



talking dirty

MEN'S FASHION SPRING 2008

George Clooney

SCENT NOTES CHANDLER BURR

Tried and True

★★★

John Varvatos
John Varvatos
johnvarvatos.com

★★★★

Mugler Cologne
Thierry Mugler
thierrymugler.com



★★★★★

New Haarlem
Bond No. 9
bondno9.com

Formulaic scents for men are, like death and taxes, inevitable. Sometimes, given their smell, you'd take death. But every so often a perfume house has a masculine fragrance that is actually good. Even great. It can happen three ways.

Three, create an astonishing scent, intelligently call it unisex and throw it out there. Bond No. 9 can afford the inestimable luxury of telling the marketers, whose credo is "Men only buy junk," to take a hike. Bond No. 9 is like Willy Wonka's factory as run by the New Museum: it produces works of art like the 2003 launch of **New Haarlem**. Under the creative direction of Laurice Rahmé, Maurice Roucel has made a lightly spiced scent that blends rich coffee and burnt sugar, smooth as cream and strong and sleek as Reggie Bush. This juice runs like a Maserati. It is 22-karat gold on young skin, but the middle-aged from the Upper West Side can put this on and be transformed. Technically perfect — diffusion, persistence, evolution — New Haarlem has no need to leave all masculines in the dust. It is simply a different ballgame.