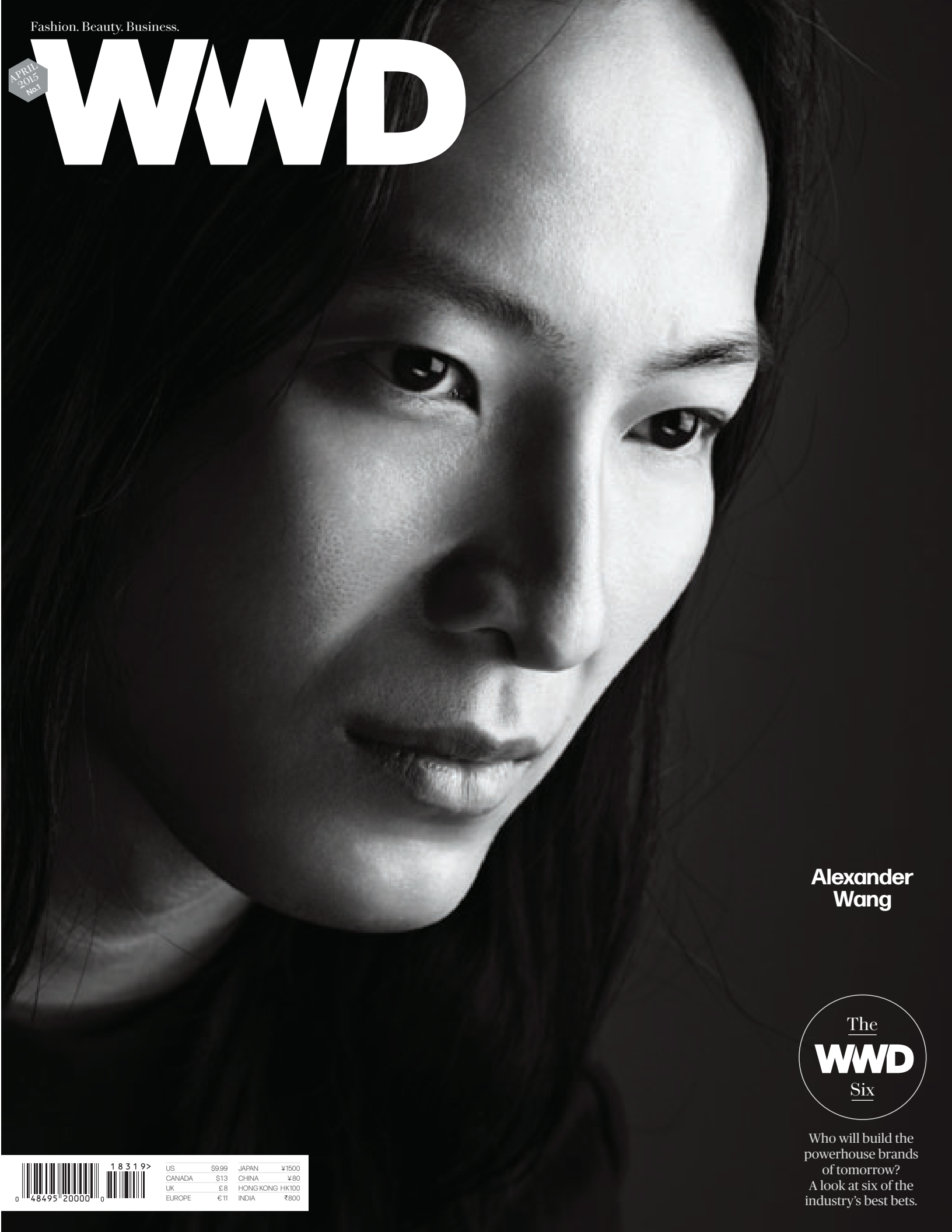


Fashion. Beauty. Business.

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**Alexander
Wang**

The
WWD
Six

Who will build the
powerhouse brands
of tomorrow?
A look at six of the
industry's best bets.



US	\$9.99	JAPAN	¥1500
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The Smell Test: Chanel Misia

● A new generation of product developers is shaking up the fragrance industry. They've put the emphasis back on the juice, rather than the high-pitched marketing that's driven launches in the past.

By PETE BORN

Keeping in step with these transformative times, WWD has assembled a jury of world-class fragrance experts who will judge various scents for their olfactory quality, revealing the nuances of perfumery's new world order. Headed by panel chairman Michael Edwards, the jurors represent various facets of the industry, from perfumers to consumers.

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 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 most promising. WWD will buy them at retail, like any consumer.

"Plush, stylish, smoothly crafted, but ultimately a bit boring."

"Trying to be perceived as 'vintage,' but smells nice with a nice work behind."

"A chic olfactory brocade woven together by the hand of a master perfumer."

"Elegant, polished, nostalgic in its comforting lipstick scent, but it lacked the excitement and emotion to move me."

"This fragrance has a very nice sophisticated and polished feeling."

"Though well-crafted, technically competent, it leaves little trace in one's memory."

"Expensive, rich and elegant-smelling."

"Smells vintage, yet modern, at the same time."

"Not uninteresting, but not modern."

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



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
Co-creator of Roos & Roos Co.



Kevin Verspoor
Founder of PerfumeKev LLC.

Esteemed Judges

7.2
Avg Score
out of 10

The first edition of The Smell Test reviews Misia from Les Exclusifs de Chanel. It is a maiden effort at the storied fragrance house by Olivier Polge, one of the fastest-rising stars of international perfumery.

THE VERDICT: The judges described this scent in a blind test as elegant, sophisticated and nicely made with a vintage feel. Some panel members, however, found the formula a bit boring and lacking emotion.

How would you rate the fragrance? Visit WWD.com/beauty-industry-news to vote.

