

EAU DE ECO

Eight bottles of Flowerbykenzo are bought every minute, so it's great news that the brand is set to launch The Refill – a pared-down pouch designed to top up your old bottle. At 52% smaller and 68% lighter than the classic glass containers, these bad boys massively reduce the effect on the environment and, at £39.50, they're 15% cheaper, too. What's not to love?



NEW YORK! NEW YORK!

OK, so you may not get to sit front row at NY Fashion Week, but with this trio of NY-inspired fragrances, courtesy of cult organic brand Honoré des Prés, downtown hotspots such as The West Village and Soho are just one whiff away. Try I Love Les Carottes, Love Coco or Vamp à NY, £69 each.



GRAZIA

FRAGRANCE REPORTER

Beauty assistant Rose Beer reports on the flurry of fragrances landing this week. We'll spritz to that!



PERFUME PIN-UPS

Man up ladies, gender-bending is big news right now, with 90% of men's scents being purchased by women. Is it down to the hunks fronting the campaigns (think French hottie Gaspard Ulliel, Ryan Reynolds and Orlando Bloom), or the new fresh scents? Either way, the incredible Chanel Bleu, £42, and Hugo Boss Bottled Night, £29, are absolute lust-haves.



DOLCE & GABBANA A'W '10

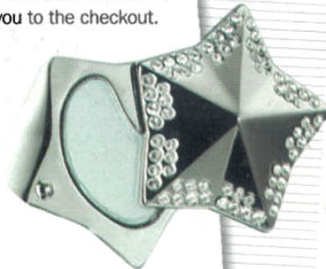
CAUSE A STINK

Way more exciting than a scented candle, the hottest way to fragrance your life comes in the form of a super-chic stink bomb created by luxury candle maker to Chanel and Dior, Cire Trudon. As the glass vial hits the floor (yes, you have to throw it!) orange blossom fills the room... £29.



WAITING LIST ALERT

There's nothing like a limited-edition fragrance charm to drag us away from *Mad Men* and down to the department store. With its 70 Swarovski crystals, the Thierry Mugler Angel Solid Perfume Ring, £30, launches in October. Race you to the checkout.



flash

Head to the V&A to see the Diaghilev and the Golden Age of the Ballets Russes exhibition and check out perfumer Roja Dove's exclusively created fragrance, Diaghilev, £75, alongside exhibits from Chanel and Picasso.

Photos: Reima, Jason Lloyd Evans, David Marquez, Chanel: 020 7493 3836, Cire Trudon: www.united-perfumes.com (from October), Diaghilev: 020 7893 8797, Honoré des Prés: exclusively at Space NK (www.space-nk.com), Hugo Boss: nationwide, Kenzo: available nationwide, Thierry Mugler: available nationwide