



## INVITATION ONLY

### The lure of a scent

By Lindsey Love



**Gina and Sean Turon**, from left, with **Brenda Braswell**



**Adrainne Rodgers**, left, and **Erica Duhaney**



**Shelby Steed**, left, and **Mary Nichols**

On the 11<sup>th</sup> floor of Hotel ZaZa's "Room With a View" suite, designer **Elie Saab**'s latest endeavor – perfume – was pre-scented to a crowd who swooned at the chance to take home the intoxicating scent before it hits specialty stores. (Saks Fifth Avenue expects delivery late this month.)

Hosts **Lauren Manford** (the hotel's director of brand marketing and communications) and **Vogue** welcomed 40 guests. The white leather benches were coveted seating for a behind-the-scenes video of Saab's creative process. In a world where couture means craftsmanship, Saab outsells even Chanel.

For his first fragrance, Saab and nose **Francis Kurkdjian** (who's also behind Narcisco For Her and John Paul Gaultier Le Male) has created a "West meets the Middle East" scent with a center note of orange blossom and hints of cedar wood and rose – extremely French sweetness combined with spicy Lebanese excess.

Intoxicated by designer **Sylvie de France**'s deco-style crystal bottle and male model spritzers were **Paul-David Van Atta**, **Joanne King Herring**, **Mary Nichols**, **Katy Mayell** and **Jessica Rossman**. With a starting price of \$65, the fragrance makes entrée into Saab's decadent world a bit more attainable.