

July 27, 2010



Scent of the Day: Aventus by CREED

When Napoleon Bonaparte was the outsized ruler of most of Europe, he didn't get there by being shy. He's a fitting inspiration for the new scent from Olivier Creed, sixth-generation master perfumer from France and the man behind the small-but-potent fragrance house, CREED. The title "Aventus" - from the Latin, "eventus" meaning "success" - makes sense, since Napoleon's aspirations were nothing short of world domination, a la Roman Empire. The top notes are parallel to the little big man's life. Blackcurrant from Corsica, where Napoleon was born; Bergamot from Italy, where his victories brought him fame, and lastly royal pineapple, Napoleon's favorite dessert. Despite the heavy history, the fragrance smells fresh and new. The black leather-bound, flask-shaped bottle is sleek and unique: a fine addition to your dresser. To top it off, part of all proceeds benefit American Rivers, protecting U.S. waterways from environmental harm. A nod to the modern; in both scent and responsibility.

\$140; www.creedboutique.com