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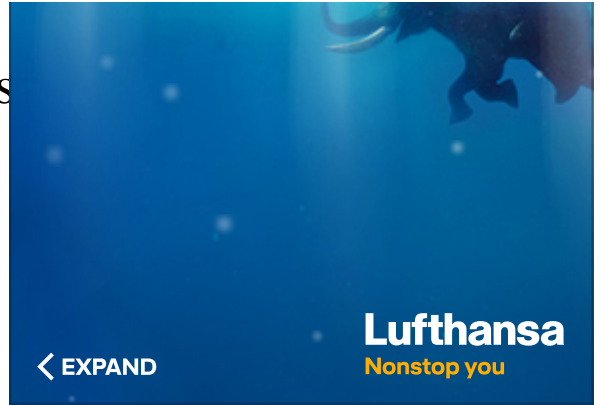
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Nykaa now has their own perfumes and they're perfect for summer

Nidhi Sharma Punjabi | April 19, 2018

A fragrance wardrobe just for you

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If you think about the things on your vanity that you use every day, chances are a perfume would definitely make it to the top three. Fragrances are intensely personal; they are a reflection of your mood and your personality, and it only takes a simple spritz to take you places. Whether you've worn a single scent since you were 18 or choose to flirt with florals one day and spices the next, perfumes have always been a constant beauty companion. We can safely say we don't know anyone who doesn't enjoy the ritual of scenting the insides of her wrist.

inspired by different moods and feelings. One is powerfully subtle, while the other delivers a fresh crispness. The bottle for the fragrances was picked to be able to allow an easy canvas for all these different emotions to sit in as the collection grows. I personally love to experiment with different perfume notes depending on how I feel, and I'm looking forward to seeing this collection grow.”

We spoke to the man behind the two juices, perfumer Jordi Fernandez, to know more about the scents, and delve deeper into his perfume journey till date.

Tell us a significant olfactory memory from your childhood?

I always remember the smell of the Mediterranean forests during summer. It is so unique, strong and beautiful—the pines, rosemary, cypress, oak moss and all the aromatics herbs. These ingredients are strongly attached to my olfactory memory not only because of their characteristic smell, but because they have the power to transport me back to my childhood days and to all the wonderful memories of summers spent with my family.

When and how did you decide to become a perfumer?

How did you come up with the idea of these two new perfumes?

I personally like creating fresh and powerful fragrances that customers can identify with. The two Nykaa fragrances were created for the pretty Indian women who would like to wear her personality—one for the day and the other for the evening.

What's the inspiration behind these two blends, and what makes them stand out?

For these two fragrances, I wanted to create beautiful, modern and young paradoxes—something that could represent the dynamic personality of today's generation.

Joie De Vivre: The fragrance brings freshness and sensuality together. I decided to blend the complexity of citrus notes with the warm sensuality of aromatic and fruity-woody notes. The result: a super sensual fragrance that can be worn on a hot summer day.

Raison D'Être: This statement fragrance is a bold symbol of modern feminine empowerment. For this fragrance, I decided to complement the most feminine ingredient of all—the rose—with a touch of sensuality (vanilla), freshness (neroli) and a lot of character (vetiver and patchouli). The ingredients were picked to give a uniqueness to the blend, and yet deliver a lot of power and freshness that's essential for India.

How does Raison D'Être and Joie De Vivre open, settle and end?

Raison D'Être opens with the sparkle of bergamot, neroli and orange blossom. It settles with the body which is

Millennial consumers are diverse. What makes them unique is the way they see the world and, most importantly, what they expect from brands. That's why, for these fragrances, we decided to explore different olfactive directions, unusual combinations and tried to modernise even the most classic ingredients. These blends will give them their own signature—something that stands apart, yet is very personal.

How long did it take to create the first one?

It took months to get the perfection, while giving it enough magic. The real challenge was finding the right balance between power and freshness.

How has your work as a perfumer affected your perception of everyday smells?

Every smell of nature and our surroundings is inspiring, as it tells a story. They are my teachers, apart from my consumers themselves. We always have our nose open.

Buying the right perfume can be very daunting. What may smell great on a someone, may not smell great on another. What is the best way to try on fragrances?

Absolutely. A fragrance is completely a matter of an individual's personal choice and preference. When choosing a fragrance, one should listen to their heart, and give a chance to whatever gives you joy. You should definitely try and see how it evolves and behaves on your skin. It's not right to ask for others' opinions or look at top sellers, because we wear fragrance for ourselves—it's our personality.

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