

New fragrance promises a younger smell for older wearer

A new women's fragrance is about to debut with a claim it can make the wearer smell up to 10 years' younger. Billed as 'the world's first and only anti-age perfume', Ageless Fantasy debuts at London department store Harvey Nichols next month priced £59 for a 100ml.

Developed by US scientists at Rutgers University and produced by perfumer Harvey Prince, the scent, based on "natural biochemistry", includes tropical notes of pineapple, mango and leafy greens that prompt happy childhood memories, while lily of the valley and peony also trigger happy emotions and feelings of life satisfaction.

"From the point of arriving at the fragrance we had to negate the body odour that comes with age, it is not enough to simply mask the smell of ageing. Our goal was to find a fragrance that men and women would associate with youth," Kumar Ramani, president of Harvey Prince, told the Daily Mail.

Previous research has concluded that body odour increases with age, with 40-75 year-old women having more than double the nonenal pheromones found in younger women. These pheromones give off an unpleasant fatty odour which most perfumes cannot disguise.

The screenshot shows the WGSN website interface. At the top is a navigation menu with categories: news, trade shows, catwalks, think tank, what's in store, city by city, youth, graphics, business resource, materials, the magazine, trends, retail talk, beauty, active sports, and generation now. Below the menu is a search bar with 'WGSN IMAGE SEARCH' and 'SEARCH REPORTS' options, and a dropdown menu set to 'All of WGSN.COM'. On the left is a sidebar with 'LOG ON' and various user options like 'MY WGSN', 'MY SCRAPBOOK', 'CALENDAR', 'PLAN AHEAD', 'SITE MAP', 'CONTACT US', 'FAQS', 'ASK WGSN', 'ABOUT WGSN', 'SITE TOUR', 'WGSN SEMINARS', and 'CAREERS'. The main content area features a 'Headlines' section for 'September 22 2008' with several news items. One item, 'New fragrance promises a younger smell for older wearer', is highlighted in yellow. Other headlines include 'DIFC Lifestyle Group takes majority stake in Villa Moda', 'H&M's Ginza store debut proves hit with shoppers, rival Zara's marks 4,000th Inditex unit worldwide', 'Rodriguez could buy out Liz Claiborne's half of his business - report', 'Brands must look to homegrown role models when tapping into China's youth sports market', 'Ngok, Ferre owner talks at due diligence stage', 'Campbell could become new face of D&G', 'Green accessories fair Bijoux Cebu closes on a high', and 'Luisa Spagnoli to expand eastwards'. To the right of the headlines is a 'Legends book' advertisement and a 'Latest Reports' section with items like '22.09.08 Milan S/S 09 Catwalks', 'close-to-season 22.09.08 Top Ten Takeaways: London', 'trends 22.09.08 Womenswear street trend: NY Fashion Week pt2', 'trends 22.09.08 Intimates colour trend: coral', 'catwalks 19.09.08 London Stylefile Video spring/summer 2009', 'business resource 22.09.08 Airport retailing: a new era for fashion?', 'youth 22.09.08 People to watch: Niya', and 'active sports 22.09.08 We love...Visionaire issue 54 SPORT'. Further right are sections for 'Find out more now!' with a 'US LIFESTYLE MONITOR' advertisement, 'City by City Guides' with a 'Paris: top five exhibitions' link, 'City Links' with a city selection dropdown, 'My WGSN' with a report selection dropdown, 'My Preferences' with options to update profile, subscribe to emails, and RSS feeds, and 'WGSN Seminars' with a live experience link.