

JAN 2016 No. 1

WWD

Terry On a Tether

Aside from economic headwinds, Macy's ceo Terry J. Lundgren has shareholder activists to contend with.

Double Trouble

Former Iconix execs are feeling the heat of a formal SEC probe as the company faces a debt payment deadline.

Features, p. 60

Gee Whiz

Budding South Korean men's wear star Juun.J talks about being the featured designer at Pitti Uomo.

M, p. 26

Penny Proud

G.H. Bass, pioneer of the Bass Weejun penny loafer, marks its 140th anniversary this year.

In Focus, p. 46



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 Sniffapalooza.



Christophe Laudamiel
Master perfumer at DreamAir.



Chantal Roos
Cocreator of Roos & Roos Co.



Kevin Verspoor
Founder of PerfumeKev LLC.

The Smell Test: Diptyque Florabellio

4.4
Avg Score
out of 10

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-metallic-milky accord. Very nice work."

Score: 7

"Fizzy lemonade-like opening, bright accord with a **curious crunchy 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: 3

"This is a very unusual and quite strange perfume. I get some notes that smell as if the perfume has turned bad."

Score: 3

"Memorable, spicy top note. **Fades quickly.**"

Score: 5

"Unattractive and overwhelming floral combination."

Score: 3.5

"A sharp, harsh, green metallic garlic scent in a chemical floral structure which is unfortunately... powerful. Who can wear that?"

Score: 2.5

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

Score: 6.6

"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.**