



FASHION



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SPRING SCENES: LUCAS BY RYAN MCGINLEY >

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SPRING SCENES: JENSEN BY PAUL JASMIN >

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MEET MR. MILEY >

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FANTASTIC FOUR >

SHINY OBJECTS

SCENTS OF HISTORY

CATHERINE BLAIR PFANDER | May 11, 2009



This month, the New York-based fragrance and candle company Joya extends its partnership with Barneys New York with the launch of an unusual line of scent diffusers. We know, we know, fragrance diffusers are totally your mom's bathroom, but these aren't your run-of-the-mill five-dollar Urban Outfitters variety. Founder Frederick Bouchardy hand-chose vintage vessels ranging from late 19th century English ink pots to early 20th century medical and amber "boudoir" bottles to go with each apothecary set, which includes ten natural reed sticks, a funnel, and a card summarizing the bottle's unique history. Select from two scent options: "Petitgran Sur Fleurs," a feminine blend with notes of orange blossom, jasmine, and almond, and "La Granade," the more masculine version featuring pomegranate, vetiver, blood orange, and pink peppercorn. "People appreciate the convenience of a diffuser," explains Bouchardy. "The oil will last three to eight months, depending on how often you flip the sticks to refresh the scent. I especially love this project because the vessels are so much more special than an ordinary glass bottle. These will last forever."

Joya's fragrance diffuser sets are available exclusively at Barneys New York, 660 Madison Avenue. (212) 833-2426.

KEYWORDS: BARNEYS, FRAGRANCES, FREDERICK BOUCHARDY, JOYA

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