

SPHERES OF SCENT

Ever Bloom, £55 for 50ml, Shiseido

Perfume shopping can feel a little like a blind date. At first you're drawn to the attractive packaging and all is well until a few hours later when – God, you just can't bear it any longer. So, shunning the nasty surprises that lurk at the end of the fragrance dry-down, Shiseido has developed a scent (in stores 1 October) whose notes are revealed all at once, in a circular form, rather than the usual pyramid reveal of fresh top, floral middle and deep base notes. Ultimately, the fragrance you fall in love with at first spritz will remain ever faithfully yours for the entire time it lingers on your skin. This may sound like a subtle technological shift, but its impact will be felt far and wide. Here, the circular structure is comprised of fresh cyclamen, lotus flower and softly comforting musks for the olfactive equivalent of a lazy day draped across a velvet chaise longue.

