

Fashion. Beauty. Business.

# WWD

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## ARMANI MARKS 40th

The designer opened his Silos space in Milan with a bash and a retrospective show.

Eye p.47

## A NEW ROAD FOR REESE

Reese Witherspoon launches the Southern-inspired line Draper James.

Features p.60

## FETE AT THE MET

All the action at the Costume Institute gala – and at the parties long into the night.

Features p.66



*"Everybody uses Chinese and Japanese influences in terms of prints, but nobody uses the Koreans. That's why I thought this was the place to go."*

—KARL LAGERFELD, CHANEL

# Showtime!

From Milan to The Met to Seoul, fashion's juggernaut never stops.

# The Smell Test: Oscar de la Renta Extraordinary

● In an effort to place critical value on the contents inside a bottle of fragrance rather than the marketing machinery, WWD's panel of experts directs its attention to Oscar de la Renta's Extraordinary.

By PETE BORN

**Panelists are given** unmarked vials of fragrance to smell in a blind, impartial test. The fragrance will be scored on a scale of 10 (the ultimate) to 1 (forgettable), with an average score computed.

The judges, chaired by Michael Edwards, will make short critiques of each fragrance, which will be kept anonymous to ensure independent thinking. Scents being judged are new to the market and among the sector's most promising. WWD will buy them at retail, like any consumer.

For the second edition of The Smell Test, our jury reviewed Oscar de la Renta's Extraordinary, which was the first fragrance produced by the fashion house's new licensee, Inter Parfums Inc. The scent, developed with a one-year lead time, was created at International Flavors & Fragrances Inc.



"A fragrance well done, very round in a very typical, expected way. A well-blended patchwork, of very common effects, very common notes and very well-known, déjà-vu structures."

"Cloyingly sweet, but with an impressive sillage and presence."

"Young, fruity signature but smells cheap and unfinished."

"It is one more little floral/fruity fragrance with nothing special."

"Although not hugely innovative it is pleasant and for those who do like the Big Gourmand Perfumes this would be a good alternative for hot weather."

"A soap. Powerful topnotes but no signature."

"Quite a trip, quite an impression and quite a feat of execution."

"Muzak for the senses. Pretty, pleasant, anonymous."

"This is a very wearable gourmand. Smells to my nose like many others on the market."

"Like a firework that fizzles too quickly, this scent opens with a promising bang, but closes all too quickly with a disappointing bust."



**Michael Edwards**  
Author of "Fragrances of the World" and "Perfume Legends."



**Jean-Claude Delville**  
Senior perfumer at Drom.



**Victoria Frolova**  
Fragrance industry analyst and Bois de Jasmin editor.



**Nathalie Pichard**  
Owner of training and evaluation agency Topnotes.



**Luca Turin**  
Biophysicist and perfume critic for arabia.style.com.



**Paul Austin**  
CEO of sensory storytelling agency Austin Advisory Group.



**Karen Dubin**  
Founder and CEO of Sniffapalooza.



**Christophe Laudamiel**  
Master perfumer at DreamAir.



**Chantal Roos**  
Cocreator of Roos & Roos Co.



**Kevin Verspoor**  
Founder of PerfumeKey LLC.

**4.25**  
Avg Score  
out of 10

**Esteemed Judges**

**THE VERDICT:** The verdict on this fragrance has some judges pointing out a gourmand characteristic and others noting a fruity, youthful feeling. But most said the formula did not fulfill its early impression. Terms like "common effects" were used. One judge allowed that a sense of sameness was "not necessarily a bad thing — this scent is a good summary of Macy's perfume department."

How would you rate the fragrance? Visit [WWD.com/beauty-industry-news](http://WWD.com/beauty-industry-news) to vote.

