

THE SEDUCTIVE ONE

**CK OBSESSED FOR WOMEN,
£68 FOR 100ML EDP (BOOTS.COM)**

The name and campaign, featuring images of a young Kate Moss, are as close to teenage time travel as you can get. But don't mistake this for a mere reinvention of 1994's Obsession. Obsessed is a ballsy subversion of gender stereotypes. There are 'his' and 'hers' scents, but the clichés of how men and women should smell have been switched around. In this bottle, traditionally masculine notes, such as white lavender and creamy musks, play out against citrusy neroli, while the men's version is in thrall to overtly feminine vanilla.

Now that's next-level sexy.



THE MARMITE ONE

**COMME DES GARÇONS CONCRETE,
£115 FOR 80ML EDP**

Spoiler alert! Concrete smells nothing like a building site. The fragrance equivalent of a wrecking ball, it demolishes any preconceptions you may have of a perfume housed in an actual concrete bottle. This upside-down scent opens on a top note of sandalwood, which smells like slick streets after a midnight downpour – urban and edgy – but then rose petals burst through, giving it a soft, powdery spin. So original, everyone and their mother won't be wearing it.



THE ONE FOR COSY NIGHTS IN TOM FORD PRIVATE BLEND OUD MINERALE, £155 FOR 50ML EDP

Oud can be fierce – the type of in-your-face fragrance that introduces itself long before you enter the room. This is oud at its most modern and wearable – woody and spicy, but tempered by a splash of salty seaweed. Smelling it makes you feel like you're nestled next to a campfire on the beach, drying your damp skin after a dip in the sea. ■