

BEAUTY BAZAAR

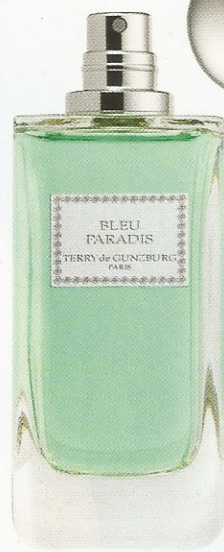
In perfumery there are some flowers that give up their scent easily, and others that are more closed,' reveals Michel Almairac, the master perfumer at Chloé. 'The rose is the most generous.' The label's latest arrival, Roses de Chloé, is set to become a contemporary classic. Created from bergamot, damask-rose essence and magnolia (as well as from Chloé's fragrance signatures, white musk and amber), it is essentially feminine; light and airy, subtle enough for daytime but strong enough for night.

'The rose is the queen of flowers,' says Christine Nagel, Jo Malone London's master perfumer. 'And modern technology has allowed us to change the way we use it, creating a variety of exciting options.' Jo Malone London's Peony & Blush Suede uses the green of the stem at the base of the bud. 'The classical rose scent is soft and opulent, but this alternative accent gives it modernity and youth.'

Several other perfumes are now emerging from the rose and being combined in fresh ways. As Laurence Roullier White of the perfumery Roullier White says: 'Instead of classic French florals that are almost a flower arrangement themselves, these new scents put the flower in a more natural setting – a touch of the stem and leaf.'

Balenciaga's new Rosabotanica is a deep rose laced with fig; Terry de Gunzburg's Bleu Paradis is based on an imaginary blue rose and scented with cedar; and Roger & Gallet's Rose Imaginaire, £32, mixes tangerine, strawberry, violet and sandalwood to create a rose scent without using any of the flower itself.

Frédéric Malle, grandson of the founder of Parfums Christian Dior and creator of cult scents including Lipstick Rose, £105, and Une Rose, £135 – with Turkish rose, red wine and truffle oil – says



£105 Terry de Gunzburg

£105 Terry de Gunzburg



From £53 Balenciaga

£52 Chloé



From £39 Jo Malone London

the novelty is in the mix. 'Rather than using musk, vanilla or clove, we go for woody notes such as patchouli and saffron, or green notes.' Guerlain's new La Petite Robe Noire blends moss, rose, raspberry and patchouli; Givenchy's sorbet-sweet Very Irresistible L'Eau En Rose, £37.50, is based on the 'frosted rose' and mixed with blackberry.

Where roses are picked now plays a part, too. 'Old rose scents tended to use Bulgarian roses,' says Roullier White. 'These days we use the Turkish, which is sultry, earthy and sexy; the Taif, which is rare and beautiful; and the Moroccan rose, which is smaller and sweeter-smelling.' Noorolain Taif, from British perfume house Thameen, is an almost bittersweet mix of Taif and Turkish rose with pink and black peppercorns, making a succulent dark-chocolate scent.

Byredo's Rose Noir is similarly dark, the damask rose dirtied up with moss and musk. The French fragrance house Le Labo has come up with Rose 31, £150, the centifolia rose transformed with spicy, woody notes such as cumin, cedar and amber.

So, from blue, black or green to crimson petals, a new chapter begins in the story of the rose. ELLEN BURNEY

POWER FLOWER

The soothing properties of the rose have been known for centuries, but only recently has science proven its anti-ageing skincare benefits. Hydrating and rich in antioxidants, rose extract can help reduce free radicals; and its stem cells boost collagen and elastin production for plumper, more youthful skin.

In his Rose de Vie range, Dr Sebagh draws on the rose's hydrating powers, combining rose oil with a hi-tech antioxidant for lightweight, oil-based formulas that give a fresh, healthy glow.

The flower's scent is also an important element in skincare. The standout product in Diptyque's debut skincare range is the divine-smelling Infused Facial Water, containing 84 per cent rosewater.

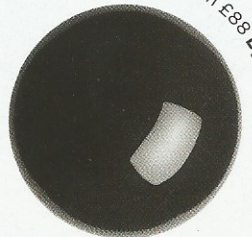
Does any other ingredient unite comparable skincare benefits with such cossetting of the senses?

VICTORIA HALL



From £44 Guerlain

From £88 Byredo Parfums



BYREDO PARFUMS
ROSE NOIR
EAU DE PARFUM

MADE IN FRANCE



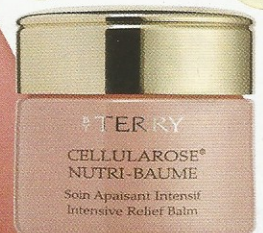
Rose Absolue L'Extrait, £255 Lancôme

Cellularose Nutri-Baume, £68 By Terry

Black Rose Face Mask, £93 Sisley

Infused Facial Water, £35 Diptyque

Rose de Vie Hydrating Mask, £69 Dr Sebagh



CELLULAROSE® NUTRI-BAUME Soins Apaisants Intensifs Intensive Relief Balm

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