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Creed All About It

Creed, the fragrance house for royalty on both sides of the Atlantic (Prince Charles on the Brit end, First Lady Michelle Obama here), is finally opening a U.S. store. The privately owned French brand, which celebrates its 250th anniversary next year, will debut the 400-square-foot boutique in December on New York's Madison Avenue, at the corner of 67th Street. "There was really only one place we were looking—Madison Avenue between 63rd and 70th," said Thomas Saujet, president of International Cosmetics & Perfumes Inc., Creed's distributor in the U.S. and Canada. "We got very lucky."

The company's third flagship (the others are in Paris and Dubai) will have an all-white interior done up in rare Greek thassos marble, which has no veins. Customers will be able to purchase the complete Creed lineup—including the best-selling Green Irish Tweed and Millésime Imperial—as well as exclusive reintroductions from the archives. The first is Windsor for Men, a fragrance created for King Edward VIII just before he abdicated the throne. As for Mrs. Obama, her scent of choice is the intense floral Love in White. "We call it the White House fragrance because Laura Bush also wore it," said Saujet. "Maybe she left her bottle there."
—JAMIE ROSEN

Above: CREED Windsor

Right: Rendering of CREED's New Madison Avenue Boutique



