

BEAUTY

FIND YOUR PERFECT SCENT

Discover new favorites and soon-to-be classics that accentuate your personal style. By Anne-Marie Guarnieri



"ONE OF THE most common questions I get," says master perfumer Annie Buzantian—who's dreamed up many legendary scents, including Estée Lauder Pleasures and Giorgio Armani Acqua di Giò—"is, 'What is the best fragrance?'" Her answer? "The best fragrance is the one *you* like." The goal is to build a fragrance wardrobe that complements both your moods and your closet. But shopping for perfect-for-you perfumes can be overwhelming, so go to your favorite fragrance counter and ask to try out several options before you invest. Spray the scent directly on your (unperfumed) skin—you can spritz three or four at once on different sections of your arm—then go home. There, without all the other competing smells of the fragrance counter to distract you, it will be much easier to determine which ones you love. (And you can skip sniffing coffee beans between spritzes. They're meant to help "reset your nose," or so many a well-meaning salesperson would have you believe. But all they really do is add another smell to the mix.) Here, our guide to the season's best new scents.

FRESH & MODERN

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If you're a woman who appreciates crisp tailoring, simple lines, and little embellishment, and your dream closet includes Calvin Klein, Céline, and Narciso Rodriguez, this is the fragrance category for you. "You want a scent that isn't overwhelming—these are light," says Anne Flipo, a master perfumer whose repertoire includes Jo Malone London Basil & Neroli and Lancôme La Vie Est Belle. This group of scents shares the sparkling citrus notes often found in men's colognes—like mandarin (Tiffany & Co. Eau de Parfum), bergamot (Viktor & Rolf Flowerbomb Bloom and Sisley Paris Izia), and neroli—but also contains herbaceous notes like ginger (Twilly d'Hermès), vetiver (Dolce & Gabbana The One Eau de Toilette), and white lavender (Calvin Klein Obsessed for Women). "There's an element of 'clean,'" adds Buzantian. "They aren't strong, but they still have a lot of substance." They're also the ideal type of perfume for women who don't necessarily want something ladylike. "Taking men's notes and blending them with a feminine approach, I think that's what many women are interested in today," says Flipo. ►