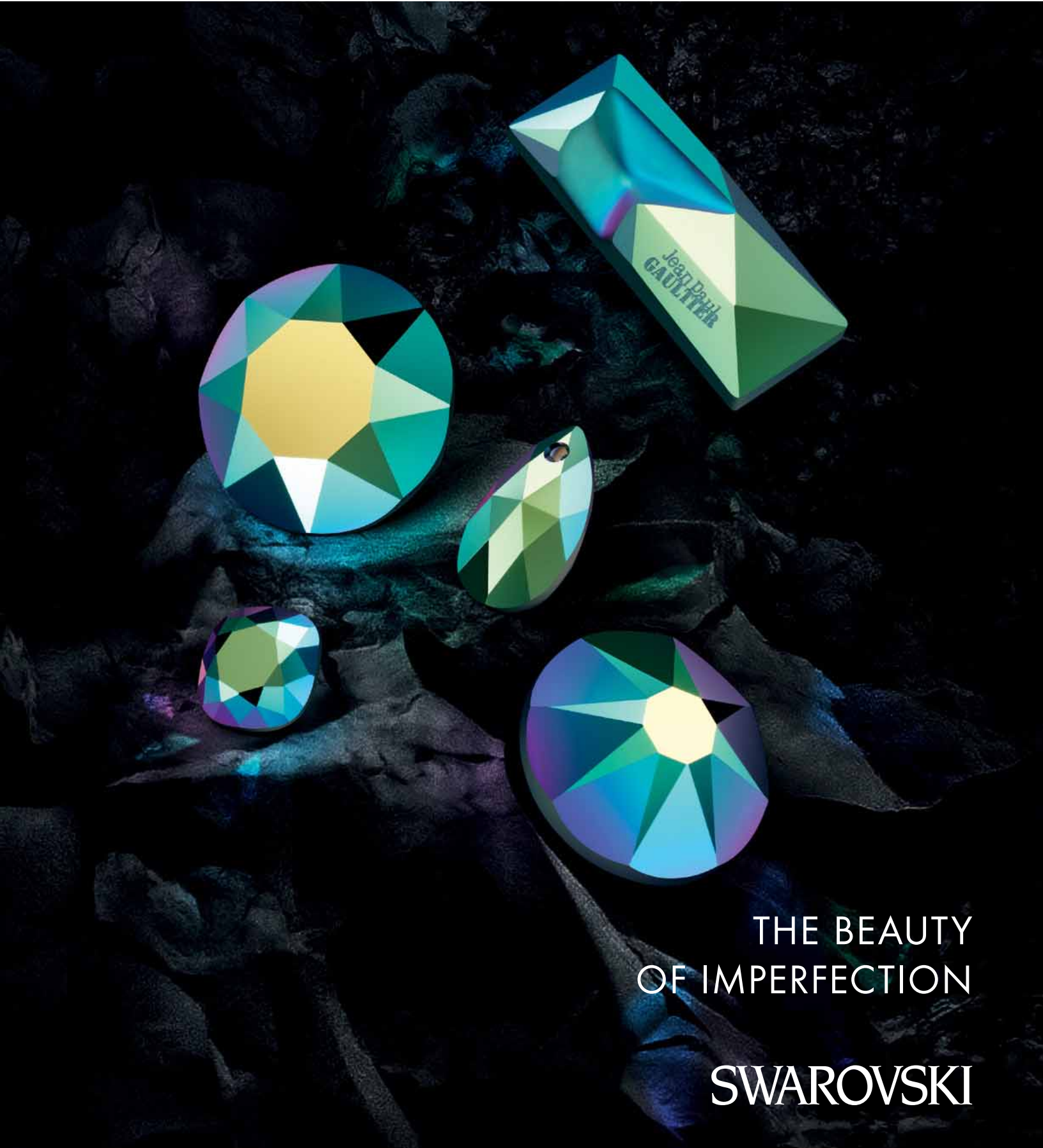


WWD



THE BEAUTY
OF IMPERFECTION

SWAROVSKI

The Smell Test: Aedes de Venustas Palissandre d'Or

6.3
Avg Score
out of 10

This scent received high marks for sex appeal and a smoky complexity – like incense burning in an ancient cathedral. Though its strong cedar base is right on trend for niche perfumery, some reviewers considered this a negative. Here are anonymous comments by the judges with their individual scores.

By ELLEN THOMAS

"The never-ending litany of [oudlike] things is so far past played out...too late to the party, please do something else."

Score: 2

"Earthy, dark [and] damp, hints of geranium and rose. Definitely on trend for niche perfumery."

Score: 7

"The only small qualm is a polished but not overly exciting finale."

Score: 8

"A wonderfully smoky, spicy [and] seamless swath of aroma, mysterious...a 'churchy' fragrance [that] takes me to another place and creates an ambiance to carry me through my day."

Score: 9

"Excellent, startling biscuity-patchouli top note accord – clever and unusually fresh, spicy heart."

Score: 8

"Bold statement, with a woody signature that's complex and slightly smoky."

Score: 8

"Sexy, but at the drydown [it's] very much like a home fragrance."

Score: 6

"Falls down quickly, lacks body and volume."

Score: 4

"Maybe a bit of sexy coconut would have made it more original. A no-brainer to spritz and add freshness to another deeper fragrance."

Score: 4

"Genderless, addictive, intense and provocative. Not for everyday but super elegant."

Score: 7



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.