

WWD

TOMMY IN CHINA

Tommy Hilfiger took his show on the road and opened his first flagship in Beijing.

Markets p. 26

FASHION NIGHT

All the winners, the red carpet and the after-party action at the CFDA Awards.

Eye p. 35

TOUGH TUNE

The shuttering of Band of Outsiders exemplifies the challenges young designers face.

Markets p. 24



Should magazines sell stuff? Church and State issues aside, it hasn't worked yet. Will it ever?

Hard Sell

HARD SELL

Times are tough for independent labels. KRIS VAN ASSCHE



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

The Smell Test: Serge Lutens La Religieuse

● In an effort to identify and spotlight excellence in perfumery, WWD's world-class panel of experts reviews promising new fragrances as they come onto the market. This week La Religieuse by Serge Lutens is being examined.

By PETE BORN

This is a blind test: Panelists are given vials of 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. Just as the identity of the product is kept secret from the judges to guard against bias, the panelists' personal opinions are not revealed to encourage candor. The most promising scents are picked for judging and WWD buys the products at retail, like any other consumer.



"Light and shade, white flowers and dark notes: an interesting duet but its execution needs a frisson of excitement to make it dance on the skin."

"A pretty little fragrance. It is very single-noted. Not very long lasting; it is more like a body spray than a perfume."

"A classic modernized, elegant and niche. It reveals its true nature on skin."

"Good top notes, bare drydown. For as long as it lasts, it's a skillful but ultimately directionless medley."

"Pleasant – apart from a few sharp edges – but there is not much to grab the imagination."

"Rich, sexy, alluring."

"The image this creates in my mind is of backstage at the theater, before the show: actresses wielding powder puffs applying their makeup, polishing their nails to a sleek crimson veneer – while a wilting bouquet of jasmine left over from last night's accolades droops in the corner."

"Strong and intoxicating floralcy, falling into an old lady soapy American fragrance. Not modern at all."

"This fragrance is extremely déjà vu, with no special twist on its own."

"Like a diva a few years beyond her prime, this big, spicy floral still knows how to steal a scene. Its rich, heady and familiar quality thumbs its nose at modernity or trends."



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 arabia.style.com.

5.5
Avg Score
out of 10

Esteemed Judges

THE VERDICT: This is a big floral that knows how to make an entrance, but lacks staying power and ability to grip the imagination.



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.

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