

The Smell Test: Aerin Rose de Grasse

"This fragrance has a well-defined structure and has a very nice balance I find this easy to wear and would be suitable for many occasions. Warm and embracing, this perfume is a welcome reminder of the roots of perfumery.

The judges use descriptors like "nice," "easy to wear," "beautifully blended," "uniquely crafted" and even

"glamorous." But some seemed to want more. By PETE BORN

> "This beautifully blended floral is the kind of scent worn by a complex woman who inspires men to create great works."

"Another little spicy fresh rose/peony, which falls down and forgets to come back. No excitement.'

> "A rose is a rose is todav's skinny rose. The voluptuous rose of yore has been pruned by regulations."

> > "Distinctive. Pretty feminine. Too much alcohol at the top. Very pretty and pleasing dry down, Broad appeal,"

Jean-Claude Delville

The comforting fruit-jam effect often found in rose absolutes but little used to the fullest is here fully apparent.

"This scent has nice diffusion.

"Innocent floral bouquet with a dash of musk."

> "Competent sour rose, indistinguishable from a million others. Would have been novel 20 years ago."

> > "Cute, very little roses Does not diffuse at all and disappears on

> > > To promote Royal Mayfair Creed has partnered with the bar Seamstress New York and its creative directo Pamela Wiznitzer to create a signature drink inspired by

BeautyBriefs



Crowned Jewels

The Creed fragrance vault has been unlocked and the company is introducing what used to be Windsor as Royal Mayfair, which was originally commissioned by the Duke of Windsor almost 80 years ago.

Set to be launched on Aug. 1 at Neiman Marcus, the original formula of Royal Mayfair, which is priced at \$360 for 120 ml., opens with British gin, a heart of Duke of Windsor roses and a base of Bahamian orange

"The fragrance is a tribute to men of all styles," said Thomas Saujet, president of ICP. "The Duke himself took many risks when it came to his style."

the scent.

Olivier Creed, sixth-gener ation master perfumer for The House of Creed, noted "There is such a strona affinity for this scent that we wanted it to be a gift to our loyal clientele and also allow new customers to experience it."

Single Success

• On July 2, Becca Cosmetics partnered with beauty vlogger Jaclyn Hill on a limited-edition Shimmering Skin Perfector called Champagne Pop. In its first 20 minutes on sephora. com, Champagne Pop sold 25,000 units. Here is a timeline of the single stockkeeping unit's quick hit. - JAYME CYK



"All of the stores have one thing in common, which is to try to create places where time stops. Basically you walk out of your everyday rush and you can concentrate on yourself. It's one of those rare moments where you're allowed to be completely self-centered."

Frédéric Malle, on his stand-alone stores and his two new boutiques in Rome and London which open at the end of July.

companies, accordina

to Jim Whitman, senior

programs and services,

proves that the attention

companies on board include

L'Oréal, Markwins, Procter &

offer networking opportuni-

ties where Tom Brokaw will

deliver the keynote address



consumer beauty brand Biossance, which launched in June. Amvris Inc. has partnered with a nonprofit vice president of member organization called I Am That Girl a alobal community that supports, highlights to building and refining the and encourages fulfillment meeting is not only netting "of the highest potential in a 92 percent return rate, but every girl.

Set to kick off on July

of educational offerings designed to enable girls to harness their confidence. The program will include social media and other communications.

"We want to utilize the partnership by connecting scientists, innovators and technologists with the girls to help grow great leaders." said John Melo, president and chief executive officer or Amyris. "We believe that the I Am That Girl members are the best spokespeople for





NACDS TOTAL STORE EXPO

Going Big The exhibit floor will have

a slightly different feel at this year's National Association of Chain Drug Store's Total Store Expo, slated for Aug. 22 to 25 at the Colorado Convention

also attracting companies that have been waiting in 23. the collaboration wil the wings. E.I.f. Cosmetics begin with the "Summer is making its debut at the show, along with Me Bath Experience. Other beauty

Gamble, Maybelline and Cosnova. Two sessions. Meet the Market and Meet the Retailer

Join Us In Honoring LORRAINE COYLE L'Oréal Paris

ACHIEVER AWARDS

2015

SHANNON CURTIN Walgreens

SANDRA MAIN La Mer

RITA MANGAN Shiseido Cosmetics America

KATHY O'BRIEN Unilever

Keynote Address MARY DILLON Ulta Beauty

Corporate Empowerment for Women Award

LVMH

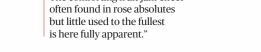
SEE YOUR COMPANY IN THE ACHIEVER AWARDS JOURNAL!

Reserve a table by 8/3 & receive a free page.

Journal-only options also available

FRIDAY, OCTOBER 16 WALDORF ASTORIA, NYC

> **REGISTER AT** CEW.ORG





Victoria Frolova



Chantal Roos



Luca Turin



tially. Each of them gives a score ranging from 1 (forgettable) to 10 (unforgettable) and the numbers are computed into a final grade. The judges, led by chairman Michael Edwards, also make critiques, which are unattributed to encourage candor. The most promising scents are picked for judging in an effort to find and showcase excellence. WWD buys the products at retail, like any

Esteemed Judges

THIS IS A BLIND TEST: Panelists are given

vials of unidentified scent to judge impar-

"Fresh, pretty rose. Nicely crafted but

in the end rather

vacuous."

How would you rate the fragrance? Visit

Michael Edwards

Paul Austin

28 JULY 2015, No. 2 WWD.COM