

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



Luca Turin
Biophysicist and perfume



Paul Austin
Ceo of sensory storytelling
agency Austin Advisory Group.



Karen Dubin Founder and ceo



Christophe Laudamiel
Master perfumer



Chantal Roos
Cocreator of
Roos & Roos Co.



Kevin Verspoor Founder of

The Smell Test: Diptyque Florabellio



While one judge seemed to appreciate the complex nature of the scent and another enjoyed "the fun ride," others on the panel couldn't cope with what they saw as a jarring combination. By **PETE BORN**

"Clever, complex, compact, oddly inscrutable fresh-metallicmilky accord. Very nice work."

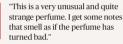
Score: 7

"Fizzy lemonade-like opening, bright accord with a CUTIOUS CTUNCHY GREEN NOTE, soft finish. The ending could have been more exciting, but high marks for the fun ride."

Score: 7

"The fragrance is a chameleon on me – every time I wear it I smell something completely different. An elusive and puzzling fragrance that leaves me unsatisfied."

Score:



Score: 3





"A sharp, harsh, green metallic garlic scent in a chemical floral structure which is unfortunately... powerful. Who can wear that?" Score: 2.5 ard saint on ABELLIO ORABELLIO Paris 5e utellione

diptyque

"An understated green bouquet that sings softly, very soft on the skin."

Score: **6.6**

"Memorable, spicy top note. Fades quickly."

Score: 5

"Unattractive and overwhelming floral combination.

Score: 3.5

"The whole impression is chemical, full of too many ingredients, which makes it confusing."

Score: 2

THIS IS A BLIND TEST: Panelists are given vials of an 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 WWD.com/beauty-industry-news to vote.