

# Scents of Occasion

The fragrance you wear can reflect your mood as much as your clothes do. **Why limit yourself to just one?** asks Lauren Steventon

#### SUMMER LOVING

Summery and seductive. Orange blossom, jasmine, patchouli, cedar and rose honey leave a lingering scent perfect for a long, languorous and romantic summer evening. **Elie Saab Le Parfum** £46, page 31

#### FLOWER POWER

A delicate floral fragrance that combines light fruit and flower essences with white musk to create an elegant and fresh scent that is perfect paired with a pretty summer dress for a relaxed garden party. **Calvin Klein Eternity Summer**, £27, page 35

#### COUTURE ALLURE

This is an eau de parfum with personality – a fresh and cheeky chypre with an underlying exuberant elegance. Perfect for a flirty Parisian first date, picnicking in the Parc des Buttes Chaumont while wearing couture. **Miss Dior**, £53, page 33



#### HOT STUFF

A subtle, woody scent that evokes the style and sophistication of classic Hollywood with mandarin and violet over a base of cedar and Russian leather. Wear it when you want to close the deal – at work or play. **Dior Fahrenheit**, £37, page 37

One are the days of the signature scent. These days, men and women in-the-know have a fragrance for every occasion. After all, you wouldn't wear the same outfit to a board meeting as you would to a seductive dinner date, now would you?

In the same way, classic fragrance styles can be matched to your social calendar. Spring wedding on the horizon? Something fresh and lightly floral is sophisticated without being overpowering, perfect for taking you from day to night without stealing focus from the bride.

While fruity or floral scents can be playful and flirtatious, woody and oriental perfumes

are more sensual. A day of play is the perfect situation for something fresh and fun like Calvin Klein Eternity For Men Summer (£27, page 40), while for an evening's romance, match Dior Homme's (£37, page 37) Tuscan iris accord and strong sense of masculinity with a sharply tailored suit and a mischievous attitude.

Even the seasons can come into play. Spicy notes such as cinnamon or vanilla can have a warming effect. Leave them behind for spring and summer and focus instead on cooling light florals and citrus scents.

So, as you swap your wardrobe this season you might want to consider giving your fragrance collection a spring clean as well.

#### SCENT OF SUCCESS

Tom Ford's crisp and fresh cologne combines floral notes and amber undertones to create a unique Mediterranean scent that is suitable for men and women.

Wear it to a power brunch or business lunch that might extend into the evening.

**Tom Ford Neroli Portofino**, £108, pages 27 and 38

#### CLASSIC CHARMER

A timeless floral that is delicate enough for a ladies' lunch yet elegant enough for the opera. **Hermès Jour d'Hermès**, £53 page 27

