

WEDDING FRAGRANCE

Nuptial notes

Your special day deserves a special scent, and one fragrance writer is especially qualified to help make it a choice you'll remember—even if she's forgotten her own...

BY DEBORAH FULSANG

I have been writing about fragrance for the better part of 20 years. I revel in the history, the mythology, the science, the beauty, the art and the sensuality of scent.

You'd think, then, that I would remember what fragrance I wore on my wedding day. I've been asked, several times. I tell the story of my eloping to Venice, of the trains, of my husband carrying a Lida Baday wedding dress in a big white box on a vaporetto water taxi. But I'm embarrassed to say that I don't know what perfume I wore.

You see, I'm non-monogamous when it comes to scent. Thankfully, my 16-year marriage enjoys more loyalty.

A wedding-day fragrance, though, one should remember. It should express the most beautiful, nuanced, concentrated essence of yourself. Royals take this sentiment very seriously: In 1853, Princess Eugénie de Montijo had Guerlain make Eau de Cologne Impériale specially for her wedding to French emperor Napoléon III. Grace Kelly wore Creed's Fleurissimo, a scent commissioned by her betrothed, when she married Prince Rainier III of Monaco in 1956.

And when the news finally broke about which perfume Kate Middleton wore for her 2011 wedding to Prince William, the *Daily Mail* reported that every bottle of her chosen scent—White Gardenia Petals by British brand Illuminum—flew off the shelves within minutes.

"It's a special day of your life; it's like a performance. You want to wear something with symbolism," says perfumer Francis Kurkdjian, who has mixed custom fragrances for brides. "Maybe wear the scent of your man. The possibilities are endless if you are creative."

Stevie Gorrie chose to purchase a new scent for her wedding this past summer, which took place in an 11th-century castle in Germany. "It took hours," laughs the 31-year-old Toronto-based creative director. "I think I smelled every fragrance in the store." Her selection: Salvatore Ferragamo's Signorina Eleganza. "It is romantic and elegant, with flowers plus grapefruit and pear to keep it from being too sweet," she says. Just like her dress—a pale blush-coloured mermaid gown. Gorrie's olfactory memories of the day encompass more than perfume, though. "It's old classical buildings, remnants of cigarette smoke and an after-the-rain smell," she says. "That combination will always come to mind when I think of Europe and now of my wedding."

Aerin Lauder went for nostalgia when she got married in 1996: She wore her grandmother Estée Lauder's fragrance Beautiful. "My grandmother created it to celebrate a bride on

her wedding day," says Aerin, 45, who lives in New York City. "It was one of her favourite fragrances and some of my earliest memories are of her wearing it." Aerin's latest scent, Rose de Grasse, seems tailor-made for a bride. "It highlights the rose, a timeless symbol of beauty and femininity," she says. It's not a coincidence that her own countryside nuptials featured that



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Left: Aerin Lauder with her scented bouquet. Above: Stevie Gorrie on her wedding day.

regal bloom. "I can still remember the scent of the fresh garden roses during the ceremony. They were all around us."

I've racked my brain to remember the scent that surrounded me on my wedding day in Venice. It might have been Old World romantic Vol de Nuit by Guerlain; Comme des Garçons 2, with its intoxicating spices and woods; or the water-inspired L'Eau d'Issey. All three would have suited the moment when I walked hand in hand with my then-new husband over the bridges of the Grand Canal, my skirt sweeping the sidewalk. The truth is I don't know. But like most brides, my wedding day holds a complex, romantic scent memory: wet stone, centuries-old wood, espresso and salty sea air. That is a cherished bouquet that I'll never forget.

Just don't ask me to name his cologne.



SCENT-SATIONAL

OUR DIGITAL EDITOR ON HER WEDDING FRAGRANCE AT THEKIT.CA/BRIDAL-BEAUTY-SCENT/

BEST BOUQUETS

Fragrances inspired by the big day itself



Voluptuous, flower-loaded, perfect for the confident, tiara-wearing set.

BOTTEGA VENETA KNOT EAU DE PARFUM, \$130 (50 ML), HOLT RENFREW, HUDSON'S BAY, SEPHORA



Calms wedding-day nerves with its elegant chypre composition of peach, rose, peony, patchouli, suede and musk.

SALVATORE FERRAGAMO EMOZIONE EAU DE PARFUM, \$107 (50 ML), HUDSON'S BAY, MURALE, SEPHORA.CA



Celebrates the feminine blooms featured at Aerin Lauder's own wedding.

AERIN ROSE DE GRASSE PARFUM, \$205 (50 ML), ESTEELAUDER.CA



Bouquet- and bombiniere-ready with its sugar-coated almond, rose and orange blossom heart.

GUERLAIN LE BOUQUET DE LA MARIÉE EXTRACT, \$1,060 (125 ML), GUERLAIN BOUTIQUE AND INSTITUTE TORONTO, HOLT RENFREW CALGARY AND OGILVY