



## The Best Perfumes for Women Come With a Story

With millions of fragrances on the market, discovering the best perfumes for women is a process of elimination, and the line between good and great is worth considering. Extraordinary perfumes tell a story through their notes, the craftsmanship that goes into them, and the emotions they evoke. The right smell can give you a boost of confidence, cause you to reminisce, or make you smile.

As someone who has made all the rookie mistakes when buying perfume—shopping after hours, buying without trying, getting drawn in by a pretty bottle without considering the juice—I’ve lost considerable amounts of time searching in vain. Fragrance is subjective; there are plenty of perfectly lovely, completely inoffensive releases that fail to excite me and much-lauded classics that should stay in the past. What interests me are the scents that diverge from the norm and feel singular in their intent. They don’t need to be esoteric niche creations or designer exclusives that break the bank; they just have to be original.

The moment’s five-star, top-tier standouts are perfumes that go beyond basic. Through ingenuity and artisanal expertise, the best perfumes for women offer something elevated. Whether it’s a callback to classic literature, the preservation of artisanal techniques, or a poetic ode to natural phenomena, they feel special, and at the end of the day that’s what everyone is searching for.

### Floris London Platinum 22

Londoners celebrated Queen Elizabeth’s Platinum jubilee in various ways, but few tributes were as fun as Floris of London’s Platinum 22. Drawing inspiration from the gardens at official residences like Buckingham Palace, Balmoral Castle, and Holyroodhouse, the scent utilizes a mix of traditional florals—rose, violet leaf—and quintessentially English ingredients like oats, blackcurrant, and black tea, to honor her majesty’s seven decades of service. As England’s oldest fragrance retailer and the holder of multiple royal warrants, Floris of London’s connection to the crown runs deep. Still, you don’t have to be a Windsor watcher to appreciate this sophisticated and feminine composition.



Floris London Platinum 22

NEIMAN MARCUS \$310

SHOP NOW