

Super scents

Like the traditional white shirt that never goes out of fashion, some fragrances never go out of style. These are legendary perfumes, or classics, which never fade from our memory. Whether you love it or hate it, you will always remember what a classic smelled like. The scents undoubtedly have a staunch following, but more importantly they are a true reflection of the highest quality timeless character and universal appeal. New perfumes may come and go, but classics stay forever. Works of art of established value, they are eternal scents that can withstand the test of time. One of the best examples of a classic is Chanel No.5, which has been in the market for almost 85 years and still continues to mesmerize women. Classics also span across generations - they can be enjoyed equally well by a mother, daughter, or even the grandmother. As for the hallmarks of a classic fragrance, Abdulla Ajmal, Deputy General Manager, Ajmal Perfumes, explains that a true classic is one that opens up avenues and allows many more "inspirations" to derive out of its core. "To be termed a classic, perfume needs originality and strong personality. It must leave its mark and be instantly identifiable. That is what makes it special and (helps it) stand out from the rest, says Rosendo Mateo, the nose for Carolina Herrera fragrances. While all these traits describe a classic, there is no set criteria to identify one, says Ajmal. "I don't believe that by fulfilling requirements A, B and C, a scent can be termed a classic. Instead, I think a classic fragrance is one that is always on your shelf, never really goes out of fashion and has a huge following. As for his personal favourites, "It's Chanel No.5, L'air du Temps by Nina Ricci, Guerlain Shalimar and Angel by Thierry Mugler", says Ajmal. "These were innovative fragrances that set an absolute trend during their time. They were such influential creations that even to this day they are used as a benchmark for comparing new scents, he says. There are several such classics that are celebrated even today. We have compiled a list of some of these timeless scents that have captivated the imagination of perfume lovers over the years. Among these fragrance where: Chanel No.5, Carolina Herrera 212, Nina Ricci L'air Du temps, Thierry Mugler Angel, Guerlain Shalimar, Estee Lauder Pleasures, Dior Poison, Elizabeth Arden 5th Avenue, Lancome Tresor and CK Obsession.

There are 1 clipping(s) in 2 part(s) with summary available in: English

Published on:	10/21/2009	Name:	Redhot
Section:	Fragrances	Country:	United Arab Emirates
Page:	67, 68	Language:	English
Size:	1 pg, 1 pg	Circulation:	60,000
Ad Value:	\$5,037.32	Distribution:	AE
		Frequency:	Two monthly



FRAGRANCES | CLASSICS

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A look at fragrances with universal appeal and character that have stood the test of time to emerge as classics By Libini Joy

Like the traditional white shirt that never goes out of fashion, some fragrances never go out of style. These are legendary perfumes, or classics, which never fade from our memory. Whether you love it or hate it, you will always remember what a classic smelled like. The scents undoubtedly have a staunch following, but more importantly they are a true reflection of the highest quality, timeless character and universal

appeal. New perfumes may come and go, but classics stay forever. Works of art of established value, they are eternal scents that can withstand the test of time. One of the best examples of a classic is Chanel No. 5, which has been in the market for almost 85 years and still continues to mesmerize women. Classics also span across generations — they can be enjoyed equally well by a mother, daughter, or even the grandmother. As for the hallmarks of a classic fragrance, Abdulla Ajmal, Deputy General Manager, Ajmal Perfumes, explains that a true classic is one that opens up avenues and allows many more "inspirations" to derive out of its core. "Basically, it's all about being able to capture a moment and bottle it. And if a scent is able to transport people through time, it is a classic," he says. "To be termed a classic, a perfume needs originality and a strong personality. It must

leave its mark and be instantly identifiable. That is what makes it special and (helps it) stand out from the rest," says Rosendo Mateo, the nose for Carolina Herrera fragrances. While all these traits describe a classic, there is no set criteria to identify one, says Ajmal. "I don't believe that by fulfilling requirements A, B and C, a scent can be termed a classic. Instead, I think a classic fragrance is one that is always on your shelf, never really goes out of fashion and has a huge following." As for his personal favourites, "It's Chanel No. 5, L'air du Temps by Nina Ricci, Guerlain Shalimar and Angel by Thierry Mugler," says Ajmal. "These were innovative fragrances that set an absolute trend during their time. They were such influential creations that even to this day they are used as a benchmark for comparing new scents," he says. There are several such classics that are celebrated even today. We have compiled a list of some of these timeless scents that have captivated the imagination of perfume lovers over the years. So take a sniff and enjoy them as we take you on an olfactory journey of these fragrant masterpieces.

Chanel No. 5
Any list of classics would be incomplete without this iconic perfume. Parfumeur, Gabrielle Coco Chanel's vision

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of "a woman's fragrance that smells like a woman", No. 5 is described as the world's most legendary fragrance. It was created in 1920 by renowned perfumer Ernest Beaux on being commissioned by Coco Chanel.

At the time of its inception, jasmine was the most expensive perfume oil due to the pricey distillation process. Chanel wanted to create the costliest perfume in the world, and

as such No. 5 relies heavily on jasmine. Understandably, the fragrance grew in popularity after its launch.

Carolina Herrera 212

In 1996 Carolina Herrera wanted to create a new fragrance that was inspired by New York. And who better than her daughter Carolina — who had been brought up in New York — to do that job. For Carolina Jr., it was no difficult task because she was the woman she had to represent through the fragrance. And that's how 212 was born. The fragrance was launched in 1997, and almost a decade later it still ignites thoughts of femininity and personifies today's woman.

Nina Ricci L'air Du Temps

In 1948, the war was over, and during this surge of joy and creativity, the legendary perfume L'Air du Temps was created, symbolising peace and eternal youth. The famous 'two doves' bottle, conceived by Robert Ricci and immortalised by Marc Lalique in 1991, only added to its appeal. Nearly 60 years after its creation, it still remains one of the best-selling fragrances in the world.

Guerlain Shalimar

It is said that Jacques Guerlain, the third perfumer in the Guerlain line, created the fragrance almost by chance in 1921. In terms of composition, this fragrance was a true pioneer — the first great perfume in the amber family, it has a captivating quality, which makes it one of the most sought-after perfumes even today.

Lancôme Trésor

Sophia Grosjman, the perfume's creator, is a master at showcasing



the rose. She created this perfume for herself. Trésor appealed to Lancôme right away as the rose is the brand's emblem. Its huge worldwide success, due to its image as a perfume for the self and not for show, marked a turning point in perfumery in the '90s, and is still considered a sensation.

Estée Lauder Pleasures

Launched by Estée Lauder in 1995, Pleasures is classified as a refreshing, flowery fragrance. This scent possesses a blend of white lily, lilac, rose and violet, accompanied by a hint of sandalwood.

Elizabeth Arden 5th Avenue

Fifth Avenue in New York City is an iconic symbol of fashion and excitement. To capture the essence of this vivacious epicentre, Givaudan, the fragrance creators, developed the evocative floral blend.

"The fragrance attracts those who know and appreciate the energy and style that pulsates throughout the city," explains Geri Archer, Vice-President Global Marketing, Elizabeth Arden. Ever since its launch in 1996, Elizabeth Arden's 5th Avenue continues to build on its devoted following.

Thierry Mugler Angel

Launched in 1992, this fragrance for women was created by Olivier Cresp and Yves de Chirin. This woody, vanilla scent spurred the growth of a new perfume group called 'Oriental gourmands'. The famed star-shaped bottle, created after the launch, heightened the popularity of this cool fragrance.

Dior Poison

A scandalous fragrance from the moment it was created (in 1985), Poison took the world by storm. Everything about the fragrance was dizzying, from its intoxicating tuberose to its spicy pink peppercorns. In the US, restaurants were soon putting up signs saying "No smoking, no Poison". Its success has multiplied with the launch of Tendre Poison (1994), Hypnotic Poison (1998), Pure Poison (2004) and Midnight Poison (2007).

CK Obsession

Calvin Klein's Obsession revolutionised the fragrance industry in the '80s with its provocative message of passion beyond reason and the intense Oriental scent. Twenty-five years later, the fragrances under the Obsession brand are recognised across the world. ■



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