

Maison Martin Margiela Replica Perfumes

The unforgettable 1971 film “Harold and Maude” is a love story between the sensibilities of a young, death-obsessed boy and an elderly, life-obsessed woman. In one scene, Maude, an artist, whose primary work is the art of living, shows Harold a creation she’s made – “Oderifics,” a scent-producing machine that replicates the “olfactory banquet” of things like a “Mexican Farmyard” or “Snowfall on 42nd Street.” Sampling the latter, Harold holds the curious contraption up to his nose and begins to inhale with bemused wonder. Breathing in he recalls “subways, perfume, cigarettes . . . snow.”

Martin Margiela’s realization – that scent is a memory of time and place – is on par with the brilliance of Maude’s idea. Their new line of fragrances, “REPLICA,” true to its title, is a series of conceptual evocations of the past: a bustling Parisian flower market (“Flower Market, Paris, 2011”), neon carnival lights against a dark sky (“Fun Fair Evening, Santa Monica, 1994”), or hot sand underfoot accompanied by salted sea scents (“Beach Walk, Calvi, 1972”). “Fun Fair Evening” is our personal favorite; its summer-night mix of musky amber notes, orange blossom, and a hint of cotton candy combine to truly transportive effect. Like passing a stranger wearing the perfume of an old friend, a world, nowhere to be seen, haunts the present with the memory of where we’ve been. ^{BC}

Maison Martin Margiela - 75 € - www.maisonmartinmargiela.com

