



March 2010

Dropping In On...CREED



CREED's Madison Avenue Boutique

For CREED (the ultra-luxe French fragrance house that's been passed from father to son for six generations), 2010's a big year. The company's celebrating its 250th anniversary (that's older than this country, if you're keeping score) with its first U.S. shop right on Madison Avenue. Since 1760, the brand's scoured the deepest reaches of the world for raw scent ingredients, counting among its fans figures like the Duke of Windsor, Napoleon III and Eva Peron. Today, CREED releases the last 50 bottles of Vintage Tabarome - a scent dating back to 1875 that global warming has made impossible to continue producing. Stop by the store or pick up a bottle online - each one runs a cool \$405, but can you really put a price on a piece of history?

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