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Sporting tights from the barre to brunch is old news. But sports luxe is moving beyond fashion, with fragrance counters offering a new breed of less gender-centric, clean sports scents for women. *WH* Beauty Editor, Melinda Ayre, travelled to Paris (in yoga pants) for the launch of Eau de Lacoste L.12.12. Pour Elle. This is what she learned...

We've had sexy orientals, pretty florals and summer notes that sparkled like champagne, but nothing that smelt... deliciously fit. Bruna Scognamiglio, senior communications leader for P&G Prestige global fashion brands, believes this new breed of female sports fragrance taps into the current mood of modern women – the need to look and feel sporty. "The body is now a physical achievement – people like to be recognised for their achievements," she says.

## What does 'fit' smell like?

Besides sweaty gym clothes and well-earned coffee, that is. Sports scents have, in olfactory terms, a soft freshness. It's about both the type of notes chosen and the amount of perfume oil used. "In sports fragrance, you would avoid anything heavy or creamy, as it makes you feel sensual and seductive. With sports luxe you want to feel clean," says fragrance technical scientist, Will Andrews. "I love health ingredient notes like coconut. I can't claim health benefits, but when you smell it, it fits into the wholefood world and you sense a green freshness," he adds. Recent offerings such as Calvin Klein's genderless scent ck2 and B.Balenciaga's new Skin for women with green tea and edamame, weigh in to this same clean, green vibe. In the three new scent creations from Lacoste, you'll find notes of coconut, pineapple, mandarin, orange blossom, red apple and cinnamon – almost more of a smoothie than a spritz. **WH**



## SPARKLING

"We wanted to create this fun, joyful fragrance full of life, based on the French macaron," says Andrews. A modern, luxurious gourmand, with focus on sugar – blackberry for body and apple for freshness.

## ELEGANT

This fragrance projects in warm waves, driven by Jasmine Sambac with a crisp cocktail of citrus oils and the fizzy effect of Mimosa.

## POUR ELLE

The new Lacoste scent trio was inspired by the classic pleated, white tennis skirt. "And the attitude of the women in the '20s who played that sport," adds Andrews.

## NATURAL

A composition of coconut with a summer juice effect of pineapple and mandarin. "The coconut gourmand note is not over-weighted – so there's a freshness," says Andrews.

## HISTORY OF SPORTY CHIC

Paris-based fashion historian Farid Chenoune reckons the sports style trend first emerged in the Roaring Twenties. "In the 1920s, sport became a lifestyle. Motion and speed were the new values. The same trend is emerging... once again, the body is more important than clothes," says Chenoune. True, that.



*WH* Beauty Editor Melinda at the Lacoste launch in Paris