

# cologne rangers

SOME OF THE AREA'S MOST STYLISH GENTS WEIGH IN ON THE STATE OF MEN'S SCENT IN MIAMI.

BY MARIA TETTAMANTI

In a city where year-round suntans are the status quo and off-the-charts humidity reigns supreme, it's no shock that men's scents in Miami remain light and airy. Blame it on the rainy season or El Niño, but South Florida's subtropical climate has a tremendous impact on what men spritz before heading off to work or a night on the town.

The most en vogue aromas among Miami's most dashing? At Saks Fifth Avenue Bal Harbour, Bleu de Chanel, Yves Saint Laurent L'Homme and Terre d'Hermès all fly off the shelves, while just a stone's throw away at Neiman Marcus, Tom Ford Neroli Portofino and Creed Royal-Oud are big hits. The common denominators? All boast fresh and pleasant citrus top notes, and all demand erudite tastes. We caught up with a few of Miami's movers and shakers to revel in the aromas stirring our senses in today's men's fragrance market.

It appears that all men remember their earliest cologne acquisition distinctly, much like a first love. The Forge owner Shareef Malnik's first purchase was Aramis, at age 17. "I've used the same cologne since 1990, however—the original Versace Pour Homme," he says. "It's hard to find, so when I do locate it, I purchase the entire stock. And because I'm paranoid that I won't be able to buy it one day, I keep as many as 100 bottles at any given time." Ken Gorin, president and CEO of Coral Gables automotive dealership The Collection, recalls that his first cologne was Zizanie, while for Steven Giles, owner of chic Miami Beach retailer Base, it was Eau Sauvage by Christian Dior.

The trio of trendsetters agrees that Miami has its own signature scent style. As Malnik says, "One man's rose is another's repellent. But due to Miami's rich diversity, the air here is perfumed with an exotic blend of smells from the Caribbean to the Mediterranean to the Jersey Shore." Giles suggests that, with Miami's climate, it's best to avoid anything too heavy or cloying. Gorin adds, "Judging by the city's love for fancy and fast cars, we have expensive tastes!" We can't disagree with the latter.

When asked about the most seductive scents around town, Malnik unsurprisingly discloses, "The scent of my woman [actress Gabrielle Anwar] is completely irresistible." For Giles, meanwhile, it's jet-fuel vapors. "It means I'm about to travel somewhere," he says with a laugh. Gorin's tastes here run more commercial; he covets the scent of his go-to cologne, Polo Black by Ralph Lauren, thanks to its popularity among the company he keeps. "I am constantly told by others how much they like it," he says.

And as in fashion, there are definite fragrance faux pas to be committed. "Do not use your spray bottle with the enthusiasm of a garden hose," Giles says. "Less is *always* more." **OD**



The most popular men's fragrances around town these days are (FROM TOP LEFT) Creed Royal-Oud, Bleu de Chanel, Yves Saint Laurent L'Homme, Terre d'Hermès and Tom Ford Neroli Portofino.



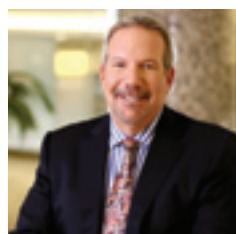
**Shareef Malnik**  
Owner, The Forge

**Favorite scent:** Versace Pour Homme  
"It's hard to find, so when I do locate it, I purchase the entire stock."



**Steven Giles**  
Owner, Base

**Favorite scent:** Blenheim Bouquet by Penhaligon's  
"Less is always more."



**Ken Gorin**  
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**Favorite scent:** Polo Black by Ralph Lauren  
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