

Scent sense...

A scent-sible approach

Perfume is a romantic lure that goes back in time to the ancient Egyptians. Its history is filled with fantasy, intrigue and romance.

Over the centuries, perfume has been credited for changing moods, bringing back memories, masking evil and arousing sexual desire.

Today, the magic of perfume is designed to make life generally more pleasant. It should be an extension of the person who wears it.

CAUTION however, should be exercised when applying fragrance. For instance, his and her perfumes should enhance a couple's relationship — not result in a dual of fragrances.

The sweet smell of success we associate with the application of aromatics to the skin can turn into an unpleasant experience when fragrance is applied with a too heavy hand. Used too liberally, perfume can be more a turn-off than a turn-on. However, no fragrance at all means there's no romance in your soul.

Seeking some "happy medium" guidelines for a sweet smell of success, we consulted two experts in the art of perfumery.

Brenda Hamburger, vice president of Enjoli from Charles of the Ritz, offered the following scent-sible checklist.

1. Fragrance should always be applied to pulse points such as the inside of wrists and elbows, the base of the throat, the temples, behind the knees and the center of the bosom. Apply to

several points, not just one. Remember that fragrance rises as it's worn — that's why you use it behind the knees.

2. Don't skimp! Apply the fragrance liberally so that its initial "lift" or, in the jargon of the trade, the "top note," is a little more intense than you actually want it to be. The top note will quickly tone down and the scent becomes more subdued.

You might, for example, generously apply fragrance immediately after bathing. By the time you're dressed and made up, the fragrance should achieve the right intensity.

3. If you use scents that are different from your perfume or cologne — bath powder, hand and body lotion, deodorant and hair spray — the original fragrance can be neutralized.

To avoid this, consider using unscented grooming products and try bath powder and body lotion with the same scent as your personal fragrance. This layering won't prove overpowering. It will serve as a subtle reinforcement of your original scent.

4. You can wash away fragrance. For example, if you've applied scent to the inside of your wrists, washing your hands tends to remove it. If need be, reapply the fragrance.

5. Just because you're no longer aware of the fragrance after several hours doesn't mean that it has disappeared. It's simply that you have become so used to the scent's presence that you are no longer consciously aware of it. Test its presence or ab-



Using perfume should result in an enhanced relationship, not a duel of fragrances. Scent-sible use of colognes and perfumes calls for

knowing when light touch has become heavy handed. (Photo by Linda Solomon)

sence by asking someone else if he or she notices the fragrance. Chances are the answer will be "yes."

MEN'S FRAGRANCE has come a long way since after shave lotion was considered the only staple in a man's grooming routine.

"Today there are many fragrances available," said Mike Gibbons, executive vice president of Aramis, "and a man should know the different strengths in order to choose the one that suits him best."

Gibbons offered the following rundown of fragrance strengths and suggested ways to use them.

1. After-shave is a mild fragrance, especially formulated to help leave skin lightly fragrant and refreshed. It

should be patted on a freshly-shaved face. Cologne should not be used as a substitute for after-shave. The higher potency of a fragrance is designed to be applied to the body, not the face.

2. Light sporting cologne is the newest addition to the Devin fragrance line-up. It contains a higher concentration of oils than after-shave and less than cologne. It is the ideal form to splash all over the body after the morning shower.

3. Cologne is a long-lasting fragrance containing the greatest concentration of oils. Meant to be used on heat points of the body such as chest, arms, and the back of the neck, it allows the fragrance to diffuse gradually.

Cologne is for the man who enjoys a rich, full-bodied fragrance that is long lasting.

Rustle Shand



Richard Glassen's new summer jewelry is carved from light weight wood, then enameled with gold. Free form wrist cuff, wishbone to tuck in hair or belt, and choker with rock crystal eye are all available at Claire Pearone, Somerset Mall.

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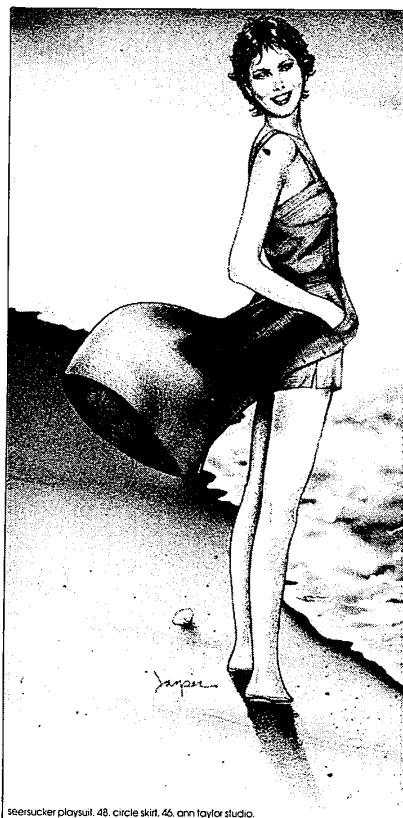


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