

Fruit PUNCH

A fresh crop of sparkling, fruit-based fragrances has arrived just in time for spring

BY KATE DALEY

PHOTOGRAPHER: NATASHA V.



CLOCKWISE FROM TOP LEFT: Eau de Lacoste Femme Eau de Toilette (\$85), at Sears; Roberlo Cavalli Just Cavalli Eau de Toilette, 50 ml (\$70), at The Bay; Madly Kenzo Eau de Toilette, 50 ml (\$80), at The Bay; Valentino Valentina Eau de Parfum Spray, 80 ml (\$125), at The Bay; Dolce&Gabbana The One Desire Eau de Parfum, 50 ml (\$140), at The Bay; Marc Jacobs Daisy Eau So Fresh Sunshine Edition, 75 ml (\$80), at The Bay; Burberry Body Tender Eau de Toilette, 60 ml (\$85), at The Bay; Oscar de la Renta Something Blue Eau de Parfum Spray, 50 ml (\$85), at Holt Renfrew; Gucci Guilty Black Pour Femme Eau de Toilette, 50 ml (\$95), at Sephora.
Creative Direction: Alice Unger
Stylist: Serge Kerbel for Plutino Group

Never has the term “juice”—industry jargon for perfume—been more appropriate. This spring, newly launched fragrances are bursting with mouth-watering notes of pineapple, mandarin, green apple, lemon and lychee.

Longer days and warmer weather signal a switch to lighter scents, away from heavy and seductive compositions of tonka bean and patchouli. The emergence of fruit-inspired perfumes began in the early 1990s with the launch of Un Ete En Provence Escada, Perhaps by Bob Mackie, Boucheron’s Jaipur and Safari by Ralph Lauren. Today, fruit scents are more popular than ever in North and South America, says global fragrance expert Marian Bendeth. According to Bendeth, South American consumers prefer these tropical scents and, as many immigrate to North America, the trend is becoming mainstream.

While playful scents might skew younger, sophisticates need not fear—not all fruity fragrances are sticky sweet. Tart, dry citrus scents built around notes of lemon, lime and orange (called hesperidiums), such as Calvin Klein’s lemon and bergamot-heavy CK One, provide a refreshing alternative to overtly fruity spritzes. Strawberry, raspberry, apple and peach notes, found in such compositions as Gucci Guilty, offer body and warmth.

This spring, the star ingredient in many fragrances is lychee. It is found in Dolce&Gabbana’s oriental floral The One Desire, along with fresh top notes of mandarin and bergamot wrapped in an intense trio of Madonna lily, jasmine and plum nectar. Lychee is also at the heart of Oscar de la Renta’s fruity floral Something Blue, blended with

stephanotis, lily of the valley, linden blossom and mandarin. Madly Kenzo, the brand’s latest, has top notes of lychee and pear, along with a jasmine and heliotrope heart.

Bitter orange oil, also called neroli, has a spicy and sweet floral note with both masculine and feminine qualities. It too is making its mark this season, says Bendeth, often as the opening conversation in a scent. Not as conventional as traditional fruit notes, bitter orange is perfect for those who don’t like the languor of gourmand fragrances. Just Cavalli, a floral created by master perfumers Nathalie Lorson and Fabrice Pellegrin, contains a neroli top note. Along with Tahitian tiare flower and a soft woody note to ground it, this scent is a fresh yet luscious combination.

Many popular fragrances, such as Marc Jacobs’ Daisy, have been reformulated with fresh fruit notes to give them more sparkle. Daisy has been reinterpreted by perfumer Harry Fremont; available as Sunshine Editions are Daisy Sunshine and Daisy Eau So Fresh Sunshine. He combined berries, pink grapefruit and pear with cedar wood and musk. “The Sunshine Editions had to be aligned with the original fragrance, but are more vibrant, radiant and luminous,” says Fremont. “What brings [the ingredients] together is a red fruity top note, a round floral heart and a soft, easy-to-wear dry down.”

Fruit fragrances can mentally whisk you to the tropics any time of year, but they’re ideal for the warmer months. “The actual temperature of the air affects the way the fragrance sits on the skin because heat causes fragrances to dissipate faster,” explains Bendeth. “And, like fashion, your fragrance should reflect the season.”