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# addicted to love

**ralph lauren** celebrates a decade of romance.

Ten years ago, the original Ralph Lauren Romance campaign emphasized a sense of optimism and the thrill of romance (after all, this was the year Carmen Electra married Dennis Rodman). The original black-and-white ads—all shot by Bruce Weber—featured the model Tanga Moreau and her (then)boyfriend Cédric Janinez embracing in a field, she wearing a black gown with rugged boots. The images were posted up in lockers and on bedroom walls the world over. Carly Simon's rendition of the oft-covered song "My Romance" (originally written in 1935) was included in the television commercial. The fragrance became one of the top 15 scents in its category, and has since sold millions of bottles. Print ads for the latest iteration of Romance, Always Yours, feature another real-life couple: Valentina Zelyaeva and Luis Borges.

As for the juice, perfumer Harry Fremont—an avid gardener—began, back in 1998, with the Sun Goddess Rose. "When I was creating the original Romance, there was another Ralph Lauren ad featuring a girl wearing yellow, lizard-skin pants," says Fremont in a thick French accent. "That gave me the idea to use a yellow rose. It has a citrus twist—very fresh, very sparkling." Back then, watery floral fragrances ruled. So, for Always Yours, Fremont updated the formula to go with the more contemporary trend of mysterious, woody scents.

Fremont also has a theory about why Romance has remained so popular. "The fragrance is multi-faceted," he muses. "Some people see the fruity top note as the main character, some see the very feminine floral as the key element, and others see the sexiness of the hint of chypre in it. Because it can change with your tastes, it's addictive." HS



RALPH LAUREN ROMANCE always yours, \$72 for .5 ounces, macy's.

## sick of it all

If your lip gloss and concealer are getting replaced by cold medicine and hand sanitizer, you may as well keep some semblance of style.

CLOCKWISE FROM TOP:

### Zelens Shiso Detox Infusion tea

Includes the same leaf placed under sashimi in Japanese restaurants to draw out toxins. \$50 FOR 20, ZELENS.COM.

### Frais Pocket Hand Sanitizer

Uses essential oils and natural antiseptics to kill germs without drying skin or smelling like chemicals. \$3.50, FRAISLUX.COM.

### Aromatherapy Instant Aromatherapy Headache Relief

Rolls on with the scent of peppermint to soothe tension. \$10, BBW.COM.

### Nuun Active Hydration Orange Ginger Tablets

Dissolve in water for an electrolyte packed drink. \$19.50 FOR THREE TUBES, NUUN.COM.

### Dr. Andrew Weil for Origins Night Health Bedtime Bath Oil

Scented for ultimate regeneration. \$28.50, ORIGINS.COM.

