

# Goodlife

★ SPLURGE



**\$2,570**  
per ounce

## Stinking rich

Clive Christian No. 1, [clive.com](http://clive.com)

When you're calling yourself the World's Most Expensive Perfume (as touted by the *Guinness Book of Records*), you'd better be worth the fuss. Clive Christian, who revived London's Victorian-era Crown Perfumery in 1999, has created a heady mix of concentrated ingredients, some so rare they are kept under wraps. What we do know is that the infusion includes hits of plum, jasmine, vanilla and cedarwood. Value? Not quite. A one-ounce bottle of No. 1 trades at roughly three times the price of gold. Exclusive? Absolutely. Only 1,000 bottles are dispersed worldwide each year, and fans of Christian's scents include Elton John and Katie Holmes. We can only assume they smell fantastic.

—Doug Wallace

# Nose jobs

Men's fragrances are big business, with brands duking it out in the hopes of creating a scent that reflects your taste, mood, character and lifestyle. We crack the code on some of fall's newest fragrances, to help you find one that's right for you. —Doug Wallace

**CALVIN KLEIN  
INTENSE  
EUPHORIA MEN**

**On the nose** Ginger, pepper, sage and labdanum (a type of shrub resin)  
**Wear it while** Jumping the queue at your favourite nightclub  
**In a word** Uptown  
\$85 (100 ml), calvinklein.com

**BOSS  
HUGO BOSS  
COLLECTOR'S EDITION**

**On the nose** Apple, green flowers, cut grass, wood and amber  
**Wear it while** Pressing the flesh at an after-work meet-and-greet  
**In a word** Safe  
\$66 (50 ml), hugoboss.com

**MARC JACOBS  
FIG**

**On the nose** Yuzu zest (an Asian citrus fruit), cypress, fig and fresh wood  
**Wear it while** Jumping on a flight for a last-minute weekend getaway  
**In a word** Swish  
\$60 (300 ml), marcjacobs.com

**GUERLAIN  
HOMME**

**On the nose** Lime, mint, rhubarb, bergamot, green tea, perlargonium (geranium), cedar and vetiver  
**Wear it while** Dining with the gang in your best party shirt  
**In a word** French  
\$75 (50 ml), guerlain.com

**BECKHAM  
SIGNATURE  
FOR HIM**

**On the nose** Orange, watermelon, cypress, juniper berry, moss and patchouli  
**Wear it while** Hitting the links with clients you actually like  
**In a word** Confident  
\$53 (50 ml), beckham-fragrances.com

**CRABTREE  
& EVELYN  
WEST INDIAN LIME**

**On the nose** Lime, lemon, juniper berry, elemi (a tree sap), vetiver, cedar and sandalwood  
**Wear it while** Having lunch with Dad  
**In a word** Conservative  
\$45 (300 ml), crabtree-evelyn.com

## HOW TO WEAR PERFUME

Start by wearing less. If people can smell you from more than a metre away (or worse, a fog of fragrance is trailing behind you), you're wearing too much

**WOMEN**

Apply to pulse points (nape, wrists, backs of knees, behind ears) and chest

**MEN**

One good spritz on the chest will do



**DO**

- › Feel free to give the back of your neck a shot if you're using a light scent or after-shave
- › Wait a minute before putting on your shirt to allow the fragrance to dry
- › Have two fragrances on the go: a lighter one for day, and something with more character for evenings out
- › Find a scent that your significant other likes (if not your boss)



**DON'T**

- › Rub your wrists together. This bruises the scent
- › Wear fragrance on a plane, in a hospital or anywhere people will be subjected (unwillingly) to your scent
- › Spray the scent in the air and walk through. It's a waste