



BEAUTY

New Year's Eve perfumes to get you in the party spirit

Definitely not demure.



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What makes a scent a *party perfume*? Is it a boisterous, lusty floral? An overdose of sexy musks that can only be smelt when you’re dancing so close to someone your noses almost touch?

According to Jessie Willner and Hanover Booth, founders of the aptly named Discothèque, it’s a bit of both.

“A party fragrance is this incredible alchemy of loud and intimate. It’s about creating a scent that can cut through a crowded room but also feel intensely personal when you’re pressed close to someone on a dance floor. In a sea of bodies, sweating, dancing and living in the same moment, your fragrance becomes this invisible signature—something that shows individuality, while being part of this collective experience.”

In terms of what that party perfume smells like, the secret is not to get too hung up on specifics or prescriptive ‘sexy’ and ‘energetic’ perfume notes. Perfume is arguably the most personal element in your beauty arsenal, so follow your nose and it will lead you to a scent that either charges you up for a night out or leaves you feeling confident and sensual.

It’s more about creating the sense “that anything can happen, that you are completely and utterly alive in this moment,” say Jessie and Hanover. “A great party fragrance should make you feel like you’re standing on the edge of something extraordinary—whether that’s a dance floor in Tokyo, a hidden club in New York, or just having the most incredible night of your life. When you spray it on, you should feel transformed—like you’re stepping into a version of yourself that has always existed, but you’ve never quite had the courage to unleash it before.”

