

B N JOURNAL



BEST MEN'S FRAGRANCES

ISSUE 003

A signature, before a word.



Six fragrances for a considered men's wardrobe, including unisex creations. From luminous fruit to warm woods: choose the mood that feels like you.

✦ XERJOFF

Erba Pura

Sicilian orange and bergamot lead into Mediterranean fruit, white musk, amber and vanilla. A vivid fruity signature with a warm, softly sweet finish.

CITRUS / FRUIT / MUSK

✦ YVES SAINT LAURENT

Y Eau de Parfum

Fresh sage and geranium contrast with sensual woods and tonka. Our polished everyday choice: a clean aromatic direction with warmth underneath.

SAGE / GERANIUM / WOODS

✦ PARFUMS DE MARLY

Layton

Apple, bergamot and cardamom open into lavender and geranium, with vanilla, patchouli and guaiac wood beneath. A warm aromatic choice for dressed-up evenings.

APPLE / LAVENDER / VANILLA



✦ EX NIHILO

Blue Talisman

Pear, ginger and citrus meet orange blossom, modern woods and musks. Bright and airy in character, with an abstract woody-amber foundation.

PEAR / GINGER / MODERN WOODS

✦ LOUIS VUITTON

Imagination

Bergamot and Chinese black tea meet an ambery Ambrox accord. Our edit for fresh, considered style: a white shirt, open daylight and room to move.

BERGAMOT / BLACK TEA / AMBER

✦ TOM FORD

Oud Wood

Cardamom and rosewood give way to oud notes, sandalwood and vetiver, with amber and tonka warmth. Our evening pick for a darker woody mood.

SPICE / WOODS / AMBER



Tap each entry for the official fragrance page. Note selections follow the houses' descriptions; mood and styling suggestions reflect BN editorial taste.

Dress the moment. Choose the mood.



A fragrance can change the feeling of an outfit. These are our pairings for the six bottles: personal suggestions, with no rigid rules.

★ THE COLOURFUL WEEKEND

Erba Pura

A linen shirt, an open terrace and a lively afternoon. Choose the fruity, musky direction when you want a brighter signature. Start lightly in close spaces.

BN MOOD / SUNNY CONFIDENCE

★ THE EVERYDAY UNIFORM

Y Eau de Parfum

A crisp shirt, dark trousers and a full city day. The aromatic woody profile suits our idea of a versatile daily signature; keep the application discreet at work.

BN MOOD / CLEAN & COMPOSED

★ THE COOL-WEATHER DINNER

Layton

Knitwear beneath a tailored coat. Apple, lavender and vanilla bring a warmer character to a long evening. Our choice when the outfit has a little more texture.

BN MOOD / WARM & DRESSED UP



★ THE CONTEMPORARY DATE

Blue Talisman

Soft tailoring and a table for two. Pear, musks and modern woods suggest an airy, contemporary finish. Our pick for a polished evening without a heavy mood.

BN MOOD / MODERN & FLUID

★ THE CITY BREAK

Imagination

Light layers, a good hotel and nowhere urgent to be. Tea, citrus and amber complement an easy wardrobe. Our fresh direction for daytime and travel.

BN MOOD / QUIET ESCAPE

★ THE AFTER-DARK ADDRESS

Oud Wood

A dark jacket and a low-lit bar. Woody, spicy and ambery notes complete the mood. Choose it for your own enjoyment; let the scent stay considerate of the room.

BN MOOD / DARK & UNDERSTATED



Occasions, seasons and outfit pairings are editorial interpretations. Wear what you enjoy; skin, weather and application can change the experience.

Make it your signature.



DISCOVER / EDIT / WEAR WITH INTENTION

01 Try it on your skin.

LET THE WHOLE COMPOSITION UNFOLD

Use a sample before committing to a bottle. Notice the opening, then return to the scent later as the heart and base become clearer.

Choose the version named in this edit: Blue Talisman Eau de Parfum, Y Eau de Parfum and Oud Wood Eau de Parfum. Other concentrations are different expressions.



02 Build a small wardrobe.

THREE ROLES, YOUR OWN COMBINATIONS

Choose one everyday scent, one evening scent and one expressive favourite. From this edit, a starting trio could be Y Eau de Parfum, Oud Wood and Erba Pura.

Prefer a fresher direction? Try Imagination for daytime, Blue Talisman for a modern evening and Layton for cooler-weather warmth.



03 Let restraint do the work.

A PERSONAL DETAIL, FINISHED WELL

Begin with a light application and adjust on another wearing. Match the amount to the setting, especially offices, restaurants and shared transport.

Buy the scent you enjoy wearing. Mood, comfort and personal taste matter more than promises of universal compliments or a fixed number of hours.



Sourcebook: Xerjoff, Ex Nihilo, YSL Beauty, Louis Vuitton, Parfums de Marly and Tom Ford Beauty official pages, linked on pages 2–3. Checked 20 October 2026. Independent editorial; no brand affiliation. AI-generated bottle artwork is illustrative.

