

What is the essence of Spring?

Spring is often described through the obvious: flowers opening, brighter mornings and warmer air. In fragrance, however, the season becomes more interesting when we look beyond the simple idea of “floral”.



Spring is a period of transition. New growth emerges against wet earth, stems push through old leaves and the air shifts between cool, mineral mornings and unexpected warmth. To interpret spring through fragrance is not simply to recreate the smell of flowers, but to capture the gradual return of life, colour and scent.

What Does Spring Actually Smell Like?

Our perception of spring is built from hundreds of small sensory details: damp soil after rain, crushed leaves, young stems, blossom carried on the breeze and the bitterness released when a leaf is broken.

Even the familiar earthy smell after rainfall has a fascinating origin. Part of this aroma comes from geosmin, a compound associated with microorganisms living in soil. This is the same compound used in our Verdure fragrance, and the one that inspired us the most.

These less obvious details reveal another side of spring. It does not have to smell overtly pretty. It can be green, damp, earthy, bitter and transparent.

In nature, floral scent also serves a purpose. Flowers release mixtures of volatile compounds into the air, helping them communicate with and attract pollinators.

What we perceive as a beautiful floral aroma is, in reality, part of a sophisticated botanical system.

Beyond the Spring Floral

Traditional spring fragrances often lean towards delicate florals, citrus and freshness. But a more considered interpretation can look beneath the flower.



Imagine the entire botanical specimen rather than simply its petals. There is the waxiness of the leaf, the bitterness of the stem, cool water, damp moss, green sap, bark and soil.

A spring fragrance might begin with the brightness of bergamot or petitgrain, move through green leaves, tea-like facets and translucent white florals, before settling into pale woods, mosses and earthy materials.

The result does not need to smell like a bouquet.

It can smell like a place.

Nature Is More Complex Than “Floral”

A flower does not produce one single scent. Its aroma can be created from an extraordinarily complex mixture of compounds.

Research into roses, for example, has identified hundreds of different volatile compounds associated with their fragrance. Different varieties can produce dramatically different aromatic profiles — some fruity, others green, spicy or traditionally floral.

Nature rarely divides itself neatly into fragrance families. A single flower can suggest citrus, fruit, spice and greenery simultaneously. A seasonal fragrance can embrace the same ambiguity.

Spring Is Not a Fixed Moment

Spring is not simply a date on the calendar. Plants respond to changing temperature, daylight and their own biological rhythms.

Long-term botanical records have also revealed changes in flowering times as the climate warms, with some plants flowering noticeably earlier than they did historically.

Spring is therefore better understood as a collection of signals: a lengthening day, the first bud, returning insects, warmer soil and the gradual appearance of green.

Fragrance can interpret those signals rather than simply imitate them.





To Notice the Season

Seasonal fragrance does not require strict rules about what should or should not be worn. Instead, it offers another way of experiencing the landscape around us.

Spring could be blossom on an otherwise bare branch. Rain against warming soil. Freshly cut stems. Damp moss. An open window. Pale morning light. These moments are temporary, which is perhaps what makes them worth noticing.

To interpret spring through fragrance can be a difficult task in itself, there are many moments that can be classed through spring but the creative freedom is the main expression. The focus on a specific moment can be the epitome of someone else's spring, that's why fragrance is always up for interpretation. Sometimes a season is understood through the smallest things we take the time to notice.