



BEST WOMEN'S FRAGRANCE BOTTLE
ELIE SAAB GIRL OF NOW EDP, £58 FOR 50ML

Everything about this floral fragrance is as robustly feminine as one of Elie Saab's embellished dresses – including the all-important bottle. Around the neck is the infamous blue petal motif borrowed from Elie Saab's couture collection; a gem-like golden cap perches on top, all at once creating the impression of a magnificent jewel or delicate bloom, depending on your mood. The juice itself – almond, orange blossom, jasmine, patchouli, mandarin – is a quirky-sounding mix, but the sheer force of its individuality really is very 'girl of now'.

THE FINALISTS
Elie Saab Girl Of Now EDP, £58 for 50ml; Valentino Donna Acqua EDT, £67 for 50ml; Dior Miss Dior EDP, £71.50 for 50ml; Chanel Gabrielle Chanel EDP, £79 for 50ml; Hermès Twilly d'Hermès EDP, £75 for 50ml; Jean Paul Gaultier Scandal EDP, £65.50 for 50ml; Tiffany & Co Eau De Parfum, £72 for 50ml; Sisley Izia EDP, £95 for 50ml; Prada La Femme Prada Intense EDP, £80 for 50ml; Mugler Aura Mugler EDP, £70 for 50ml

BEST MEN'S FRAGRANCE
YVES SAINT LAURENT Y EDT, £72 FOR 100ML

The bottle may look understated, but the same can't be said of the scent inside. In a climate of gender-blending fragrances, this stands tall as overtly masculine and clean. A heady combination of geranium, bergamot, clary sage, ginger and tonka bean ensures it smells fresh yet sexy, with the perfect amount of sweetness and spice thrown into the mix. It's a worthy winner because, like a classic black jacket, it could never be inappropriate – no matter what the occasion.

THE FINALISTS
Yves Saint Laurent Y EDT, £72 for 100ml; Comme des Garçons Concrete EDP, £115 for 80ml; Issey Miyake L'Eau Majeure d'Issey EDT, £43 for 50ml; Givenchy Gentleman Givenchy EDP, £56 for 50ml; Dior Sauvage Very Cool Spray EDT, £59.50 for 100ml; Acqua di Parma Colonia Pura Eau de Cologne, £69 for 50ml; Tom Ford Anthracite Noir EDP, £82 for 50ml; Lacoste L'Homme Lacoste EDT, £33 for 50ml; Emporio Armani Stronger With You EDP, £50 for 50ml; Hugo Boss BOSS Bottled Tonic EDT, £45 for 50ml



BEST INNOVATION AND CREATIVITY
HERMÈS TWILLY D'HERMÈS EDP, £75 FOR 50ML

Think of Hermès and the French label's iconic 'Twilly' print scarf is probably the first thing to pop into your head. Bottling a luxury label – let alone an iconic accessory – isn't easy, but this sartorially inspired scent has become a fashion lover's best friend, capturing the effortless chic that French women exude from every pore, but also their *joie de vivre*. Twilly stirs in ginger, tuberose and sandalwood for freshness, sensuality and warmth. Meanwhile, each bottle is decorated with your very own miniature 'Twilly' scarf, upping the scent's creative credentials even more. Tie it around your wrist, mist on the fragrance and prepare to feel fancier than you ever have in your life.

THE FINALISTS
Hermès Twilly d'Hermès EDP, £75 for 50ml; Kilian Woman in Gold EDP, £245 for 50ml; Aesop Hwyl EDP, £83 for 50ml; Guerlain Mon Guerlain EDP, £99 for 100ml; Tiffany & Co Eau De Parfum, £72 for 50ml; Chanel Gabrielle Chanel EDP, £79 for 50ml; Dior Miss Dior EDP, £71.50 for 50ml; Bottega Veneta Eau de Velours EDP, £76 for 50ml; Sisley Izia EDP, £95 for 50ml; Rochas Mademoiselle Rochas, about £65 for 50ml ▶

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