

# SMELLS LIKE TEEN SPIRIT

Your skin's not the only thing that gives away your DOB - it's your perfume too. So say goodbye to 80s and 90s scents and turn back the years with berries, spices and coffee

## CHILD'S PLAY

'For me, scent is linked to childhood memories. Those that take you back are the most personal,' says perfumer Fabrice Pellegrin, creator of **Diptyque Volutes**, £50 for 50ml EDT - a perfume concocted from a boy's memory of a glamorous woman smoking on a ship's deck.

## AIR HEADS

Aldehydes are clever compounds often put in fragrances to tickle the nose and add sparkle, making you feel younger and putting you in a party mood. In **Elizabeth Arden Red Door Aura**, £50 for 100ml EDP, they add a vivacity and youthful spirit.

## THE NEW CROWD

Scents change with fashion. Take gourmand fragrances: 30 years ago they would have contained peaches and apricots, but now fruits like berries have taken precedence. Jo Malone's latest offering, **Blackberry & Bay Cologne**, £38 for 30ml, has been inspired by sticky fingers from blackberry picking in the countryside.



## TIME TRACKERS

Bad news: as scents are synonymous with a particular decade, they can give away your age. 'Perfumes reflect the time they were created - Giorgio Beverly Hills or YSL Opium can send a message of *Dynasty* and *Dallas*,' says perfumer Roja Dove. Try a new take on the classics, like **YSL Opium Vapeurs De Parfum**, £46 for 50ml EDT.

## YOUTH INJECTORS

Florals can stray into grandma territory, so specific notes are added for a youth hit. 'Pear helps give rose scents a younger feel,' says perfumer Annick Goutal. And when Stella McCartney packed her **Lily**, £43 for 30ml EDP, with lily of the valley, she added oak moss for sensuality. 'I like to take "old-fashioned" things and bring them back to life,' she says.

## CENSORED SCENTS

Some scents should carry an 18 rating - in India where tuberose is grown, unmarried women are not allowed to harvest it, as it's considered too sensual. In fact, roses often drift over to the dark side. **Tom Ford Private Blend Café Rose**, £135 for 50ml EDP, mixes rose with spices and coffee for a forbidden floral scent.

## SWEET CHILD OF MINE

The appeal of sweet scents, such as **Madly Kenzo!**, £39 for 30ml EDP, hark back to bath times gone by, says Delphine Fossoyeux at Kenzo Parfums. 'Growing up with fruity bodycare products will influence your adult perfume choices.'

## KNOW YOUR LIMITS

'You shouldn't own more than five fragrances at a time,' says Mark Tranter, head fragrance buyer for Selfridges. 'Scents are linked to memory and it's harder for the brain to process memories if you wear more.' Switch it up with a richer version of your signature scent like **Prada Infusion d'Iris Absolue Parfum**, £54 for 50ml EDP.

## FRAGRANCE BY NUMBERS

Fragrance spans the generations but that doesn't stop there being heroes of each age. We quizzed the biggest perfume retailers in the country on what they sell and to whom.



- TEENS**  
Curious by Britney Spears, £29 for 50ml EDP
- 20s**  
Marc Jacobs Daisy, £45 for 50ml EDT
- 30s**  
Dior J'Adore, £46, for 30ml EDP
- 40s**  
Dolce & Gabbana Pour Femme, £54 for 50ml EDP

Words by Jessica Hough. Photograph by Pixeleyes