



Fragrance & Personality — What Your Scent Signals

Mini-brochure: fragrance families & archetypes, note profiles, occasion matrix, sillage & longevity basics, testing tips, capsule wardrobe, myths vs facts.

Families & Archetypes — Fast Map

Family	Personality vibe	Typical notes	When it shines
Citrus	clean, energetic, open	lemon, bergamot, grapefruit, neroli	mornings, office, gym-adjacent
Green	fresh, calm, understated	galbanum, green tea, fig leaf	spring days, creative work
Floral	romantic, friendly, soft	rose, jasmine, peony, orange blossom	daytime social, dates
Aromatic/Fougere	classic, confident, crisp	lavender, herbs, oakmoss	smart-casual, meetings
Woody	grounded, sophisticated	cedar, sandalwood, vetiver	cool evenings, formal
Oriental/Amber	opulent, sensual, enveloping	vanilla, amber, resins, spices	night out, winter
Gourmand	cozy, playful, indulgent	vanilla, tonka, caramel, cocoa	casual nights, cold weather
Aquatic	airy, minimal, sporty	marine notes, calone, salt	summer, outdoors

Sillage & Longevity — Basics

- Concentration: **EDC < EDT < EDP < Extrait** — higher usually lasts longer.
- Skin & climate matter: dry/cold skins mute scent; moisturise and try clothes-spray.
- Sillage (trail) vs projection (radius): choose low for close spaces; higher for outdoors.

Occasion Matrix — Pick the Right Signal

Occasion	Good picks	Avoid if
Office / Meetings	citrus, green, soft floral, light woody	heavy amber/gourmand in tight spaces
Date / Social	floral, amber, woody, soft gourmand	over-spraying; sharp aromatics if partner is scent-sensitive
Casual / Weekend	aquatic, citrus, gourmand (soft)	overly formal/incense-heavy if outdoors
Evening / Formal	woody, amber/oriental, elegant floral	sporty aquatics unless summer formal
Gym / Travel	minimal citrus/green; deodorant-forward	loud projection; sweet gourmands

How to Test (and read the 'character')

- Blotter → skin: try 2–3 scents per visit; wear for **4–6 h** to see dry-down (your 'character' emerges).



- Smell for ****mood/imagery****: clean, cozy, bold, calm — match to contexts you need signals for.
- One wrist = control (unscented base cream), other = scent; compare comfort/fatigue/headaches.

Build a Tiny Wardrobe (3-5 bottles)

- Fresh daily driver (citrus/green or soft floral).
- Professional anchor (aromatic/woody).
- Evening signature (amber/woody/floral depending on taste).
- Seasonal play (aquatic for summer, cozy gourmand for winter).
- Wildcard mini/decant for trend mood.

Myths vs Facts

Claim	Reality
"Strong sillage = better quality."	Quality ≠ loudness; materials, balance and wear-comfort matter more.
"Only gendered scents fit your character."	Families overlap; pick what **feels** right on your skin & context.
"EDP always lasts longer than EDT."	Often, but composition rules; some EDTs outlast rich EDPs.



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