

# Scents from nonsense

By DANICA LO

**Y**OU are what you eat — and now you can smell like it, too. Even if it is a little bit, uh, cheesy.

The Stilton Cheese Makers Association recently commissioned a fragrance manufacturer to create Eau de Stilton. Available soon via its Web site (stiltoncheese.com), the scent will be a re-creation of the cheese's "earthy and fruity aroma" using grapeseed oil, yarrow, angelica seed, clary sage, and valerian.

Why you'd want to smell like cheese is anyone's guess, but similar alternative fragrances have turned into big business in recent years. Demeter Fragrance Library's single-note cologne sprays have long been cult favorites of celebs and fashion insiders — Drew Barrymore loves "Gin & Tonic," Courtney Cox prefers "Tomato," and vegan Stella McCartney opts for "Lettuce."

All Demeter scents smell like what they are, says founder Christopher Gable. "Our Mojito, for instance, smells of lime and sugar, just as the cocktail does. The Gin & Tonic smells of lime and juniper just as the drink does."

Dylan's Candy Bar stocks Demeter alongside gumballs and gummy bears. "They fit in per-



Forget about your mother's Chanel No. 5 — the latest hot fragrances include the smells of a martini, gin and tonic, popcorn, the ocean, burnt rubber, cotton candy, dry cleaning and cheese.

fectly with our wide selection of all things sweet and tasty," says owner Dylan Lauren.

The formula works — Demeter is also carried at department stores worldwide and has broken free of its original "novelty" status. These days, niche perfumes aren't just for foodies and tipplers, either — fetishists can get in the act with Etro's burnt-rubber Gomma cologne, old-school frat boys will

love JimmyJane's tobacco-and-leather Kink, clean freaks can sniff Comme des Garçons' Dry Clean eau de toilette, and Hamptons junkies should douse themselves in Comptoir Sud Pacifique's seaweed-infused Aqua Motu in the off-season.

While celebrity scents tend toward mass appeal — like Jennifer Lopez's super-successful, floral Glow and Britney Spears' vanilla-

laced Curious — the odd-odor bandwagon has provided the opportunity for rather more fringe star endorsements. Alan Cumming's "Cumming," a mix of leather, peat, mud, cigar and whiskey, is in Sephoras all over the country; glam-rock band KISS will release a line of sweet leathery-smelling his-and-hers fragrances and skin-care products in September. And Marilyn Manson is set to

debut a new cologne — who knows, maybe it'll be the perfect eau de blood. The Daytona 500 introduced its first men's fragrance this spring — a spicy oriental, which is rather tame in comparison.

With consumers spending more than \$5 billion a year on fragrances, it's no surprise that demand has grown for unique, individualistic scents.

"The appeal is that they are simple and easy to wear," says Shirley Lau, fragrance expert and consultant at Sephora. "They're new, they're nontraditional... The trend corresponds to fashion right now — it's a return to simplicity. Single-note fragrances don't change on the skin as much as the traditional fragrance — like your typical Chanel or Dior. You put it on, and it is what it is."

As for popularity, "Scents like Marc Jacobs' Rain sold out in its first week," Lau says. "Rain, Cotton and Grass — that Marc Jacobs collection — really appeals to young professionals and a more mature crowd. But a brand like Aquolina, who makes cotton candy and sugary fragrances, appeals to the younger crowd. They like the edibles."

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## Jewelry line that's really illin'

By KIRSTEN FLEMING

**N**OW you can inject some bling along with that insulin. The universally recognized medical ID bracelet emblazoned with the caduceus — the medical symbol — to alert paramedics of ailments like drug allergies and diabetes is a simple and unsophisticated concept.

And it's undergone a

glamorous makeover.

Jewels et Jim, created by former publicist Julia van Hees-Aidner and James Martin of James Martin Jewels, offers a line of high-end medical medallions fashioned from gold or silver and inlaid with everything from malachite to mother of pearl.

Jewels et Jim is not only filling a niche — it's filling a void.

Van Hees-Aidner discovered this when Zoe Potkin, the teenage daughter of a friend, was diagnosed with epilepsy. "She didn't want to wear the bracelet because she thought it was ugly," she says.

"We approached a bunch of jewelers, and no one had done it," says van Hees-Aidner, whose former clients include jewelers Chopard and Roberto Coin.

### For the record

**I**N Saturday's New York Post, the wrong dates were listed for the Hollywood sample sale. The sale will be held Thursday through Aug. 12, from 11:30 a.m. to 7 p.m. at Hollywood, 210 Elizabeth St., second floor, between Prince and Spring streets; (212) 219-1905.

"Each [medallion] has a different feeling," says van Hees-Aidner, who suffers from lupus and drug allergies herself.

From the handsome coral hexagon charm to the turquoise disc that looks like it was lifted from Great Aunt Millie's vintage cache, the baubles will suit a variety of tastes. Van Hees-Aidner says she's even had some rap-

pers inquire about them, on a recent flight from Los Angeles to New York.

The bracelets will be available this fall at Neiman Marcus stores, Gearys in Beverly Hills or via the Web site jewels-et-jim.com; prices range from \$1,500 to \$6,000 for diamonds and other precious stones. Each comes on a leather band with a removable clasp.

Now that's sick.

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Elizabeth Lippman

Health insurance probably won't cover this medical ID.

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NEW YORK POST

## Health & Fitness

RESEARCH STUDY

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If so, are you currently having **nightmares** or **unwanted memories** of what happened? Are you **easily startled**, or do you feel **watchful** or **on guard** most of the time, even if there's no real need to be? Do you make **efforts to avoid people** or **situations** that remind you of the event? Have you had **difficulty sleeping** or **problems with your concentration** since the experience? Do think you've become **less connected with the people around you**, or have **less interest in activities you used to enjoy** since the trauma?

If you are between the ages of **18 and 65**, and several of these statements describe how you are feeling, you may be eligible to participate in a research study of an investigational new drug for post-traumatic stress disorder at the Mount Sinai School of Medicine. Participation involves a thorough psychiatric and medical screening, and if eligible, weekly visits for ten consecutive weeks. You will be reimbursed for your participation. (GCO# 04-0900, IRB approved through 6/30/07).



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