

FALL
2010

MEN'S FASHION

DRAKE
LIFE
AFTER
FAME

RYAN REYNOLDS
from BURIED
to UNBOTTLED

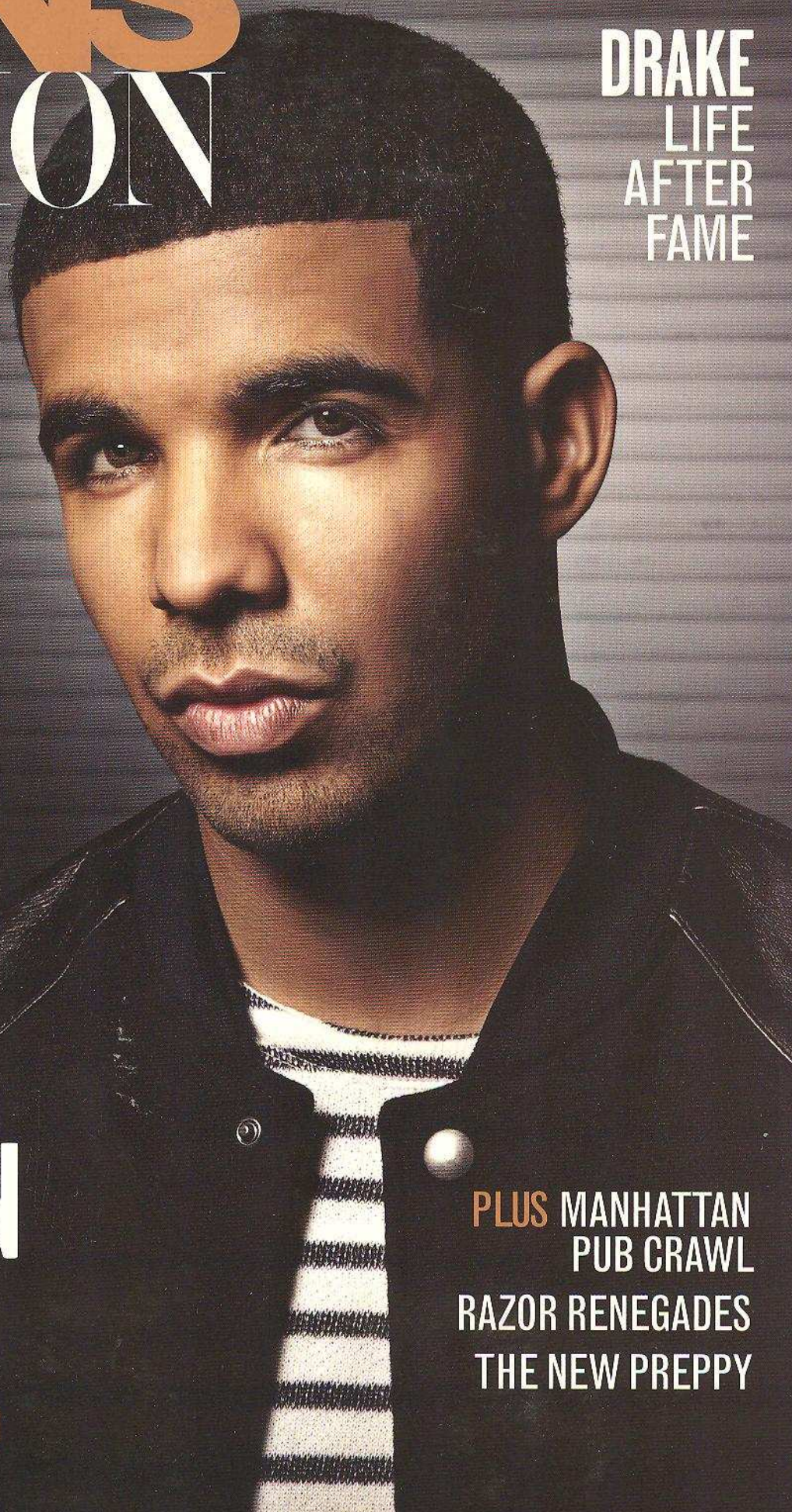
TRAVEL SPECIAL:
an A to Z of
PLACES to BE

MARC JACOBS
— BANG ON

TEST DRIVING
the WORLD'S
HOTTEST wheels

**FALL
FASHION
ACTION!**

PLUS MANHATTAN
PUB CRAWL
RAZOR RENEGADES
THE NEW PREPPY

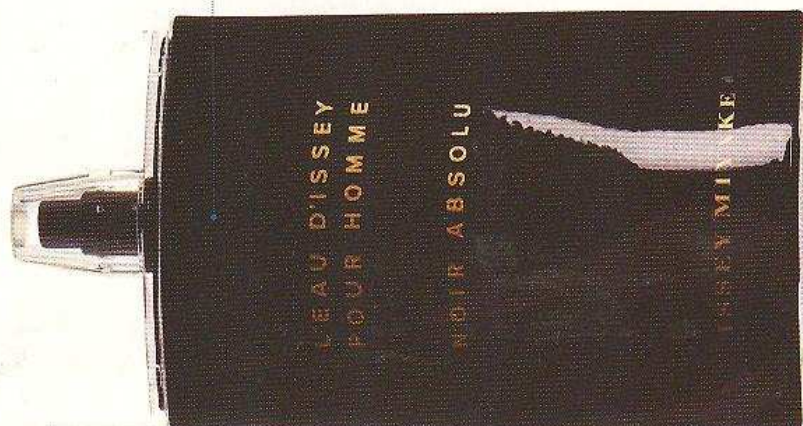


FALL IN THE AIR

A roundup of the latest men's fragrances.

THE DARK SIDE Japanese designer Issey Miyake launched his portfolio of fragrances in 1992 with L'Eau d'Issey, and it became one of the defining scents of the decade. Like it, the men's follow-up, L'Eau d'Issey Pour Homme (1994) was a pioneering watery scent, setting off a wave of lighter fragrances for men.

In the 21st century, men's scents have grown more intense, more aromatic and darker. Hence the latest limited-edition variation, L'EAU D'ISSEY POUR HOMME NOIR ABSOLU (\$97, at *Holt Renfrew*), which heats up the night with spices and woods.

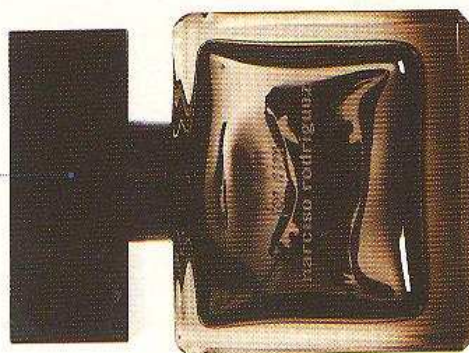


BLUE PERIOD The first major men's fragrance from Chanel since Allure Homme, which was introduced in 1999, **BLEU DE CHANEL** (from \$66, at department stores) is being launched with fanfare. The commercial—make that “short film”—was shot by Martin Scorsese and stars Gaspard Ulliel, the young French actor described by *People* magazine as a cross between “Orlando Bloom and a young Johnny Depp.”

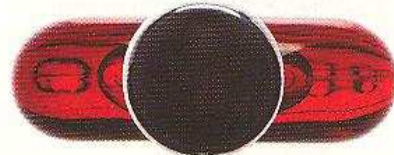
The bottle and juice, however, are not flashy. There is a magnetic cap that goes “click,” but otherwise the square flask in smoky blue bevelled glass is quietly elegant. As with many men's fragrances coming to market, there's an emphasis on woody notes, which happen to be the favourite raw materials of Chanel perfumer Jacques Polge. Pepper, lemon and grapefruit make for initial zest, but cedar, sandalwood and vetiver send the scent calmly off into the blue.



ANIMAL HOUSE In early perfumery, musk was extracted from a gland of the male musk deer, a strange, small deer from the Himalayas that has fang-like teeth and rubs its rear end against tree trunks to leave a fragrant lure for potential mates. But the creatures were spared when chemists came up with many fine synthetic versions. **NARCISO RODRIGUEZ** Muse Collection (\$79, at department stores) suggests the wilder shores of sensuality.



PONY UP Colourful and nerdy, The Big Pony Collection (from \$60, at *Shoppers Drug Mart*) from **RALPH LAUREN** features the oversized polo-player logo on a quartet of scents, each based on a duo of ingredients: 1) a sporty mix of lime and grapefruit; 2) a seductive blend of chocolate and musk; 3) an adventurous mash of mint and ginger; 4) a stylish combo of mandarin and exotic wood.



TREKKIE The first fragrance from Strellson, the Swiss menswear label, **STRELLSON No 1** (from \$59, at *the Bay*) conforms to the trend of woody scents, but it boasts the novelty of ScentTrek Wacapou. ScentTrek is a technology belonging to Givaudan (a leading supplier of perfume ingredients) that makes it possible to capture scent molecules from plants in their natural habitat without endangering them; Wacapou is a tree from the Amazonian rainforest.