

WE LOVE YOU MUM

Is there a particular scent that takes you straight back to your childhood? For the girls at Lore, the smell of Jasmine takes them back instantly to being little girls pouring perfume made from crushed flowers into Nan's vintage bottles.

Scent is the closest thing we have to time travel. Smell a particular flower, food or that indescribable aroma wafting down the street and you're instantly transported to a past time or place in your life. Scent has incredible nostalgic and emotional qualities.

Do you remember the perfume your mum or grandma wore when you were little? We asked our mums questions about their perfume memories and it was so special to record and share them with you:

First, we talk to Cheryl who is the lovely mum of both Teagan and Jade, two of Lore's co-owners.

WHAT IS YOUR FIRST MEMORY OF FRAGRANCE?

4711! Everyone wore it back when I was young. I also remember I didn't like it at all!

WHAT IS YOUR FAVOURITE PERFUME AT THE MOMENT?

Acqua di Giò Pour Homme – whenever I wear this fragrance people comment and say how beautiful I smell and ask what I'm wearing. It's the only perfume I have ever been complimented on.

HOW HAS YOUR RELATIONSHIP WITH PERFUME CHANGED SINCE YOUR DAUGHTERS OPENED A PERFUMERY?

I now understand what a real perfume should smell like. I understand the notes and layers, and can really differentiate the different blends. Now that I've spent time at Lore Perfumery, I have a real appreciation for the art that is behind perfume making. I understand how special it is to have a signature fragrance that is really, truly you!



Q+A
with our mums!



CHERYL AND JADE

WHAT DOES MOTHER'S DAY MEAN TO YOU?

It means so much — I always have a wonderful feeling in my heart thinking about my three kids and how loved I am by them. I love my mum so much and am so grateful that she is still here with us — 82 years young and still as funny and beautiful as ever!

WHAT IS ON YOUR MOTHER'S DAY WISH LIST FROM LORE?

I would love a keepsake, such as one of the beautiful Mari Bray pieces for when I move into my new home.

Marise is mum to Jess — the third co-owner of Lore Perfumery. We ask her about her fragrance memories:

WHAT WAS YOUR FIRST MEMORY OF FRAGRANCE?

My first experience of perfume was 4711 Eau de Cologne. When I was a kid I was aware that everyone's mum smelt the same! The first perfume I wore myself was probably pinched from my older sister Lilly's collection.

WHAT PERFUMES HAVE YOU OWNED AND WORN?

I didn't wear much perfume until I bought Yves Saint Laurent Rive Gauche (duty free) and have always had it since. I haven't now worn it for ages - it must be stale by now. So I suppose that was my favourite for a long time. My perfume preference has changed and bit and now is something a bit more subtle.

WHAT IS YOUR FAVOURITE PERFUME NOW?

I really loved the Juliette has a Gun Lady Vengeance that Jess gave me. It was very different and people commented which was nice.

WHAT IS YOUR DREAM MOTHER'S DAY GIFT FROM LORE?

My dream gifts are usually perfume and makeup. Although I also love the Lore Hand and Body Wash so wouldn't mind some more of that... I'm really looking forward to a Mother's Day lunch with my best two girls — Jess and Lucy.



Teagan is also a mum herself! We ask her about her Mother's Day experience.

WHAT IS YOUR FAVOURITE MEMORY OF CELEBRATING MOTHER'S DAY WITH YOUR SON, CHARLIE?

Last year Charlie was so sweet. He let me sleep in, made me a beautiful card with a story about the two of us, spoilt me with a new candle and he took me out for breakfast.

HOW HAS MOTHER'S DAY CHANGED FOR YOU SINCE OPENING LORE PERFUMERY?

Before Lore, Mother's Day was just about my mum and Charlie. Now, it's also about helping all the other mums out there feel spoilt and loved. It's beautiful seeing kids come in and hand pick something for their mum or when a mum and daughter will come in together for a fragrance consultation.

AS A MUM, WHAT WOULD YOU LOVE TO RECEIVE AS A PRESENT FROM LORE?

Some beautiful quality skin care products, like Dr Hauschka or Madara. Or if it's from a little kid with a smaller budget, The Botanical Body Duo pack with Lore's signature Hand & Body Wash and Hand & Body Lotion.

And just for fun we ask Charlie (8) a few questions, too:

WHAT DOES MOTHER'S DAY MEAN TO YOU?

To have time with my Mummy. It makes me happy for Mummy.

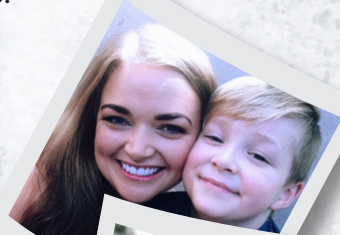
WHAT DO YOU LOVE ABOUT LORE?

It sells cool soaps and bath bombs. My favourite things from there are the shark bath bomb, vegemite toast soap & the Demeter Brownie perfume.



WHAT WOULD YOU LIKE TO GET YOUR MUM FOR MOTHER'S DAY?

Chocolate and perfume



CHARLIE AND TEAGAN

Can you remember what you did for Mother's Day when you were little? Long are the days when you'd give your mum a macaroni portrait card or a 'World's Best Mum' mug (hand painted of course!) for Mother's Day.

She adored those precious handmade gifts, of course, but now you're older, you love to spoil your mum (or your Nan, auntie, or older sister!) with thoughtful gifts or experiences that will make her really know how special she is to you.

Keep reading to discover how to choose a perfume for your mum that's so her.

OUR TOP PERFUME PICKS FOR MUM

1



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A PERFUME
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2



3



4



1. GOLDFIELD AND BANKS - SOUTHERN BLOOM PARFUM EXTRACT 100ML \$249
Classy, elegant and decadent.

2. FRAGONARD – EMILIE EDP 60ML \$150
Classic, deep and a touch of vintage vibes from the iconic perfume house.

3. ACQUA DI PARMA – PEONIA NOBILE EDP 100ML \$239

The perfect fragrance if you love florals to smell just like they do in the garden.

4. FRAPIN – 1270 EDP 100ML \$229

Warm and sweet, with a grounding, earthy depth.

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5



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10



5. JULIETTE HAS A GUN – NOT A PERFUME EDP 100ml \$209 — A unique pheromone like effect. Smells like skin but better.

6. TOKYO MILK – FRENCH KISS EDP 50ML \$65 Gorgeously floral with fruity notes and a Vetiver depth.

7. GRANDIFLORA – MADAGASCAN JASMINE EDP 50ml \$145 — the truest Jasmine we've ever smelt, creamy and intoxicating on the skin.

8. EIGHT AND BOB – ANNICKE 2 EDP 100ml \$264 — Such a rich and sumptuous fragrance, this is a real show-stopper.

9. CARNER BARCELONA – SWEET WILLIAM EDP 50ml \$154 — Spicy and unique; almost a little juicy on the skin.

10. ACCA KAPPA – VANIGLIA FIOR DI MANDORLO EDP 100ML \$139.95 — Vanilla lovers favourite; smells like sunshine.

WE'VE GOT ALL MUMS COVERED

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FOR THE COOL, ROCKER MUM
CORETERNO
THE GIFT OF LOVE
SCENTED CANDLE
\$139



FOR THE MUM WHO LOVES A STORY
LUBIN
BLACK JADE EDP
100ML
\$299

FOR THE MUM WHO HAS EVERYTHING
CIRE TRUDON
LA PROMENEUSE
ROOM DIFFUSER
\$450





FOR THE DOWN TO EARTH MUM
LOUELLE
SHOWER CAP
\$45

FOR THE MINIMALIST MUM
CARNER BARCELONA
COSTARELA
100ML
\$220



FOR THE GORGEOUS GRAN
FRAGONARD
ETOILE
50ML
\$135

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**NEXT UP: YOUR GUIDE TO CHOOSING A
PERFUME YOUR MUM WILL ADORE**



img: @ohitsperfect

HOW TO PICK A PERFUME FOR MUM

As a gift, perfume is intimate, thoughtful and gracious. It's the gift that blossoms memories; every time your mum spritzes the perfume you bought her, she'll smile, thinking of you.

Your mum's perfume is an extension of her style and her character so it's important to get it right. And while we're all about the sentimentality of gifting a perfume (and let's be honest, it's the gift that we'd love to receive too) we also understand that it can be a little tricky.

Giving someone you love a perfume is gifting them a special sensory experience that they can enjoy over and over again. When choosing your mum's perfume, choose something that reminds you of your her, but also something that connects *you* to her.

ON THE NEXT PAGE, WE BREAK DOWN THE DIFFERENT THINGS THAT YOU'LL NEED TO CONSIDER WHEN CHOOSING A PERFUME FOR MUM

TOP TIPS WHEN CHOOSING FOR MUM

- Look at perfumes that she has worn previously to get an idea of what she likes — do the perfumes have woody or floral notes? Focus on these to find a similar but new perfume.
- Does your mum like a bold, intense scent (you can always smell her, even when she's left the room) or does she usually smell more soft and subtle? The concentration of your mum's previous perfumes could indicate her preferred strength — remember Eau de Parfums are stronger than Eau de Toilettes.
- Think about how you would describe your mum, then look for a perfume that makes you feel the same characteristics.
- Look at any other products that your mum uses — maybe a hand cream, candle or face product as these may hint at the type of scents that she loves.
- Take advantage of our in-store complimentary perfume consultations to explore our perfume collection; you'll find the perfect scent with our expert help. We beautifully gift wrap and can even make a nose gay in-store (a perfume sample that keeps your nose happy) so that your mum can make sure she loves it before opening her perfume.
- Shopping online? On our website, all our perfumes are categorised by notes to make it easier for you.



THE LORE PROMISE

Take the risk out of buying a perfume that you've never smelt online; we'll send you a sample vial of the scent with your order.

And if you're not 100% in love, send the perfume back and we'll swap it over, no questions asked!

6 CANDLES YOUR MUM WILL adore

VOLUSPA BALTIC AMBER LARGE JAR CANDLE.

A gorgeous, embossed vessel in our best-selling scent. An earthy yet sweet fragrance.



\$49.95



\$55

**BABE AUSTRALIA
ROSA LUXURY
SOY CANDLE**
Working with third generation perfumers, the Babe candles have show-stopping scents and beautiful vessels.

GLASSHOUSE FLOWER SYMPHONY

The packaging will make you smile and the scent is equally gorgeous. The perfect rose candle. *Limited edition so act fast.*



\$46.95



\$55

**SWEDISH DREAM
SEA SALT CANDLE**
A scent that takes you straight to the sea. Perfect for any beachy mums out there, the scent is a heady sea salt fragrance.

CIRE TRUDON MADURAI CANDLE

From the world's oldest candle makers, Madurai celebrates the Jasmine of India; notes of Ylang-Ylang, Sambac Jasmine absolute & Benzoin Resin.



\$135



\$48

**ASPAR
ROSE &
LEMONGRASS
CALMING CANDLE**
An all-natural soy and coconut wax candle with the perfect calming essential oil scent blend.

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A



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BUDGET BUYS: TOP GIFTS UNDER \$30

A. Lore
Perfumery Body
Balm 200ml \$24.95

B. Aspar Botanical
Handwash 500ml \$28

C. Babe Australia Body Soufflé
Verbena Gypsy 200ml \$26.95

D. Panier des Sans Precious Jasmine
Hand Cream 75ml \$19.95

E. Salt By Hendrix Eye
Babe 15ml \$24.95

F. Weleda Skin Food Body
Butter 150ml \$29.95



F

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G. Voluspa Bergamot Rose Macaron Candle
51g \$27.95

H. Anis de Flavigny Violet Pastilles
50g \$7.95

I. Demeter Sunshine 30ml \$29.95

J. Salt By Hendrix Salt Scent Love + Sunsets
12ml \$29.95

L. Nook & Burrow Juliet's Balcony Candle 250ml \$21.95

M. Nesti Dante Rose & Peony Soap 250g \$13.95

GIFT CARDS

When you're not sure what to get mum, a gift voucher can be a really thoughtful gift option.

It also means that you can both come in and enjoy the amazing sensory experience of Lore Perfumery together!

Hey, why not make a day out of it and grab some croissants down the road at Lune, or a cocktail across the road at Black Pearl then come in to explore our unique store.

T&Cs: gift vouchers are available to purchase both online or in-store but are only redeemable in-store at 313 Brunswick St Fitzroy. Gift vouchers cannot be redeemed for cash.

img: @orchidsandpeonies



FRAGRANCE CONSULTATIONS

We love perfume here at Lore, and one of our favourite things to do is perfume consultations.

During a consultation, we'll ask what you
(or the person you are buying for)
has worn previously.

Then we'll consider the composition and
the notes of your previous perfume to get
an idea of your taste.

We'll talk about what the perfume
is for, when you'll wear it,
and how you want to feel.

THEN WE START SPRITZING!

We'll select a variety of perfumes based
on the information that you have given us,
you'll get to hear about the stories,
the notes, the perfume houses, the history.

After picking your favourites from this selection
we'll try them on your skin as the final frontier
— often your skin decides for you.

And then, the fun of picking the winner that you
absolutely love and need to take home with you.

NO NEED TO BOOK, JUST POP IN STORE.

MINIS!

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Transform your fave perfume into your very own mini with our Perfume Pods. Don't waste your time (and precious fragrance) by pouring the perfume into atomisers, the patented technology in these bad boys make decanting your perfume quick and simple.

A travel must.

\$19⁹⁵



Histoires de Parfums 1969 EDP 15ml \$66 – inspired by the year of the sexual revolution



Salt By Hendrix Salt Scent Goddess Glow 12ml \$29.95 – natural, flower filled perfume oil with an essential oil blend



Tokyo Milk Dark La Vie La Mort EDP 10ml \$39.95 - a seductive, romantic floral fragrance with a hint of spice



Acca Kappa Giardino Segreto EDP 15ml \$39.95 Straight from a secret garden



Juliette has a Gun Lady Vengeance EDP 7.5ml \$39 – the fragrance of a lady...a sexy lady

We have a great range of mini perfume options for your handbag, travel, desk, car or just because you like minis.

DISCOVER YOUR MUM'S ULTIMATE PERFUME

take the quiz!

YOUR MUM'S DREAM SUNDAY LUNCH IS...

- A** The best cheese and prosecco in the park; laid back yet indulgent
- B** She is the hostess with the most every single time; hors d'oeuvres, entree, main, dessert, matched wines...the lot!
- C** A quirky new cafe that's just opened up; trying something new and different
- D** Fish and chips on the beach followed by ice cream and adventures

IF YOUR MUM COULD HOLIDAY ANYWHERE IN AUSTRALIA, SHE'D HEAD TO...

- A** A beautiful Air BNB in Byron Bay
- B** Fraser Island luxury resort
- C** Tassie, for Mona adventures
- D** Gold Coast, including all of the theme parks

YOU'D DESCRIBE YOUR MUM AS...

- A** A well balanced modern mum, living her best life.
- B** The most impeccable woman - always well put together and exuding grace and warmth
- C** Eclectic, she always surprises you with her culture and taste - a little left of centre but in a good way!
- D** Fun and playful, sometimes a little daggy but she's always up for a laugh and a good time!

MORE OFTEN THAN NOT YOU CAN FIND YOUR MUM...

- A** Working on a new healthy recipe in her beautifully styled kitchen
- B** Tidying; making sure that the house is immaculate and ready for guests at any moment
- C** Pottering with her impressive indoor (and outdoor) plant collection, record blasting in the background
- D** On the couch with a wine watching the newest most entertaining reality show

HOW WOULD YOU DESCRIBE YOUR MUM'S STYLE?

- A** Lulu Lemon sportswear but still a put together sports look
- B** Always elegant and feminine, think Audrey Hepburn
- C** Jeans and a cool tee with Converse trainers
- D** Bright and colourful, lots of dresses

THE LORE PROMISE

The Lore Promise makes buying perfume online easy!

When you are purchasing a perfume, click The Lore Promise tick box and we will send you a small sample vial of that perfume so can make sure that you absolutely love it

If it's not love, return the unopened perfume to us for free (no questions asked) and we'll swap it over for a different perfume that you fall absolutely head over heels for.

This is also a great option when buying perfume as a gift.

QUIZ ANSWERS!

MOSTLY A'S. She's modern, minimalist, and classy. Try Carner Barcelona Tardes EDP or Juliette has a gun Not a Perfume EDP

MOSTLY B'S. She's classic, traditional, and elegant. Try Robert Piguet Fracas EDP or Carthusia Fiori di Capri EDP

MOSTLY C'S. She's edgy, quirky and unconventional. Try Grandiflora Queen of the Night or Costume National So Nude

MOSTLY D'S. She's fun, playful and bohemian mum. Try Fragonard Etoile or Acqua di Parma Fico di Amalfi



LORE PERFUMERY IS THE PREMIER PERFUME DESTINATION IN AUSTRALIA.

- Over 500+ different perfumes
- Unique and niche perfume brands
- Tailored perfume consultations just for you
- Renowned international and Australian brands

As well as perfumes. Lore Perfumery stocks everything to make you smell and feel wonderful, such as skin care, candles, bath and body care and makeup.

With our iconic store in Brunswick Street, Fitzroy and an online store to reach all of Australia, we are leading the way and breathing fresh energy into the world of perfume in Australia.



Visit us at our Fitzroy Store
313 Brunswick Street,
Fitzroy VIC 3065

Call us on **0394161221**

Say hello
hello@loreperfumery.com.au

Stalk us
f @loreperfumery

WWW.LOREPERFUMERY.COM.AU