

Scents of Style

Clothes May Make An Immediate Statement But Your Fragrance Leaves A Lasting Impression

(NAPSA)—Scientists believe scents cause such intense reactions because the olfactory lobe, which controls the sense of smell, is part of the limbic system, the area of the brain considered to be the seat of emotions and memory. So basically, fragrance can waft its way into the heart, creating eternal memories.

Together, fashion and fragrances can make lasting impressions. This season's antique allure of jeweled broaches won't be the only thing turning heads. Devoted fashionistas are turning to the latest fragrances by distinguished designers for an alternative way to wear their favorite brands. The creative minds behind the latest trends believe fragrances have a powerful ability to reflect the spirit and mood of their collections.

For example, Carolina Herrera's 212 Sexy, seeks to expand women's self expression through the art of fragrance, just like she has done with her infectiously charming fashions. The fresh oriental blend of the scent captures Carolina Herrera's elegance and simplicity. Herrera believes, "fashion is a fulfilling experience for the eye, so fragrance must be the same for the nose. It's the designer's responsibility in fashion and fragrance to assure the memorability of the wearer."

Paco Rabanne reinterprets his fashion ideals through his newest launch, Pour Elle. The fragrance has been created to reflect his view of modernity, grace and signature sexiness. According to Rabanne, "It's very important that fashion and fragrance be coherent with the times. My designs are for modern, sensual women that assert their freedom and femininity." The scent's modern top notes



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include white pepper and Italian Mandarin merged with feminine white freesia. At the heart lies a seriously sexy jasmine, absolute rose and karo karounde. The base notes are comprised with sensual amber and massoia wood, softened and sweetened by peach.

Meanwhile, Prada's first fragrance is simply called Prada. As with Miuccia Prada's designs, the fragrance fuses the richness of craftsmanship with creative exploration. The scent uses the techniques of classic perfumery including natural ingredients. For a modern twist, Prada incorporates heady and sensual amber, sandalwood, patchouli, labdanum and the vanilla-like benzoin for a uniquely feminine and seductive elixir. It's an incarnation to her original, innovative designs.

So remember, while you are figuring out what to wear in the morning or before a night out, it can be your fragrance, along with sense of style, that will determine your lasting impression.