

Fashion, Beauty, Business

WWD  
100 MILANO COOL

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# WWD

## Milano

### COOL

Ralph Lauren hits the road with Purple Label Plus, Milan inspirations and London trends

By [unreadable]

**THE BIEB GOES ON**  
Justin Bieber is taking long rides on fashion, music and growing up. And "Xosha's" *Footwear* p. 26

**DOMESTIC POLICIES**  
Trade shows evolve via wearable tech, social media, entertainment and new alliances. *In Focus* p. 40

**POWER SCENTS**  
The Fragrance Foundation gets ready to pick its annual winners at New York's Lincoln Center. *Footwear* p. 87

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## Perfume Extraordinaire

The awarded Perfume Extraordinaire is a special award recognizing fragrance focus and performance. These items are selected on criteria: originality, versatility and quality. To ensure eligibility, brands must present their brand with judges who don't have any of their own products voting for the award. Here's this year's list of winners.

By PAUL BRONKMAN

### Diquye Cosmetics *Lesées Eau de Parfum*



**LANCHESSE**  
REWARD AND HONORACE  
HOUSS/Juliane Fritzsche,  
Diquye Paris  
SP-10010/Vald'Isère,  
pink pepper, rose  
MSL-10010/Mineral,  
rose de mai, red bell pepper  
MSL-10010/Indescent,  
Sensuelle, fleur de cerise  
FRAGRANCE TYPE Floral

### IFF Perfume *Calligraphy Softflor*



**LANCHESSE**  
REWARD AND HONORACE  
HOUSS/Annemarie Gössler, IFF  
SP-10010/Orange, mandarin  
MSL-10010/Lavender,  
soft flor, Turkish rose  
MSL-10010/1000,  
MSL-10010/1000,  
Sensuelle, cerise  
FRAGRANCE TYPE Spice

### Robertet Atelier Cologne *Santal Caribbe*



**LANCHESSE**  
REWARD AND HONORACE  
HOUSS/André Eschenlé,  
Robertet Atelier  
SP-10010/Bergamot, fennel,  
santal, Santal de  
Madagascar  
MSL-10010/Santalwood,  
fennel, vanilla, rose  
MSL-10010/1000,  
MSL-10010/1000,  
MSL-10010/1000,  
MSL-10010/1000,  
MSL-10010/1000,  
MSL-10010/1000,  
MSL-10010/1000,  
FRAGRANCE TYPE Spice, wood

### Perfume ChristianDior *Grès Montaigne*



**LANCHESSE**  
REWARD AND HONORACE  
HOUSS/Françoise Demachy,  
Dior  
SP-10010/Bergamot,  
MSL-10010/Santal, patchouli,  
jasmine  
MSL-10010/1000,  
MSL-10010/1000,  
MSL-10010/1000,  
FRAGRANCE TYPE Spice, floral

### Pierces Synthese *Pierces*



**LANCHESSE**  
REWARD AND HONORACE  
HOUSS/Dominique Agut, Synthese  
SP-10010/Aldehyde rose,  
rosemary, blue iris,  
MSL-10010/1000,  
MSL-10010/1000,  
MSL-10010/1000,  
MSL-10010/1000,  
MSL-10010/1000,  
MSL-10010/1000,  
FRAGRANCE TYPE Spice

### Carven *Carven Pour Homme*



**LANCHESSE**  
REWARD AND HONORACE  
HOUSS/François Carven,  
Carven Paris  
SP-10010/Santalwood,  
MSL-10010/Santalwood,  
MSL-10010/Santalwood,  
MSL-10010/Santalwood,  
MSL-10010/Santalwood,  
MSL-10010/Santalwood,  
MSL-10010/Santalwood,  
MSL-10010/Santalwood,  
FRAGRANCE TYPE Woody,  
spice, citrus

### Byredo *Flowerhead*



**LANCHESSE**  
REWARD AND HONORACE  
HOUSS/Christina Heitsch and  
Julianne Glynn, Byredo Inc.  
SP-10010/Apple, orange,  
MSL-10010/Apple,  
MSL-10010/Apple,  
MSL-10010/Apple,  
MSL-10010/Apple,  
MSL-10010/Apple,  
FRAGRANCE TYPE Floral

## Indie Fragrance of the Year

This year, the Indie Fragrance of the Year award honors Byredo for its unique take on Lavender's Atlas. The award is presented by a panel of industry experts and is voted on by a large community of indie fragrance lovers.

### Intoxicated By Kilian



**LANCHESSE**  
REWARD AND HONORACE  
HOUSS/André Eschenlé,  
Robertet Atelier  
SP-10010/Bergamot, fennel,  
Santal de Madagascar  
MSL-10010/Santalwood,  
fennel, vanilla, rose  
MSL-10010/1000,  
MSL-10010/1000,  
MSL-10010/1000,  
FRAGRANCE TYPE Spice, wood

### Byredo *Mojave Ghost*



**LANCHESSE**  
REWARD AND HONORACE  
HOUSS/Julianne Glynn, Byredo Inc.  
SP-10010/Amberwood,  
MSL-10010/Amberwood,  
MSL-10010/Amberwood,  
MSL-10010/Amberwood,  
MSL-10010/Amberwood,  
FRAGRANCE TYPE Oriental, floral

### Omnia Indigo *Offensive Studio*



**LANCHESSE**  
REWARD AND HONORACE  
HOUSS/Mylene Allen,  
Indigo  
SP-10010/Pineapple,  
MSL-10010/Pineapple,  
MSL-10010/Pineapple,  
MSL-10010/Pineapple,  
MSL-10010/Pineapple,  
FRAGRANCE TYPE Spicy, wood