



FRAGRANCE GUIDE

# *Something's* **IN THE AIR**

From überluxé car fresheners to perfumed paintbrushes, we've got the l'eau down on the newest ways to scent your life *By* MEGAN McINTYRE

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here was a time when immersing yourself in scent was considered a faux pas. No one wanted to be *that* girl on the elevator who left behind a cloud of potent perfume. Nor did you want to ride in a taxi that smelled like a synthetic pine forest or sit through a dinner party in a home that reeked of Mrs. Claus' cookies. Luckily, times—and fragrances—have changed. In fact, the latest trend is to use (subtle!) fragrance throughout the day, in every aspect of your life, from your hair to your car to your home.

And ambient scenting—the idea that fragrance can enhance an environment and be part of the experience rather than just a pretty smell—has quickly gained popularity. Cool hotels have signature aromas, boutique fitness studios are lit with fancy candles, and burning palo santo guides plenty of mindfulness meditation classes. For a generation of women (fine, we'll say it: Millennials), fragrance has become a nonverbal declaration of self. "We're more attuned to scent being a 360-degree experience," says Krista Miller, manager of Brooklyn-based beauty boutique Twisted Lily. "It's a major expression of who we are."

It also doesn't hurt that home-fragrance products have gotten some serious upgrades. Grandma's fusty bowl of cinnamon potpourri and plastic plug-ins have been replaced with resin crystals and diffusers that look like design pieces (see "Haven Scent," next page). And the aromas themselves are more complex and nuanced. In fact, a good portion of them are formulated by the same people who develop high-end eaux de toilette. "We often look to fine perfumes for inspiration when developing fragrances for candles or for home application," says Brian Michael Sardo, a scent-design manager at International Flavors & Fragrances.

Fragrance designer Raymond Matts, who helped to develop Clinique Happy and now works with Aera, a company that makes high-tech electronic scent diffusers, says a home fragrance shouldn't hit you in the face when you walk into a room. "It should be alluring—more about filling the empty space than trying to hide something," he explains. His favorite scent to use in the smartphone-controlled Aera home diffuser? Poetry, a blend of vetiver, eucalyptus, and guaiac wood. "It's

The latest way to experience fragrance is all around you, all day long—not just as a spritz of perfume in the morning

something people haven't really smelled before. It's different but still feels comfortable," he says.

Julia Zangrilli, founder and perfumer at custom-fragrance company Nova, recommends approaching ambient scenting as if you are setting a scene: Think about what you use the space for and go from there. A refreshing bergamot candle (like the one from Bath & Body Works) might be great for the sunny kitchen where you work, but something softer and more relaxing, such as amber, would be better for a bedroom. (It's worth noting that amber is a key note in three of Le Labo's cult-fave candles: Laurier 62, Calone 17, and Pin 12.)

If the sheer amount of choices is too exhaustive to contemplate, Steven Gontarski, manager of Los Angeles perfume mecca Scent Bar, has a suggestion: "Everyone seems to love candles or room sprays with minty or herbal aromas—you can't go wrong with those." (Aesop just came out with a line of herbal room sprays that fit the bill.) He also advises against scenting your home with "obvious florals" like rose. "If you go into a place with a rose candle, it feels a little like you're going to come out wearing marabou and

holding a powder puff," he says, laughing.

At the end of the day—whether you opt for amber, bergamot, or maybe a juicy plum—what truly matters is how you feel when you take in the scent. "The home is our sanctuary. It's supposed to be the place where we can just let loose and be the most comfortable," says Matts. "We can really be ourselves, so we put more into that environment. Why shouldn't scent be an integral part of that?"

**“HOME FRAGRANCES SHOULD BE ALLURING—MORE ABOUT FILLING THE EMPTY SPACE THAN TRYING TO HIDE SOMETHING.”**

—Raymond Matts, fragrance designer at Aera



Home scents with herbal aromas are universally appealing

## HAVEN SCENT

*It's time to trade in the air freshener for something with a bit more flair. Here, decadent options for upgrading your personal space*



### FOR THE BEDROOM

Bastide Ambre d'Or Potpourri Scented Crystals, \$80.



### FOR THE CAR

Diptyque Un Air de Diptyque Car Diffuser, \$50.



### FOR THE GYM BAG

The Laundress Sport Spray, \$10.



### FOR THE DEN

D.S. & Durga Portable Fireplace Candle, \$65.



### FOR THE DRESSER

Frédéric Malle Rubber Incense in Jurassic Flower, \$120.



### FOR THE BATHROOM

L'Artisan Parfumeur Provence Ball, \$200.



### FOR THE LIVING ROOM

Aera Home Fragrance Device, \$250.



The perfumers who develop scents for today's candles rely on many of the same ingredients used in fine fragrances

## Eau Pairs

WHEN YOU FALL IN LOVE WITH A PERFUME, YOU WANT TO DRENCH YOURSELF FROM HEAD TO TOE—BUT YOU'RE BETTER OFF STICKING TO THE USUAL ONE OR TWO SPRITZES AND LIGHTING A COMPLEMENTARY CANDLE. HERE, ISABEL LOPES, DIRECTOR OF THE FINE FRAGRANCE GROUP AT INTERNATIONAL FLAVORS & FRAGRANCES, SUGGESTS AROMAS THAT WORK HARMONIOUSLY WITH NEW FALL SCENTS



**Armani Privé New York, \$360 + Nest Vanilla Orchid & Almond Candle, \$40**

Neroli and white-tea notes add vibrance to the vanilla base of Armani's perfume, and the effect is amplified with the creamy aroma of Nest's votive.



**Chanel Gabrielle Chanel, \$135 + Archipelago Botanicals Havana Pillar Candle, \$25**

It might seem counterintuitive, but Lopes says the best way to play up Chanel's ultrafeminine floral is with a smoky-sweet hint of tobacco.



**DKNY Nectar Love, \$98 + Bottega Veneta Knot Candle, \$75**

The honeyed-citrus vibe of this DKNY spritz pairs well with sophisticated cedarwood, a note in the Bottega Veneta candle.



**Calvin Klein Obsessed, \$94 + Rituals Spring Garden Candle, \$35**

We're obsessed with Calvin Klein's refreshing mix of lavender, sage, and musk. Wear it while burning a sage-spiked candle for an immersive herbal experience.



**Tiffany & Co., \$135 + Penhaligon's Iris Prima Candle, \$55**

Lopes says powdery iris, the centerpiece of Tiffany & Co.'s new launch, is one of the most coveted and expensive ingredients in perfumery. Highlight the bloom with this candle that freshens it up with green florals.



**Ralph Lauren Woman, \$110 + Audrey Gruss Hope Candle, \$50**

The tuberose heart of Ralph Lauren's gorgeous, feminine blend is perfectly accented by white florals in this altruistic candle that benefits the Hope for Depression Research Foundation.

# Aroma Alternates

THE LATEST FORMULAS LET YOU WASH, POWDER, AND EVEN PAINT ON YOUR PERFUME



Marc Jacobs Decadence Sensual Shower Gel, \$50.



Jo Loves A Fragrance Paintbrush in White Rose & Lemon Leaves, \$55.



Derek Lam 10 Crosby Parfum Stick in Rain Day, \$38.



Byredo Kabuki Fragrance in Gypsy Water, \$65.



Kenzo World Silky Body Mist, \$40.



SJP Stash Elixir, \$50. For information on where to buy, see Shopping Directory.



Miu Miu Perfumed Hair Mist, \$49.



From “smudging” with sage to burning palo santo, fragrance rituals are more popular than ever

## FEEL THE BURN

*If you've stopped by a yoga studio or meditation class recently, chances are you've encountered an energy-cleansing fragrance. For some, the ritual of burning dried plants, wood, or incense provides a sense of calm in an otherwise hectic world. But scents represented so much more to ancient cultures, which used them as spiritual communication and a way to harmonize their minds and bodies. We asked Stephanie Flor, founder of Around the World Beauty, to take us on a journey through the history of three common healing scents.*

### PALO SANTO

This dried wood plays an important role in many South American cultures, where it's burned to help clear a space of bad energy and to activate a higher power. “When you go into the smoke, you feel purified—like it's clearing any negative spots in the mind,” says Flor. “It's a powerful experience.”

### COPAL

This incense, made from tree resin, was used to help tap into the spiritual realm in Central America. In Mexico, it's still burned in Day of the Dead ceremonies as a way to reconnect with relatives who have passed. It also plays a role in beauty: Spas in Mexico often burn copal to ensure ultimate relaxation, says Flor.

### SWEETGRASS

Native Americans burn this dried grass during ceremonies, and some make it into a tea they use as a rinse to keep hair healthy. “Hair represents wisdom, so having strong hair was symbolic of a strong mind,” Flor explains. Sweetgrass is also used dry, as a fragrant hair adornment.