

THE NEW CULT CLASSICS

After a glut of limited editions and tweaked versions of past successes, prepare for a new wave of blockbuster scents

Words by FIONA EMBLETON Photographs by DAVID MARQUEZ

It's the news perfume obsessives have been waiting for—a return to the behemoth fragrances of old. You know, a time when the scent you wore smelt so expensive, it felt like putting on a fabulous piece of jewellery? No? Well, if you missed that thrill, here's a second chance. This autumn, some of the biggest fragrance brands are launching perfumes that deserve bragging rights for being bold, game-changing creations. They are not the houses' debut fragrances, but they are generating so much buzz that they might as well be. Gabrielle is the first new perfume Chanel has launched since Chance in 2002; CK Obsessed is set to make millennial pulses race; and Jean Paul Gaultier has, for the first time, swapped his corseted torso bottle for one with legs, and a completely new scent that walks the line between cheeky and rarefied. According to fragrance expert Roja Dove, this is a reaction to the recent rise of niche perfumes. 'Big brands are now reasserting their craftsmanship,' he says. So there's really no excuse not to invest in one of these hero scents...

THE ONE FOR DIE-HARD ROMANTICS EMPORIO ARMANI BECAUSE IT'S YOU, £66 FOR 50ML EDP (FABLED.COM)

Can you bottle the mood of a film? Quite possibly. If you're a fan of *La La Land*, then you'll love this perfume equivalent of a good old-fashioned love story. There's the visual cue of romantic roses at the heart, mixed with uplifting neroli and sensual vanilla and musk. Pretty, uncomplicated and a scent you can easily wear in winter or summer.

THE ONE WITH A WAITING LIST CHANEL GABRIELLE CHANEL, £79 FOR 50ML EDP

After a 15-year hiatus, a new Chanel scent was always going to be about polish *and* statement. True, Gabrielle is deliciously floral, but it also hinges on mystique, as it's not based on a real flower. Perfumer Olivier Polge dreamt up his own imaginary bloom, playing with different scent molecules to create the purest of white flowers. He piled on the jasmine, used white musk to make the ylang ylang petals smell more velvety and accentuated the creaminess of tuberose with milky sandalwood.

He also upped the freshness of orange blossom with mandarin peel, grapefruit and a hint of blackcurrant. Sophistication bottled. ►

