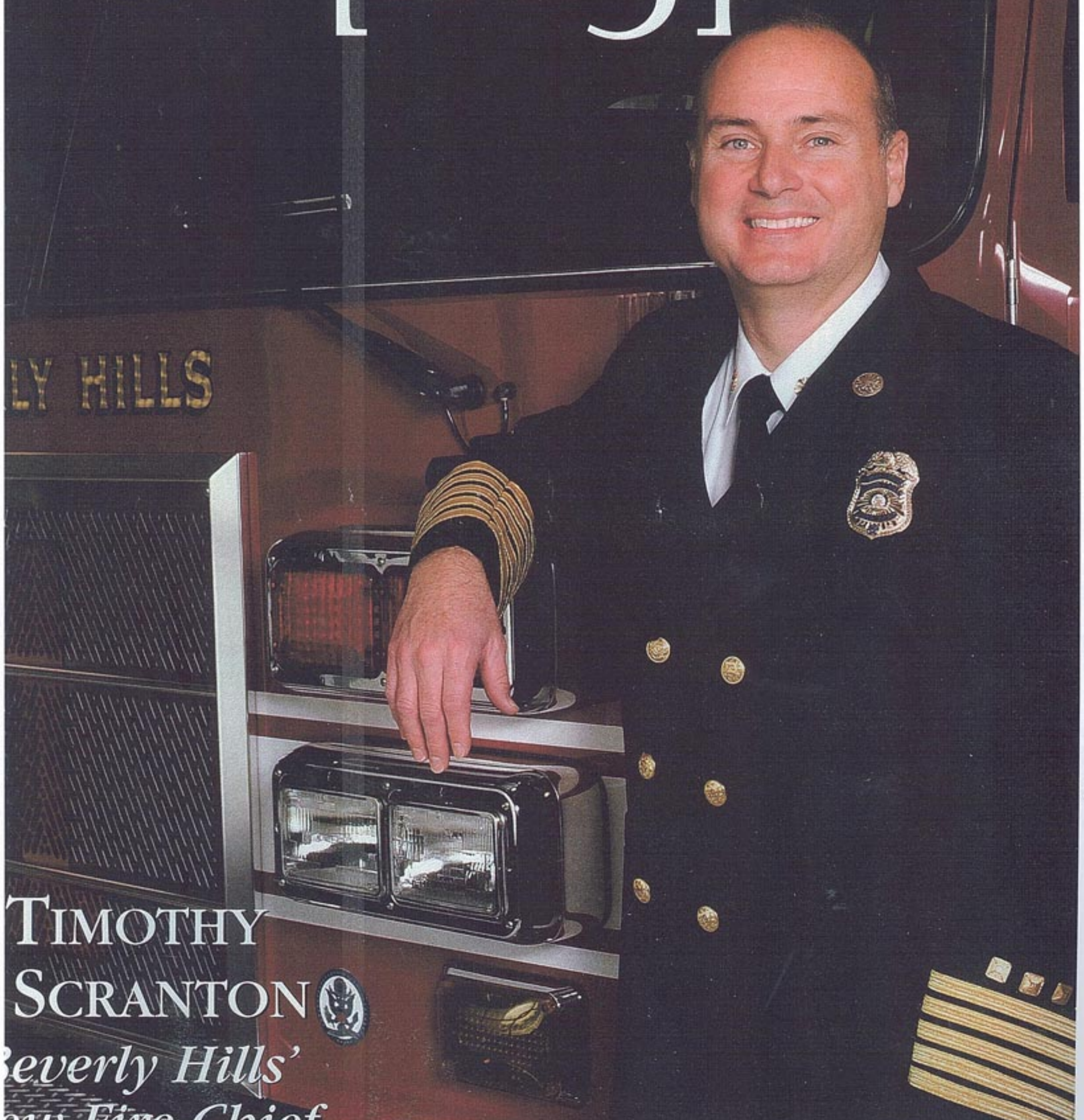


# EVERLY HILL

## [213]

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TIMOTHY  
SCRANTON  
*Beverly Hills'*  
*Fire Chief*



Saks Fifth Avenue presents  
 the Sweet (and Cool) Smell  
 of Pop Art in **Andy Warhol**



## Union Square by Bond No. 9

"My favorite smell is the first smell of spring in New York," Andy Warhol once said. Perhaps in a similar spirit, Warhol began painting and silk-screening a series of highly stylized, phantasmagorically colored flowers during the 1960s. He returned to this age-old painter's subject in 1970, when he developed a portfolio of vibrantly colored flower screenprints at the first of his two studios on Union Square. Both the florals and the location were the inspiration for Andy Warhol Union Square, the latest in Bond No. 9's series of collectible Warhol eaux de parfum.

The scent, a seductive green floral that's simultaneously cool and warm, is housed in the slim Bond No. 9 superstar flacon, this time displaying Warhol's flowers as its surface design. Outsize, otherworldly flowers such as these are of course a

major fashion statement for spring 2008—with multitudes of designers taking their cue from the Warhol Flowers series. Likewise, Bond No. 9's Andy Warhol Union Square is in tune with the times (as perfumes should be). Moreover, this latest scent, enveloped in Warhol's iconic flower motif, raises the art of perfumery to a new level of sophistication.

While most floral fragrances just hint at cool, and vice versa, this one is an ambi-sexual, daringly balanced mix of sweet and cool. Sometimes the gentle scent of lily of the valley seems about to prevail, looped together with blue freesia, golden amber, and animal musk to enhance its sensuality. At other times, crunchy green-stem notes and white birch wood are poised to turn this scent into one of pure, clean energy. But then the sweet-



ness and the coolness merge, and stay merged.

The surface of the sculpted glass perfume flacon, with fuchsia, red and yellow colored flowers with blue colored blades of grass, places Warhol's artistry in a new medium. Like nothing found in nature, these flowers remain on the two-dimensional plane. They are like psychedelic paper cut-outs superimposed above the blades of grass, which have an outsized life of their own. Yet the two coalesce in the overall composition, just as the scent's floral and green notes merge in their own artistic composition.

"Another way to take up more space is with perfume. I really love wearing perfume," Warhol remarked. What's more, "for an iconic time, perfume is a way to see and be seen," adds Bond No. 9's president, Laurice Rahme. "We were attracted to Bond No. 9's creative approach to luxury perfumery which celebrates New York City," said Michael Hermann, director of licensing at The Andy Warhol Foundation. "Working with Bond No. 9 represents a unique, unexpected, and exciting opportunity to introduce Warhol to an ever-widening audience." The connecting point between the Warhol Foundation and Bond No. 9 is New York. If Andy Warhol was a mirror of his time, he also reflected the vitality and creativity of his adopted city—exactly what Bond No. 9 is about. With the Warhol collaboration, Bond No. 9 takes as its mission to enhance the artist's dynamic by connecting his vision not just with a line of fragrances, but with another kind of artistry—that of the sense of smell, and to interpret for today the scents of the studios, the clubs, the streets of New York that Warhol frequented and made famous.

For more information, please call  
(310) 275-4211 or visit [www.saks.com](http://www.saks.com).

