

# TOWN&COUNTRY

## The Nose Has to Travel: Introducing LilaNur Parfums

Combining French perfumery prowess with beautiful Indian ingredients, this new must-smell fragrance brand will take you on a journey of the senses.



BY APRIL LONG — JAN 22, 2022



From voluptuous night-blooming tuberose to radiant rosa centifolia, India grows some of the world's most fragrant flowers. Yet there has never been an international fine fragrance house devoted to capturing these prized blooms. Enter **LilaNur Parfums**, a collection of scents based on Indian flora and crafted in France by some of fragrance's most famous noses. The seven eaux de parfums are sophisticated and distinctive, and a trio of attars, or scented oils, made from single-origin floral absolutes steeped in sustainable sandalwood oil bring an ancient tradition to 21st-century pulse points.

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## India is a Garden of Eden of perfumery.

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“Each fragrance is an evocation of India, and we hope people will go on a journey with us from the aromatic rose fields of Aligarh to the jasmine fields of Tamil Nadu and the peppery spice gardens of Kerala,” says Anita Lal, the entrepreneur behind Indian design house **Good Earth** and co-creator, with fragrance industry veteran Paul Austin, of LilaNur Parfums. Indeed, the natural ingredients shine with such gemlike luminosity it's easy to imagine oneself transported into the colorful, sensorially dazzling whirl of India with every spritz. “India is a Garden of Eden of perfumery,” Austin says. “We felt it was time for the country to tell its own modern story of scent.”



Tubéreuse Attar Absolu Eau de Parfum, 1.0 oz

LILANUR  
bergdorfgoodman.com  
\$420.00

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Malli Insolite Eau de Parfum, 3.4 oz.

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\$275.00

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Incarnation Eau de Parfum, 3.4 oz.

LILANUR  
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