



THE PREMIER PERFUME
DESTINATION IN AUSTRALIA

WITH AN EXTENSIVE CURATED COLLECTION
OF 500+ DIFFERENT PERFUMES IN OUR ONLINE STORE

PERFUME CONSULTATIONS AVAILABLE EVERY DAY
AT OUR BRUNSWICK STREET STORE

OUR EXPERTLY TRAINED STAFF AND PERFUME HOSTS
WORK METICULOUSLY TO FIND YOUR DREAM PERFUME

LORE
perfumery

YOUR OFFICIAL PERFUME GUIDE

THE GUIDE

WHAT'S THE LINGO

Perfume, scent, fragrance, cologne – the terminology can get a little daunting, right? That's totally OK though – it's *our* job at Lore to remove any fragrance confusion whilst we find your perfect scent.

To give you a little heads up, here's our perfume 101 breakdown, with a few tips and tricks thrown in there for good measure.

When it comes to the lingo, there are times when we say perfume or cologne and this refers to the make-up of the particular scent. And then there are the descriptive words like warm, earthy, marine-like, bright, summery and so on – this list can go on forever. And as far as we are concerned, anything goes here. These are our descriptive words, and, whilst it can be difficult to translate the scent you are experiencing into words, there is no wrong or right.



DID YOU KNOW THAT SCENT IS OUR
CLOSEST SENSE LINKED TO MEMORY?
...IT'S AMAZING WHAT SCENT CAN EVOKE.

We all smell things differently and have unique life events that frame the way we experience each scent. So, when describing what you're smelling feel free to use anything that feels right for you. Some people describe scent in colours, or seasonally, or emotionally. We love it when a scent takes someone back to a visceral moment from years ago – it's like reliving it all over again. Feeling nostalgic, surprised and strange at all once.

Did you know that scent is our closest sense linked to memory? Scent, much like music, is used to reconnect Alzheimer patients with their memories. It's amazing what scent can evoke.

READ ON TO GET TO GRIPS WITH THE DIFFERENT
TERMINOLOGY USED IN THE FRAGRANCE WORLD.

SILLAGE

We also refer to the term sillage in the perfume world, it is a word used to describe the projection of the fragrance and can cover all categories. It describes how strong your scent will be on the skin so it varies from scent to scent. Sillage comes from the French word 'wake' and refers to the wake of the fragrance; the trail you will leave...

SPLASH AND COLOGNE

Old school 'splash' is otherwise known as an aftershave – think Macaulay Culkin in Home Alone, remember that scene? That was a traditional post-shave splash. Aftershaves and splashes can come in liquid, cream or spray form – they are generally soothing to the skin, whilst sealing pores after a shave and leave a very light scent. We love the [Royall Lyme](#) range of splashes and also the [Acca Kappa](#) Aftershave Gels.



WHILST COLOGNES ARE GENERALLY ASSOCIATED WITH BEING A MEN'S FRAGRANCE, THEY ARE ACTUALLY GENDER NEUTRAL. THEY ARE TRADITIONALLY LIGHT, CRISP, AROMATIC, CITRUS SCENTS – ALTHOUGH THEY DON'T *HAVE* TO BE.

Then we move up to an Eau de Cologne – one of the oldest terms when describing fragrance. Whilst colognes are generally associated with being a men's fragrance, they are actually gender neutral. They are traditionally (although not always) light, crisp, aromatic, citrus scents. Colognes simply refer to the concentration.

Colognes are lightly concentrated (generally between 3-5%) and can last on the skin up to 2 hours. Perfect for someone who likes a gentle scent that won't linger too long.

At Lore, we stock the amazing range of [Demeter](#) Colognes – they are playful and spirited, and small enough for handbag spritzes on the go. Finally, we adore the legendary [Acqua di Parma](#) Colonia series – a classic citrus and aromatic cologne that is iconic and a perfume wardrobe staple.

EAU DE PARFUM VS EAU DE TOILETTE

Do you know the difference between an Eau de Parfum or an Eau de Toilette? Well, these terms refer to the concentration of the juice (the perfume oils) in your bottle and thus how strong it smells and how long it will last on your skin. Eau de Parfum has a higher concentration and bigger intensity, whilst Eau de Toilette is lighter.

Eau de Toilette (EDT) is the next step up from cologne in terms of oil concentration. Generally speaking, EDT has a concentration of between 5% – 15% and can last for approximately 2 – 6 hours on the skin. This time frame can vary depending on the quality of the fragrance/brand and the particular oils used. We have a huge variety of EDTs – a beautiful range that does a concentrated and very long lasting toilette is [L'Artisan](#) – the first niche perfume house to step onto the scene in the early '70s.



BRANDS SUCH AS JULIETTE HAS A GUN, ROBERT PIGUET AND FRAGONARD HAVE PARTICULARLY STRONG EAU DE PARFUMS THAT CAN SOMETIMES LAST WELL BEYOND 8 HOURS EVEN.

Eau de Parfum (EDP) is a genderless term to describe scents that are concentrated by between 15% – 25% and generally last on the skin between 6 to 8 hours. The longevity of EDP can vary greatly (you might find that commercial EDPs are a bit lighter than niche ones), and they are generally the most widely available type of fragrance and probably the most popular. Like Eau de Toilettes, EDP can vary greatly in strength and intensity. Brands such as [Juliette has a Gun](#), [Robert Piguet](#) and [Fragonard](#) do particularly strong EDPs that can sometimes last well beyond 8 hours even.

PARFUM EXTRACT

Parfum Extract (extrait de parfum), or simply perfume is the highest concentration of scent. Generally, one or two sprays is the maximum you would wear, and these fragrances last up to 24 hours on the skin. Once they're on your clothes, they can be there for the long haul. It's been known that wearing an [Orto Parisi](#) perfume can outlast two showers! [Nasomatto](#) and Orto Parisi are some of our favourite brands

that offer Parfum Extract and you can be sure that they will linger from day into night, maybe even into the next day.

FRAGRANCE NOTES

The notes in a scent are somewhat like music composition; each note delivers a different tone and with a unique harmony. The fragrance notes have long been categorised into families such as citrus, floral, oriental and can be seen on Michael Edward's famous fragrance wheel. Much like the colour wheel that we are familiar with from our high school days, the fragrance wheel puts each perfume into a family based on its notes. This allows us to categorise perfumes, and to locate which area of the wheel we fall into, want to explore or work with etc.



PERFUMERS BLEND NOTES USING A FRAGRANCE ORGAN. THEY CREATE FRAGRANCE LIKE A COMPOSER CREATES MUSIC – BUILDING TOP, MIDDLE AND BASE NOTES SEAMLESSLY TO CREATE THEIR ARTWORK. THE ORGAN GIVES STRUCTURE AND ORGANISATION TO THIS CREATION PROCESS.

The notes in a fragrance can be natural essential oils and essences or they can be synthetic and created in a lab. Synthetic notes can be nature identical and just give longevity to a particular scent that would not last naturally or they can create weird and wonderful scents that don't exist in nature.

If we look at a brand like [Demeter](#) for example, they are using Head Space technology to recreate scents from our day to day environment ranging from [Daisy](#) to [Laundromat](#) to [Thunderstorm](#) (whilst being 95% natural there is also an element of synthetic technology used to recreate these scents so accurately and vividly).

Traditionally, perfumers create fragrance and blend notes using a fragrance organ. Like mentioned earlier, they create fragrance like a composer creates music – building top, middle and base notes seamlessly to create their artwork. The organ gives structure and organisation to this creative process to balance the top, middle and base notes.

Perfume would be pretty boring if each scent was completely linear when worn. The top, middle and base allow us to experience each level of the fragrance gradually, the scent unfolds on our skin and we get to enjoy the different layers as we experience them.


Top notes (or head notes) refer to the elements of a scent that you smell first – they are the initial impression that you get from a perfume. Generally, they are the lighter notes such as citrus and fruits that give a bright element to the fragrance. Top notes will often fade faster as the scent moves into the middle notes.

The middle (or heart) notes last longer than the top notes and can be more dominant (we often get a lot of florals in the heart).

We then move into the base as the top and middle notes soften on the skin. The base contains the even more dominant notes, they are generally deeper and earthy and give the fragrance depth and longevity on the skin. These are the notes that will linger the longest and are often the notes that we remember. Blended well, they will help to hold the top and middle notes longer and to shine brighter.

YOUR UNIQUE SKIN

This is the fun part – how the fragrance evolves on the skin. Different on everyone, and depending on so many factors, experiencing the way a fragrance unfolds is a beautiful thing.

 WE LIKE TO SPRAY FRAGRANCE ON THE BACK OF OUR NECK – THIS WAY IT'S NOT RIGHT BELOW THE NOSE, AND EVERY NOW AND THEN YOU GET LITTLE DELIGHTFUL WAFTS OF IT THROUGHOUT THE DAY.

Skin acidity alters the way fragrance smells and lasts on everyone. Elements such as hormonal changes, the food we've recently eaten (for example eating very spicy food or lots of garlic), and medication can change the way a scent that you've worn for years either smells or lasts on your skin.

This is why testing perfume on your skin is the final frontier when deciding on a fragrance. Spritz some on, leave it for 5 or 10 minutes and you can often tell if it's going to work or not. Don't bruise the scent by rubbing it furiously. Always smell it in the fresh air. Consider how you want the fragrance to make you feel when you wear it, that's your 'smell test'.



WE KNOW THAT THE PERFUME BOTTLES ARE OFTEN SO GORGEOUS THAT IT SEEMS A PITY TO NOT HAVE THEM ON DISPLAY, BUT DO YOUR BEST TO KEEP THEM OUT OF DIRECT SUNLIGHT.

The best places for wearing fragrance are on your pulse points – inner elbow, wrist, neck, even the back of your knees. As the blood flows, your skin heats up and the scent will grow. We like to spray fragrance on the back of our neck – this way it's not right below the nose, and every now and then you get little delightful wafts of it throughout the day. We also prefer spritzing the back of our necks instead of the décolletage because when the sun shines on the alcohol and oils in the fragrance it can skin sensitivities and damage to the delicate skin. Applying scent to well-moisturised skin (particularly as soon as you get out of the shower and skin is warm and slightly damp) is a great way to enhance your fragrance and give it more longevity.

STORING YOUR FRAGRANCE

Ensure you are storing your fragrance properly. The best place to keep the bottle is in a temperature stable, dark space like a drawer or cupboard.

Sunlight and heat are the main things that will turn a fragrance over time so storing your perfumes correctly is important. We know that the perfume bottles are often so gorgeous that it seems a pity to not have them on display, but do your best to keep them out of direct sunlight.

Some people even keep them in their fridge for the longest lifespan possible, but we'd say you're going to be alright just creating a little perfume shelf to ensure that you get to enjoy all of your wonderful perfumes for as long as possible

PERFUME PERSONALITY QUIZ

TO FIND YOUR IDEAL SCENT WE'VE PUT TOGETHER
A FUN QUIZ TO HELP GUIDE YOU TOWARDS
A SCENT THAT IS TRULY YOU

WHERE WOULD YOU LIKE TO WEAR YOUR FRAGRANCE?

- A** From the office to the bar
- B** On a relaxing holiday
- C** On a hot date
- D** A dreamy wedding
- E** To a gig

HOW DO YOU WANT YOUR FRAGRANCE TO MAKE YOU FEEL?

- A** Clean and light
- B** Summery and fresh
- C** Sexy and strong
- D** Beautiful and romantic
- E** Edgy and standing out from the crowd

YOUR DREAM HOLIDAY DESTINATION IS...

- A** Don't care — just get me out of the office!
- B** An exotic tropical beach
- C** A romantic winter getaway in New York
- D** Straight to the honeymoon suite...
- E** Exploring London's hidden bars and pubs

YOUR FAVOURITE DRINK IS...

- A** A warm cup of coffee
- B** All the cocktails
- C** Espresso Martini
- D** Champagne
- E** Local craft beer

WHAT IS YOUR FAVOURITE OUTFIT?

- A** A soft linen dress
- B** Flowy skirt, singlet and sunnies
- C** Sexy black dress
- D** Lacy dress
- E** Fave band tee and jeans

SCROLL DOWN TO FIND YOUR STYLE

YOUR PERFUME IS:

Count up which letter you got the most to find the perfume that matches your personality



MOSTLY As
CLEAN AND FLORAL



MOSTLY Bs
SUMMER ADVENTURE



MOSTLY Cs
BOLD AND STRONG



MOSTLY Ds
ROMANTIC



MOSTLY Cs
ROCKSTAR



CLICK
ON THE
FRAGRANCE
PICTURE TO
VIEW ONLINE

Visit our Melbourne store to try our whole range of over 500 perfumes

Right in the heart of Fitzroy's hub of coffee and culture sits our flagship store. Our fragrance consultants are exceptionally trained to help you find a fragrance is truly you. With our team at your side, you'll deep dive into the world of perfume — learn about different and unique brands and scents that you may have never tried (or even heard of before).

You can have a one-on-one perfume consultation with our experts. You'll share your likes and dislikes, your perfume history, and how you want to feel. We'll share our expert knowledge, and indulge you in the different notes and ingredients, and tips and tricks for both wearing and storing scent.



**AT LORE PERFUMERY WE ARE THE EXPERTS
IN PERFUME — WE MAKE IT EASY FOR YOU.**

The art of story-telling through scent.

People are no longer satisfied with cheap, synthetic or boring perfumes (most agree that even the department store classics are tiresome), so more and more customers are coming to our store to find a scent that tells their unique story.

At Lore Perfumery we specialise in unique, niche perfumes and in-depth perfume consultations.

Let our expert team help you navigate through our range of 500+ perfumes, from some of the most talented and creative perfumers the world has to offer.

We'll help you find your dream perfume that makes you feel wonderfully and brilliantly you.

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FREE RETURNS ON
ALL PERFUME
BOUGHT ONLINE.

We're so proud of **THE LORE PROMISE** — a risk-free way for you to purchase perfume online. Each perfume arrives with a small sample vial, so you can try your perfume before opening the packaging. Don't love it? Simply return it for an exchange.

