

Daytime scent category



THE ELEMENTS

THE OCCASION The inaugural *In Style* Fragrance Awards, selecting the best scents from the past 12 months, as judged by our panel of experts.

THE MENU A buffet including smoked trout bruschetta, mini-lamb pies and berry almond tortes.

THE DRINK Dom Perignon Vintage 2000 (\$285/bottle; at Vintage Cellars, 1300 366 084).

THE FLOWERS Roses, orchids, magnolias and lizzianthus; from Grandiflora, 02-9357 7902.

InStyle

FRAGRANCE

Awards

The votes are in! The judges at In Style's inaugural Fragrance Awards 2008 sniffed out the standout scents of the past year. The result? A lush collection of fragrances you're sure to love —Naomi Jackson

Cote Bastide tray at Studio imports. Only Midge handbag, Geïosa ottoman, Jasper Conran teacup and saucer at Wedgewood.



THE PANEL OF JUDGES



Akira Isogawa Fashion designer
Kerrie McCallum In Style editor
Saskia Havekes Florist
Gail Elliott Fashion designer
Neil Perry Chef
Naomi Jackson In Style beauty director
Jill Timms Fragrance expert
Fleur Wood Fashion designer



1 BEST EVENING SCENT

A big night out calls for a unique and sultry scent that will leave a lasting impression. Spritz these for extra sizzle.

Chanel Sycamore eau de toilette, \$330/200ml; 02-9900 2944.
Estée Lauder Sensuous eau de parfum, \$100/50ml; 1800 061 326.
Badgley Mischka Fleurs de Nuit eau de parfum, \$125/50ml; 02-9409 7700.
Giorgio Armani Code Elixir eau de parfum, \$150/50ml; 02-9931 8888.
DKNY Delicious Night eau de parfum, \$98/50ml; 1800 061 326.



Akira Isogawa finds a little night music in these evening scents.



Gebrüder chair at Format Furniture.

Fleur Wood gets to grips with the latest scents designed by celebrities.



Vinstratressing table at IKEA.



Aero table and butterfly plus cushion, at Ruby Star Trailers.

3 BEST HOLIDAY SCENT

Get in the mood for travel with a light spritz of these fresh and fruity island-inspired fragrances.

Elizabeth Arden Mediterranean Breeze eau de parfum, \$80/50ml; 02-9409 7700.
Calvin Klein Eternity Summer eau de toilette, \$79/100ml; 1800 812 663.
Jo Malone White Jasmine and Mint cologne, \$140/100ml; 02-9362 5555.
Dior Escale a Portofino eau de toilette, \$100/75ml; 02-9695 4800.
Yves Saint Laurent Elle eau d'ete summer fragrance, \$95/90ml; 02-9965 9700.



IT'S HARD TO BELIEVE BUT, THIS YEAR ALONE, MORE THAN 900 fragrances have flooded the already laden perfume counters of department stores worldwide. No wonder most of us are feeling confused, bemused and generally lost in the ever-expanding fragrance maze. So for those of you losing the will to sniff a scent tester ever again, relax, we've done the hard work for you.

The *In Style* Fragrance Awards 2008 judging panel consisted of eight scent-savvy trendsetters—*In Style* editor Kerrie McCallum and beauty director Naomi Jackson were joined by fashion designers Akira Isogawa, Fleur Wood and Gail Elliott, perfume expert Jill Timms, chef Neil Perry and Grandiflora florist Saskia Havekes. Our aim was to strip away the jargon, hype and advertising to judge every fragrance on its smell and bottle alone—after all, that's what makes us buy these aromas time and again.

Our panel had varied ideas of what makes a scent a winner. "I'm drawn to super-fresh and clean scents," Gail Elliott says. "I prefer fragrances that have a timeless quality," adds Jill Timms. "I'm looking for smooth and complex scents," reveals Neil Perry, while Kerrie McCallum admits she's a sucker for "exquisite packaging". We knew we were in for some champagne-fuelled argument and agreement. In the end we put our eager noses to the grindstone and sniffed hundreds of new perfumes. The results are a heady melange of new favourites for every occasion: from daring, innovative fragrances and zesty holiday scents, to sultry evening spritzes and luxe, niche perfumes.

There's bound to be a winner on the following pages that strikes a chord with you. There can only be 10 winners, but we've listed the 45 finalists to make it easier for you to find a scent that suits your style. We've also chosen the most covetable bottle of the year. So read on to uncover an enticing choice of new, quirky and classic scents to discover, wear and fall in love with.



4 BEST DAY-TIME SCENT

Work environments call for a scent that is easy to wear, uncomplicated and elegant. These five are destined for your desktop.

Elizabeth Arden Mediterranean Breeze eau de parfum, \$80/50ml; 02-9409 7700.
Lancôme Magnifique eau de parfum, \$122/50ml; 02-9931 8888.
Chloé eau de parfum, \$120/50ml; 1800 812 663.
Miss Dior Cherie eau de parfum, \$120/50ml; 02-9695 4800.
Fendi Palazzo eau de toilette, \$108/50ml; 02-9695 4800.



Saskia Havekes enjoys a more subtle daytime perfume.

2 BEST CELEBRITY SCENT

The rising tide of celebrity perfumes continues unabated. Perfect for the young perfume wearer, these affordable, smash-hit scents are linked to some of your favourite stars.

M by Mariah Carey eau de parfum, \$79/50ml; 02-9409 7700.
Kylie Minogue Showtime eau de toilette, \$70/50ml; 1800 812 663.
Britney Spears Believe eau de parfum, \$70/50ml; 02-9409 7700.
Intimately Beckham Night Women eau de toilette, \$75/75ml; 1800 812 663.
Kate by Kate Moss eau de toilette, \$70/50ml; 1800 812 663.



6 MOST INNOVATIVE SCENT

Rare and unique, these quirky new-season scents aren't your usual fragrance fairytale fare. They are perfect potions for those who like their fragrances to have an offbeat edge.

- Etat Libre d'Orange Rossy de Palma eau de parfum*, \$150/50ml; 1800 007 844.
- Shiseido Zen eau de parfum*, \$108/50ml; 1800 225 032.
- Thierry Mugler Miroir des Envies eau de parfum*, \$220/50ml; 02-9663 4277.
- Hermès Kelly Caleche eau de parfum*, \$110/50ml; 02-9663 4277.
- Tom Ford Private Blend Tobacco Vanille eau de parfum*, \$150/50ml; 02-9381 1200.



5 BEST NEW CLASSIC SCENT

Which scents deserve a spot on your dresser next to your Chanel No 5 or Angel? You can start by adding these dynamic new aromas to your shopping list.

- Côme Magnifique eau de parfum*, \$122/50ml; 9931 8888.
- Escalade a Portofino eau de toilette*, \$100/75ml; 9695 4800.
- Ralph Lauren Notorious eau de parfum*, \$135/50ml; 9931 8888.
- Gucci by Gucci eau de parfum*, \$108/50ml; 02-9381 1200.
- Chanel No 5 Eau Première eau de parfum*, \$107/75ml; 02-9900 2944.



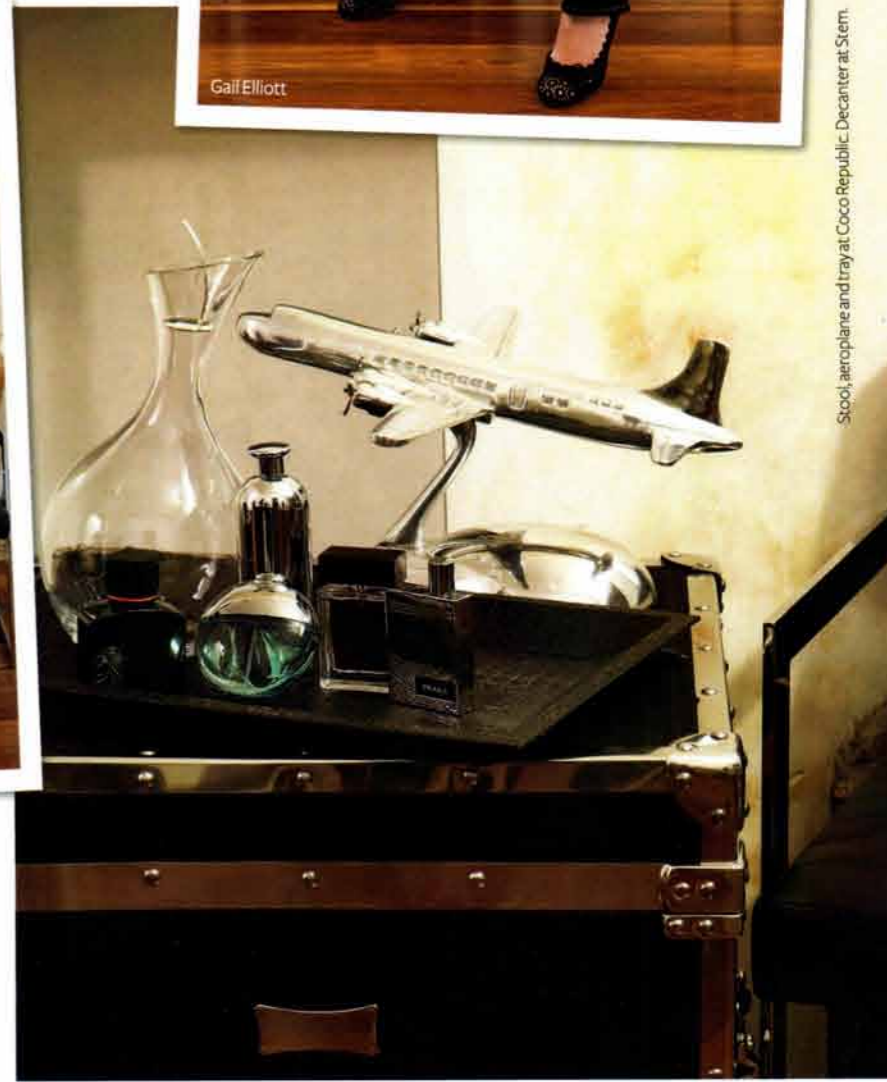
Osborne & Little Vintage Iris wallpaper at Mokum. Table and candlesticks at Coco Republic. Platter at Mud Australia.



7 BEST MEN'S SCENT

The newest men's fragrances meld modern, fresh ingredients with a distinctly old-school, traditional masculinity.

- Ralph Lauren Explorer eau de toilette*, \$95/75ml; 02-9931 8888.
- Bulgari Aqva Pour Homme Marine eau de toilette*, \$89/50ml; 02-9695 5678.
- Kenzo Power eau de toilette*, \$120/125ml; 02-9695 4800.
- Dolce & Gabbana The One for Men eau de toilette*, \$86/50ml; 02-9695 5678.
- Prada Amber Pour Homme eau de toilette*, \$115/50ml; 02-9663 4277.



Stool, aeroplane and tray at Coco Republic. Decanter at Stem.



Naomi Jackson and Neil Perry



8 BEST LIMITED-EDITION SCENT

If it's exclusivity you're after, then look no further than limited-edition scents. Most are summery twists on cherished classic fragrances.

Vera Wang Flower Princess eau de toilette, \$80/50ml; 1800 812 663.
Issey Miyake L'ea D'Issey Reflections in a Drop eau de toilette, \$114/50ml; 02-9695 5678.
Marc Jacobs Grapefruit eau de toilette, \$99/300ml; 1800 812 663.
Stella McCartney Stella Sheer eau de toilette, \$98/100ml; 02-9965 9700.
Yves Saint Laurent Paris Springtime eau de toilette, \$78/125ml; 02-9965 9700.

Console at Pad Designer Furniture. Vase at Space Furniture. Fabric at Mokum.



Jill Timms

9 BEST DESIGNER SCENT

Like their show-stopping gowns, these fashion-house fragrances are guaranteed to turn heads. Expand your wardrobe with the latest in ready-to-wear for your wrists.

Fendi Palazzo eau de parfum, \$108/50ml; 02-9695 4800.
Gucci by Gucci eau de parfum, \$108/50ml; 02-9695 5678.
Tom Ford Black Orchid eau de toilette, \$155/50ml; 1800 061 326.
Chloé eau de parfum, \$120/50ml; 02-9428 1500.
Jean Paul Gaultier Madame eau de toilette, \$114/50ml; 02-9695 5678.



AND THE WINNERS ARE ...

<p>Best Evening Scent Badgley Mischka Fleurs de Nuit eau de parfum, \$125/50ml; 02-9409 7700. "Elegant and easy-to-wear, I could imagine wearing this with a cocktail dress." —Jill Timms</p>	<p>Best Celebrity Scent Kate by Kate Moss eau de toilette, \$70/50ml; 1800 812 663. "It smells fresh and summery, which is quite unexpected." —Fleur Wood</p>	<p>Best Holiday Scent Jo Malone White Jasmine and Mint cologne, \$140/100ml; 02-9362 5555. "It's clean, slightly musky and long-lasting. I also love the beautiful packaging." —Gail Elliott</p>	<p>Best Men's Scent Ralph Lauren Explorer eau de toilette, \$95/75ml; 02-9931 8888. "Fresh and zesty notes of sandalwood and mandarin make it the perfect mix of stylish and sporty." —Naomi Jackson</p>	<p>Best Daytime Scent Miss Dior Cherie eau de parfum, \$120/50ml; 02-9695 4800. "I love the 1930s bottle and old-fashioned atomiser. It's a light, feminine scent and not too overpowering." —Saskia Havekes</p>	<p>Best New Classic Scent Chanel No 5 Eau Première eau de parfum, \$180/75ml; 02-9900 2944. "Chanel is classic. It reminds me of a gorgeous garden I visit in the Blue Mountains." —Akira Isogawa</p>	<p>Most Innovative Scent Tom Ford Private Blend Tobacco Vanille eau de parfum, \$150/50ml; 02-9381 1200. "Heady and unique, this is definitely a great scent for adventurous women." —Kerrie McCallum</p>	<p>Best Bottle Design Prada Amber Pour Homme eau de toilette, \$115/50ml; 02-9663 4277. "So elegant and chic! It's the sort of bottle that's a statement in a subtle way." —Jill Timms</p>	<p>Best Limited-Edition Scent Stella McCartney Stella Sheer eau de toilette, \$98/100ml; 02-9965 9700. "A beautiful sheer floral with the elegant aroma of fresh-cut roses." —Neil Perry</p>	<p>Best Designer Scent Gucci by Gucci eau de parfum, \$108/50ml; 02-9695 5678. "It's a classy bottle and the scent is both feminine and bold." —Jill Timms</p>
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