



Lil Fleur—the music of teen feeling

Lil Fleur: Laughing, dancing, screaming, crying. A mystifying and complex world of teen spirit, both happy and sad, appears all at once. A female experience, although not one divorced from the male, where a moment in time is evoked, full of promise and potential. Here, just before innocence turns into experience and a rosebud reaches full bloom, a once familiar yet now unfamiliar instant is captured.

In Byredo's Lil Fleur, a heady, surging world of youthful emotions is conjured. Eschewing a one-note fragrance and embracing complexity, the highs and lows, warmth and sharpness of that time are induced, full of audaciousness and sincerity. Here, a rose has its thorn; the bittersweet is standard when the thrill of (self) discovery is mixed with the tension of trepidation. A female world is evoked by a male perfumer, and yet it is a fragrance to be discovered by either gender, inspired by music yet lightly worn.

In many ways, Lil Fleur is an exploration of a traditional floral—although its intention is wholly contemporary. At its heart is a dancing Damascena Rose, sparkling, crisp and enveloping in its sweetness and light. A symbol of love and beauty, secrecy and unity, it is the dominant tone in the conjuring of a girl's world. Top notes of Cassis and Tangerine, add to the crisp sparkle, almost like a needle placed on vinyl. While Saffron soothes in its warm tones, uniting with the more masculine Leather accord that is also at the fragrance's heart. Blonde Woods, Amber and Vanilla, add anchoring notes of sophistication, discretion and comfort at the base of the fragrance.

As a brother to a sister and a father to a pre-teen daughter, Byredo's Creative Director, Ben Gorham, wanted to capture the dynamics of youthful female (and male) emotions in a scent. Here, the bewildering generational shifts, complications of gender and a triumphant—yet innocent—surging sense of self, aim to be encapsulated.

LIL FLEUR

A floral

Top: Cassis, Tangerine, Saffron

Heart: Damascena Rose (oil), Leather

Base: Blonde Woods, Amber, Vanilla



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