

WEDDING PERFUMES *rebooted*

Who says you have to wear a delicate floral fragrance for your big day? Y&YW's Melanie Macleod explains why it's time to rewrite the wedding perfume rule book

Here at You & Your Wedding, we talk to brides a lot. And whenever we ask people for their perfume choices, the same scents seem to crop up. Chanel Mademoiselle is a fail-safe, J'Adore by Dior is perennially popular, while we've lost count of those who say they'll be wearing Romance by Ralph Lauren.

These scents are all undeniably gorgeous (I've worn Mademoiselle on special occasions since my 25th birthday), but are they a bit too reliable? It feels like we're all well and truly stuck in a fragrance rut – so here are some new ideas if you want to change up your perfume in favour of something more daring...

UNISEX SCENTS

In the past few years, there has been a surge in unisex fragrances, and I'm a fan of the trend – not least because it means I don't have to sneakily steal a spritz of my partner's cologne any more!

According to scent expert Michael Edwards' industry tome *Fragrances of the World*, there are now as many unisex brands launched per year as there are female-targeted fragrances, so it should be easy to find one that suits your taste.

Gender-neutral scents fill the gap between typically 'feminine' floral scents and musky 'male' scents, fusing the two for a perfume that smells amazing on anyone. More sultry than sweet, both you and your partner can

wear these made-to-share scents on the big day and be transported back to the magical moment every time you unstop the bottle.

My favourite unisex brands include Clean Reserve, Atelier Cologne and Byredo. Both my mother and I (a lifelong devotee of Chanel No. 5) obsessed for months over Camélia Intrépide by Atelier Cologne, before moving on to its Emeraude Agar.

We also have designers Mary-Kate and Ashley Olsen to thank for bringing unisex scents to the masses, with their Elizabeth and James range. The violet and sandalwood of Nirvana Black is the perfect choice to share with your spouse.

LAYERING FRAGRANCES

Layering scents is a great way to create a bespoke olfactory delight. It simply involves wearing two complementary perfumes at the same time to create a custom scent that people will be familiar with, but unable to pinpoint. I think this might be the method for me – I can wear my comforting everyday perfume (Viktor & Rolf's Flowerbomb), but with a customised twist.

Blend perfumes from the same family for a heaven-sent scent. Fragrances typically fall into categories including woody, floral, oriental, fresh and citrus, so keep it in the family for a fail-safe combo.

Test out your chosen duo on paper first to see if it hits the right note, but don't wait for the first spray to dry before spritzing the second one – they need to mingle together for the full effect.

Jo Malone scents are ideal for layering, giving you the

freedom to tailor your scent. "At the moment, I'm using English Pear & Freesia Body Crème in the morning, then I add a spritz of Mimosa & Cardamom Cologne for a golden floral fragrance," says Céline Roux, head of fragrance development for the brand. "For the evening, I like the warmth of Peony & Blush Suede mixed with Mimosa & Cardamom – it creates a very opulent floral scent. Layering like this helps to make fragrance last all day and is definitely one of my favourite tips."

Heavenly scents



Atelier Cologne Emeraude Agar, from £90

Byredo Eleventh Hour, from £105

Clean Reserve Avant Garden Collection, £129

Elizabeth and James Nirvana Black, £69



Jo Malone Mimosa & Cardamom, from £45

Jo Malone English Pear & Freesia Body Crème, £52

PERSONAL PERFUMES

If money is no object, then boutique fragrance services can make a completely personalised fragrance for you. For example, The Experimental Perfume Club holds one-to-one sessions where you can create your own for £180. But there's another way to go bespoke. Scents such as Escentric Molecules' Molecule 01, and Glossier's You, can deliver different notes of fragrance depending on who's wearing them. Elements in the fragrances blend with the wearer's natural pheromones to create a unique scent – and what could be more intoxicating than that? Nobody in the world will smell quite like you when you're wearing it.

"There's nothing more exclusive and personal than your wedding day," says an Escentric Molecules

spokesperson. "You've chosen the right floral displays, selected the menu to reflect your taste, and your dress is the ultimate statement – an extension of your personality. With this in mind, it makes perfect sense to wear a fragrance that showcases you and your personality in the same way. A scent that is yours and yours alone."



Escentric Molecules Molecule 01, from £46

Glossier You, £45

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