

The Best New Fragrances of 2023 (So Far)

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Your signature fragrance is a deeply personal preference. The right scent has the power to uplift and inspire confidence; it can also reinforce memories of the past that you hold dear (no wonder some folks keep the name of their favorite eau de toilettes under lock and key). As you embark on the new year, why not consider changing your scent to fit your new aspirations and resolutions? We're tracking the latest scents released in 2023 here—all of which will surely inspire and, more importantly, make a positive first impression, expressing your mood and personality before you even utter a hello to whomever is in the room.

Creed Carmina



Creed Carmina Eau de Parfum, \$445

Creed's newest scent is Carmina, a beguiling fragrance covered in layers of pink pepper, black cherry, exquisite notes of violet, saffron, and warm amber hues. The rose note is muted here, but still has a marvelous presence paired with gentle frankincense on the end notes.