



BRITISH JURY PRIZE:
BEST WOMEN'S
FRAGRANCE
TIFFANY & CO
EAU DE PARFUM,
£72 FOR 50ML

A diamond-adorned neck surrounded by a cloud of the right perfume is a recipe for seduction. This considered, Tiffany & Co created its eponymous Eau de Parfum. Like the bottle, which is inspired by the house's most iconic diamond cuts, the juice inside is impossibly sparkling and sensual. Imagine a burst of freshness from scratching your fingernail over an unripe mandarin, followed by an intimate puff of powdery iris, before patchouli grounds everything. The lingering scent trail ensures everyone around you is drawn in like a moth – precisely why it's our British winner.

'Imagine a burst of freshness
from scratching your fingernail
over an unripe mandarin,
followed by an intimate puff of
powdery iris, before patchouli
grounds everything'

BRITISH JURY
PRIZE: BEST MEN'S
FRAGRANCE
ISSEY MIYAKE L'EAU
MAJEURE D'ISSEY EDT,
£43 FOR 50ML

Arguably, the most alluring men's scent is the one he naturally leaves behind on clean bedsheets. A close second? For the *Marie Claire* UK beauty team, it would have to be this fragrance, which channels a roof-down road trip along the coast, his one hand on the steering wheel, the other around your shoulder. To the wearer, it smells of bergamot and grapefruit, cut through with sea salt before cashmere and woods soften the effect. For the rest of us, it's a crisp white T-shirt-type scent that is pretty damn addictive.

