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YOHJI YAMAMOTO 00 FRAGRANCE COLLECTION

THIS SUMMER, ACCLAIMED JAPANESE FASHION DESIGNER YOHJI YAMAMOTO IS RELAUNCHING HIS SIGNATURE FRAGRANCE COLLECTION, INCLUDING TWO BRAND NEW SCENTS, YOHJI SENSES FOR WOMEN AND YOHJI HOMME FOR MEN.

YAMAMOTO, RENOWNED FOR HIS INNOVATIVE INTERPRETATION OF TRADITIONAL JAPANESE STYLES THROUGH WESTERN CONTEMPORARY DAYWEAR, IMAGINES HIS UNIQUE APPROACH INTO HIS PERFUME COLLECTION. "I WANT TO ACHIEVE ANTI-FASHION THROUGH FASHION. THAT'S WHY I AM ALWAYS HEADING IN MY OWN DIRECTION... BECAUSE IF YOU ARE NOT WAKING UP WHAT IS ASLEEP, YOU MIGHT AS WELL STAY ON THE BEATEN PATH."

BOND TOOK ON THE FORMIDABLE CHALLENGE OF CHOOSING THE TOP THREE FRAGRANCES TO ALLURE OUR SENSES.



YOHJI SENSES, for women

£39

Described as the most precious item in the collection, it does not disappoint. The exotic lemon and ylang-ylang notes give this scent a sparkling edge, whilst the musk undertones bring out a sensual finish. An "homage to femininity, Yohji Senses is as fresh as a summer's day".

YOHJI HOMME, for men

£35

Yamamoto's first fragrance for men, inspired by the modern nomadic man manoeuvring his way through city and nature. The rum heart-notes combine seamlessly with leather and patchouli, creating a "perfect balance of strength and sensuality".

YOHJI, for women

£39

"The one that started it all." The first fragrance launched, this is a classic that never goes out of style. The sweet vanilla adds a soft touch to the crisp top notes of bergamot, concluding in a youthful and feminine dream of a fragrance, a real gem in this collection.

THE SELECTED FRAGRANCES ARE AVAILABLE IN SELFRIDGES, AND THE FULL COLLECTION IS AVAILABLE FROM YOHJI YAMAMOTO IN CONDUIT STREET, BOTH STORES IN LONDON. •