



DON'T COST A THING

... unless it's Ralph Lauren's latest fragrant offering, in which case make sure your Platinum Amex is ready, willing and able.

Treating yourself to an olfactory escape is a necessity in times of economic doom and gloom. It only sets you back two — worst-case scenario, three — figures. However, that general rule flies out the window with Ralph Lauren's latest offering, Love, coming in at a cool \$2200. OK, a large part of this has to do with the limited-edition bottle (pictured): a heart-shaped flacon with a 24-carat gold-plated cap, crowned with a 47-carat amethyst dauber. Precious.

And just as extravagant is the juice, created by perfumer Ellen Molner (the woman behind Ralph Lauren's Polo Black and Jennifer Lopez's Deseo). Tibetan goji berries, Bulgarian rose and amber make Love a warm, "nuzzle" scent, but it's the orris root butter (cost: a cool \$30,000 per kilo) that gives it its true creamy complexity. Industry insiders call it the cashmere-wrap effect. And baby, this time we're talking 30-ply.

For those with a mortgage to pay next month, Love also comes in a 30ml eau de parfum spray, from \$110. From department stores, or phone (02) 9931 8888 for stockists.