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GLAMOUR CURATED

Catwalk perfume is the buzzy new approach to designer fragrance

A lesson in smelling fashionably chic.



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What really makes a luxury perfume *luxury*? Perhaps it's the seductive curve of the bottle and weighty, jewel-like lid. Or the rare ingredients that come alive on your skin. Maybe it's purely about the designer label and how the scent telegraphs taste.

If it's all of the above, you've probably already spritzed Sogno In Rosso, which plays with syrupy and spicy notes – from the frothy foam on a latte to nose-twitching black pepper – and boasts a name tag made from the same fabric as a couture gown.

When Maison Valentino launched the fragrance as part of its new Anatomy of Dreams collection, the fashion house boldly declared it was a “haute couture” perfume. And just like that, a new term entered our beauty vocabulary.

Couture – or catwalk – perfumes are the VIPs of the fragrance world. They're not part of the mass-produced designer perfume crowd, and they'd sniff at the idea of being a commercial hit. Rather, they have the same exclusivity as a high-fashion, haute couture gown – and judging by the proliferation of couture perfumes, it's a growing trend.

