on your skin to see if you like it and whether it suits you.

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