

Fragrant convergence

More and more women are reaching for masculine fragrances



Feminine fragrances are warm, emotional and sensual, while masculine scents are dynamic, powerful and cool. These kinds of equations really don't work any more today.

The best indication of this trend: More and more women are falling in love with masculine fragrances. And that comes as no surprise to anyone who's ever experienced the new masculine notes... Gone are the days when men predominantly smelled like tobacco notes, light citrus nuances and lavender. In the past, the Oriental fragrance concept had almost always been used for feminine scents. Reinterpreted, though, it has now entered the world of masculine perfumes. In addition to their freshness, these new fragrances offer the surprise, first and foremost, of floral accents and seductive notes, like musk and vanilla. Soft and sensual is what modern men want. The result: More and more women are intentionally reaching for masculine flacons in the bathroom. Or even buying masculine fragrances for themselves!

New roles, new fragrances

This fragrant convergence is primarily being driven by changing role models.

Today, there's no longer anything special about being a mother and pursuing a career. On the other hand, virtually no man any longer has to risk disapproving looks if he's happy bringing up his children. The barriers between social roles are vanishing, sex-specific delineations are disappearing – and that's exactly what's also being reflected in the world of fragrances.

Famous forerunners

Many of today's masculine fragrances evoke a masculine ideal that's characterized by emotion, passion and creativity – the exact opposite of the tough, rationally driven man. Two famous masculine notes were early forerunners of this new softness: In 1965,



Jean Paul Guerlain created Habit Rouge, an Oriental-woody citrus scent in which a fresh top note is first transformed into an easy-going, warm heart note with spicy accents before finally giving way to a soft, powdery base note consisting primarily of vanilla and amber. Soon afterward, in 1966, Eau Sauvage was launched – it was the first masculine perfume from Dior: A lemony, piquant-light scent with a tender jasmin flair. With his "wild water," famous French perfumer

Edmond Roudnitska had created a classic – and set a fragrant milestone: The heart note in Eau Sauvage consists of floral notes – jasmin, rose, carnation and iris – which up until then had generally been restricted to feminine perfumes. This was presumably one of the reasons why this scent, which is said to be the best-selling masculine perfume in the past 25 years, has always had a reputation for enchanting not just men but women as well.

Fragrant working world

In fact, it would appear that women who work are increasingly viewing these new, soft fragrances as the ideal scent to wear at the office. Because in most western countries, sexuality isn't wanted at the workplace – and that includes sultry feminine perfumes with erotic undertones. The new masculine fragrances smell fresh and sensual – without seeming provocative. That's because perfumers haven't simply adopted the Oriental fragrance concept one hundred percent, they've creatively adapted it: With a yes to sensuality and warmth, but a no to sultry eroticism. Ideal for the working world!

