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WWD

SLIM VS. SLOUCHY

With a looser suit silhouette bubbling up, men's wear designers and retailers are taking sides.

M Agenda, p. 32

AN ACTIVE WORLD

From boutique fitness to the latest in textiles and Ones to Watch, a look at the booming activewear market.

In Focus, p. 22

PARIS, FINI

A look at the final days of the Paris Collections, which included Chanel, Louis Vuitton, Miu Miu and more.

Features, p. 48

THE QUIET GIANTS



THE QUIET GIANTS

The Nordstroms – Jamie, Pete, Erik and Blake – have stealthily built one of the most innovative department store retailers around, and they're aiming for even bigger things.

This [the slouchy suit] is dangerous. - JOSEPH-ABEGON



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

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The Smell Test: Kate Spade Walk on Air

5.6 Avg Score out of 10
Fans of this fragrance praised it as being airy and fresh – even vivacious in a modern way – and pleasant as a nice spring day. But others, while saying it was pleasant, also found the scent unmemorable to the point of derivative.

By PETE BORN

“What I like for a modern fragrance: It is bright, vivacious, very good structure, a very good development from the top notes to a contrasted background.”

“Pleasant, sparkling top note, but not distinctive on the drydown.”

“A fresh, airy green floral, pleasant and summery but unassuming.”

“I think this fragrance will have broad appeal and is very wearable by a variety of age ranges.”



“Derivative cookie-cutter white floral, as interesting as watching magnolia-color paint dry.”

“It feels like the end of summer, light floral with airy transparency – crisp and fruity. But déjà vu and unmemorable.”

“Young and very pleasant. Not *that* creative, but well-balanced and easy to wear.”

“A scent that lacks a central idea, and remains unfinished.”

“After you’re done admiring the technique, you don’t feel tempted to linger. The perfume, on the other hand, does.”

“I could not believe my nose...real hard time smelling more than a dilution of Nineties scents Pleasures and Innocence, without which this ‘new’ fragrance would probably not exist.”



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.



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 PerfumeKey LLC.

Esteemed Judges

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 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.