

What Are the Best Colognes for Men? Inside My Dizzying Quest to Find Them



Searching for the best colognes for men is quite the daunting task. I would know—I've been on the hunt for weeks. Earlier this year, I decided I wanted a new scent. I've never been a big cologne person in general—I've met far too many people who overpower you with their scent the minute you meet them, their lavender or citrus notes punching you right in the face—but there's something about this past year that's made me want to invest in a new cologne. The idea of spritzing myself at home, with nobody around to smell it, seems like the ultimate act of self-care, like it's a part of my morning ritual that's purely for me, myself, and I.

As I began my hunt, I found that the market is overflowing with simply far too many options: From fruity, sweet top notes to woody or musky base notes, there's a million different combinations and possibilities. How am I to know what suits me best? Still, I went into the quest with an open mind, considering everything from light and fresh to heavy and musky—and in the process, I managed to find a number of crowd favorites that can appeal to just about anybody's tastes.

Below, I sniffed some enduring classics—like Calvin Klein's Eternity, which has been around since 1988—and some new favorites too, such as the Last Day of Summer from Gucci the Alchemist's Garden (Gucci's high perfumery line), which smells like what I can only describe as a warm summer hug. (The latter ended up being my new spring pick—with Tom Ford's Oud Wood and Maison Margiela Replica's Jazz Club as runners-up.)

No matter what your sensory preferences are though, just remember that the perfect fragrance simply does not exist—some simply won't match your personality, and what you like could also depend on the season, vibe, and mood you're feeling that day. That's part of the fun of experimenting with different fragrances—don't be afraid to try something new.

Creed, Aventus

