

Fashion. Beauty. Business.

WWD

JUL  
2015  
No. 4

# WWD

## THE FULL STORY

*RESORT'S BIGGEST NEWS  
WAS EXACTLY THAT — BIG,  
FLAMBOYANT VOLUMES.*

### INVESTORS' CHOICE

What stocks are analysts betting on in the second half — and which ones are they avoiding?

Features p. 42

### EYE ON L.A.

Alli K., Zero Degrees Celsius and Tina + Jo are among the brands to watch at L.A. Market Week.

Fashion p. 10

### WHAT A DOLL

Hot fashion e-tailer Dolls Kill must balance growth while it strives to maintain its anti-establishment cred.

Retail p. 20

THE FULL STORY

These always found older women inspiring and chic. — SERAFINA SMA



# The Smell Test: Burberry Brit Rhythm Floral for Women

**6**  
Avg. Score  
out of 10

**The Verdict:** This fragrance has its attributes, such as cuteness and comfort – even well-crafted elegance and sultriness. But for some judges, it's too familiar and far too timid.

By PETE BORN

"Subtle and feminine, this scent is a good choice for someone who wants her fragrance to whisper, not shout."

"Sultry, sensuous, addictive, feminine, sophisticated oriental."

"I like this because a man or a woman could wear this easily. It is like the vintage Jicky de Guerlain, as it revels in androgyny. But it reminds me of a Jicky that has been on a diet for too long. I would have liked the central accord to have been way more accentuated. There should have been some more contrast."

"A flanker formula: appealing top notes, bland signature."

"This fragrance may go in Beauty Care (Johnson & Johnson Baby Powder). No special refinement and modernity but well done, although too linear."

"Warm, spicy, powerful top note. Doesn't last."

"Brilliantly ambiguous oriental, maps out a novel space between Habanita [Molinard] and Loulou [Cacharel]. Lovely stuff."

"If you like the smell of your barber or of the masculine sweet Sixties, you will like this one. Not original, direct copy of known scents learnt in perfumery training, such as Brut by Fabergé made lighter, but still cute."

"Fresh and clean. Green and lavender type. Very light, specially adapted for now, can be put all over the body, but does not smell like a sophisticated perfume."

"Elegant without being aloof or high-maintenance, this fragrance has several distinctive phases and a beautiful development. Intriguing and memorable."



**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 arabiastyle.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.

## Esteemed Judges

**THIS IS A BLIND TEST:** Panelists are given vials of unidentified scent to judge impartially. 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 other consumer.

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