

Fashion. Beauty. Business.

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WWD

TOMMY'S IN TOWN

Hilfiger returns to
New York for his
men's show.

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PHYSICAL REALITY

The market-cap
gap facing the brick-
and-mortar world.

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SHAME GAME

The knockoff police
show their teeth in
social media.

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Eye on Couture

On the runway and behind the scenes at the Paris shows.



US	\$9.99	JAPAN	¥1500
CANADA	\$13	CHINA	¥80
UK	£8	HONG KONG	HK100
EUROPE	€11	INDIA	₹800

Esteemed Judges



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 Shiffapalooza.



Christophe Laudamiel
Master perfumer at DreamAir.



Chantal Roos
Cocreator of Roos & Roos Co.



Kevin Verspoor
Founder of PerfumeKev LLC.

The Smell Test: Creed Royal Mayfair

6.45
Avg Score
out of 10

The majority of judges gave this scent high praise for its fusion of floral and oriental notes – an “unexpected balance” that proved bold and captivating. Still, a few found the composition sour and confusing. **By ELLEN THOMAS**

“The white flowers at the opening are excellent, and then we enter into something **SEXY, animal and oriental.**”

Score: 8

“An interesting and memorable composition.”

Score: 7

“Unctuous and heady. Daring and glamorous...OOZES natural tuberose, spices and just the right amount of wrong to make it interesting.”

Score: 8

“Bizarre and unattractive, nothing to it [and] very synthetic. Smells like a cheap fabric softener.”

Score: 3

“This big white floral that is stabbed through the heart with herbal and cumin notes paints a stunning portrait of a fragrance with personality of the truest sense.”

Score: 10

“Mentholated white floral... smells like stale aircraft air.”

Score: 3

“A unique minty effect cutting through a French Cartier-Declaration-style elegance, combined with a surprising woody animalistic-stablelike note. Try and you will travel.”

Score: 7.5

“An elegant cocktail: Green as floral buttonhole, shaken with a touch of juniper and served in a cedar bowl.”

Score: 7

“It gets better with time, and [I] like the unexpected balance.”

Score: 7

“I don't think I've ever worn anything that evolved and morphed so rapidly on my skin, veering off into various directions of unrelated smells.”

Score: 4

