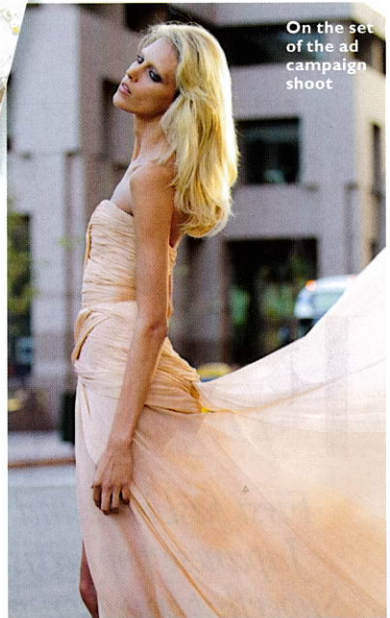


Sketches for Elie Saab Le Parfum



On the set of the ad campaign shoot

B

efore the fragrance, there was Elie Saab's universe – and it was filled with light. Perfumer Francis Kurkdjian, who worked with Saab to bring his first eponymous fragrance to life, was intrigued. "What I found fascinating was the idea of interpreting light; I didn't have any specific images in mind, just sensations – the whiteness of the sun at its zenith, radiant femininity; a modern interpretation of voluptuousness," he shares.

Let There Be
LIGHT

Two new fragrances capture the essence of femininity and sunlight. By Li Ying Lim.



Francis Kurkdjian, the fragrance nose

Designer Elie Saab deep in thought

INTENSE DELIGHT

Elie Saab Le Parfum was henceforth born, radiating with "the duality of my world: the light of the Middle East and the modernity of the West." Saab, a Lebanese couturier based in Paris, has always had an innate sense of what women really want to wear. His signature collections of chiffon drapes and dazzling eveningwear have graced the silhouettes of princesses and A-listers alike, and his reputation for altering and tailoring a dress directly on a woman's body is as legendary as his remarkable rise to fame at the mere age of 18, when he opened up his first couture house.

"My sole ambition is to inject beauty into the lives of women," the designer tells *BAZAAR* exclusively. "For me, each one of my creations should be the height of femininity; my priority is always to design a dress that highlights a woman's figure at its best," says Saab, who is unambiguous when it comes to what inspires his style.

"We are the result of our culture and heritage, and I'm certainly inspired by my culture and the richness it offers. It was important for me that this heritage be part of my perfume. It was also essential for me to create a fragrance that would please every modern woman. The result is a very elegant scent composed of very fine materials."

NATURAL RADIANCE

"What I love most about this project for Elie Saab is that it glistens with a very positive air of self-assured femininity," says Kurkdjian. Mediterranean petals, plucked when warmed by the sun, touch the senses at the very first whiff. The heart of white flowers, sambac and grandiflorum jasmine, is gilded by a delectable trail of rose honey and a mysterious shade of patchouli.

The latest Le Parfum Intense, is the sequel to this womanly concoction. While the EDP evokes light of day at its brightest, Le Parfum Intense is all about the last strand of light that appears across the horizon right

before sunset. This time, the flacon takes on a classic gold tint, with exotic ylang-ylang at the heart of the fragrance for that subtle touch of mischief.

Saab says of the master perfumer: "He immediately understood what was important for me – the emotion that the perfume could bring to the women who wear it. Just like for the dresses that I design, I wanted to instil beauty into women's lives, via this perfume. For most women, an Elie Saab dress is an inaccessible dream. This fragrance is a touch of the exceptional in their everyday lives." ■



Boss ambassador Gwyneth Paltrow

CLEAN AND CRISP

Inspired by the first light of day, Hugo Boss returns to the first Boss Nuit with Jour.

"For me, it's a mood boost. It's fresh and beautiful, and wakes me up in the morning. I think there's something really optimistic about it," reveals actress Gwyneth Paltrow of the second fragrance she fronts for Hugo Boss. It is all about that exciting prospect of the day ahead for a successful woman, who takes on the day with elegance and poise as well as unflinching passion. "We put a lot of emphasis on a really intelligent and sophisticated ingredient selection to make sure they each represented a different part of the Boss woman," describes Will Andrews of Jour, which means 'day' in French. Andrews spearheaded the creation of Nuit as well as Jour fragrances. "With a combination of delicate white flowers and vibrant citrus, we were able to create something feminine, elegant, and sophisticated. The aim was to not only make women feel beautiful, composed, and inspired, but give them a fragrance that combined this with a soft burst of freshness that mirrored that feeling of anticipation and excitement at the first light of day."



Hugo Boss Jour Pour Femme, RM256 (50ml) & RM333 (75ml)