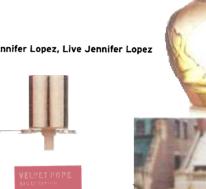


redence Malle, a handsome 41-year-old Frenchman, is the very picture of sophistication. Perpetually ciad in custom suits from Savile Row's Anderson and Sheppard and rarely with a hair out of place, the founder of Editions de Parfums Frédéric Malle is responsible for some of the most elegant fragrances on the market today. His sexy L'Eau d'Hiver mixes iris and white musk; his use of orange flower and cucumber in En Passant gives the subtlest twist to a classic floral; and his cult hit Vetiver, a crisp androgynous scent, was inspired by the late Prince Edmond Poniatowski, a friend of his father's.

"I am constantly looking for ideas to improve a particular scent," says Malle. "My nose is always open." For the past 18 months Malle, who commissions different perfumers to collaborate with him on each fragrance, has been working with perfumer Dominique Robion on his latest project, which he describes as "a lavish white flower" scent. "It's going to be one of the sexiest things on the planet," he promises, adding that getting the mix just right has caused him no small amount of anxiety. "If you see me arriving bald, it will be because I've pulled all my hair out."

Catherine Walsh, below right, and Lancaster's latest fragrance with Jennifer Lopez, Live Jennifer Lopez



Gary McNatton, below right, and his creation, Velvet Rope





édéric Malle, below right, and his most recent fragrance (with Jean-Claude Ellena), L'Eau d'Hiver







