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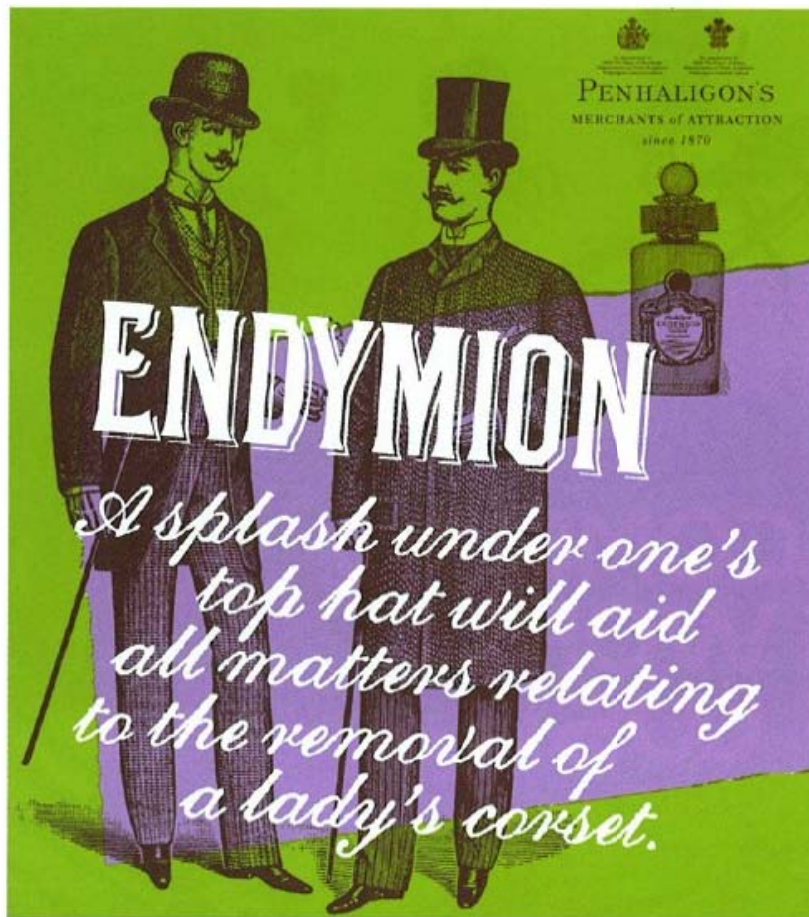
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## Scent AWAY

British niche perfumer Penhaligon's finally debuts in Singapore.

**F**ans of English sitcoms like *The Benny Hill Show*, and *Fawlty Towers* will concur that English humour is both idiosyncratic and dry. And British perfume house Penhaligon's demonstrates that expertly in its marketing campaigns.

Tongue-in-cheek taglines in prissy, Victorian language and cursive fonts are used to promote its stable of fragrances with saucy nudges. We liked "Blenheim Bouquet — Enables a gentleman to undo

the good work of the finest Ladies' Finishing School" and "Malabah — Perfect for any young lady looking to find herself compromised".

"We're madly, eccentrically British," says chief executive officer Sarah Rotheram, who was in town recently for the flagship boutique's opening at Ion Orchard. "Which is why we try to include a London beat in everything that we do."

Singapore's relatively mature fragrance-buying audience swayed Rotheram's team to set up here, ahead of Hong Kong, another former colony, and China. "Singapore is a dynamic city, with things changing within two months. Customers here are more sophisticated in taste, too," she explains.

Penhaligon's likes Singapore so much that a British barber shop is on the cards, with Ann Siang Hill a "highly possible location". Gents, your mutton-chops await. ■

## HOLY TRINITY

One fragrance is never enough. Here are three Penhaligon's picks that should impress the ladies.

### EXTRACT OF LIMES EAU DE TOILETTE

**Best:** As a morning perk-me-up.

**Why?** This is instantly uplifting. With no base note, it is top-heavy with a potent citrus burst of West Indian lime, lemon oil and neroli.



### SARTORIAL EAU DE TOILETTE

**Best:** Worn any time, any day.

**Why?** It is highly wearable since it contains lavender, as well as the stronger, leathery oakmoss and tonka beans.



### ENDYMION COLOGNE

**Best:** At night or to a party.

**Why?** Sensual, mysterious and alluring, it seduces with its mix of mandarin, floral notes accentuated with a dark coffee heart.

