

CANADA'S FASHION MAGAZINE

BONUS:  
FRAGRANCE  
SPECIAL

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APRIL 2012  
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# fragrance icons



The Look:  
**LUXE  
GLAMOUR**

THE FRAGRANCE:  
ROBERTO CAVALLI  
EAU DE PARFUM  
SPRAY, \$80.

**N**ever let it be said that Roberto Cavalli does anything by half measures. He is not a subtle man, and he does not make subtle clothes. Cavalli is exuberance writ large. To every maximalist's delight, that whiff of excess—the animal prints, the lavishly embroidered leathers, the sexpot gowns—is now being bottled in his self-titled debut scent.

At the perfume's launch event at his home in Italy, Cavalli describes the juice as "wild" and "sexual." The ambery floral fragrance is laced with pink peppercorn, orange blossom and tonka bean, while the *flacon*—Venetian-inspired glass cinched at the neck with a tiger-print necklace and crowned with a megawatt monogram cap—is as conspicuous as its creator. "The perfume represents my fashion," Cavalli purrs. "It's part of my world."

*Mondo Cavalli* is, perhaps, best embodied in his 36-acre villa on a hill overlooking Florence. Built around a medieval watchtower, the estate houses such hedonistic indulgences as a cellar full of Cavalli-labelled vodka, swimming pools (surrounded by zebra-pattern loungers), a tanning bed, a menagerie of gilt-caged parrots, Persian cats and the leopard pelts that are his louchely extravagant signature as a fashion designer. And there are blingy accoutrements: Ferraris, an iridescent helicopter, a yacht and a bedazzled Ducati motorbike.

That reigning sensibility—a high-voltage *dolce vita*—at Casa Cavalli is an ethos that hasn't subsided since his first runway show in 1972. Beginning his career as a fabric printer, the Florentine fashion baron has crafted an ever-expanding constellation of products, including furniture, credit cards and pet clothes, in addition to a ferocious stream of red carpet looks for his nubile coterie. Cavalli, 71, is now head of a billion-dollar empire and an icon of fashion who turns ladies into *les tigres*.

This power of transformation is on Cavalli's mind on the day of the launch event. Perched on a banquette in a room whose animal skins, crystal balls and cavernous lighting lend it the air of a well-appointed opium den, Cavalli ponders his place in fashion's Amazon, with his wife and design collaborator, Eva (the jungle queen in his animal kingdom), sitting by his side. What does he want his legacy to be? "That I created an entire world of glamour and beauty," he says. "A world that helped people to dream, to enjoy life and to feel great about themselves." And with a brazen new fragrance unleashed, you can't help but hear the call of the wild. —Aya McMillan



ONE HUNDRED PRINTS ARE CREATED FOR ROBERTO CAVALLI EVERY SEASON, but only seven or eight will make it into a collection.



ARTISANS WILL SPEND a minimum of 8-16 hours hand-sewing a Cavalli dress.



THE EXOTIC FACE OF THE PERFUME, EGYPTIAN-ITALIAN MODEL ELISA SEDNAOUI, is "the woman every woman would like to be," says Cavalli.

RUNWAY PHOTOGRAPHY, ANTHEA SIMMS; PRODUCT PHOTOGRAPHY, DANIEL HARRISON; SNAKESKIN BORDER, GETTY IMAGES; FOR WHERE TO BUY, SEE FLARE.COM/STYLESOURCE