



# The Essence of *Bermuda*

With the hint of salty air, you're on the beach, the sand between your toes. Catch a whiff of freshly baked cookies, and you're back in your childhood kitchen. The smell of sweet perfume reunites you with a beloved woman in your life.

Perhaps no one understands the strength of this bond better than Lili Bermuda. An island institution since 1928, the fragrances created here are linked to the memories of many. A visit to the Perfumery's beautiful, historic home delights more than just one's sense of smell. The three-centuries-old Stewart Hall in St. George's is an elegant and tastefully decorated setting in which Lili Bermuda Master Perfumer Isabelle Ramsay-Brackstone crafts the Perfumery's fragrances. It's here where she captures the essence of Bermuda, continuing the work of generations before her.

"Our inspirations are the botanicals of Bermuda but also the ocean, the sky, and the sand, and our fruits, desserts, and drinks," says Isabelle. "We really like to tell the story of our island through the olfactory sense."

Bermuda's story is told in the Perfumery's four collections. The most contemporary line, created over the last decade, is an artistic interpretation of the beautiful scents found across the island.

"This line doesn't exclusively feature flowers," says Isabelle. "We use a lot of other materials including more fruity

The relationship between scent and nostalgia runs deep. How often are we transported through time and space, propelled by various aromas?

notes, more green notes, and some nice marine, musky tendencies."

The Water Collection, one of unisex fragrances, features young fresh and citrusy notes. Lili Bermuda's men's line relies on the famed Bermuda cedar as well as more modern notes of fresh greens, guava, and seagrass—"Things that are very distinctive to our island and very, very pretty," says Isabelle.

The fourth line, known as the Legacy Collection, features the Perfumery's first six fragrances, dating all the way back to its opening in 1928. These nostalgic fragrances follow a theme of single flowers, with scents of Easter Lily, Jasmine, Bermudiana, Passion Flower, Oleander, and Frangipani.

"These fragrances are classic," says Isabelle.

The skill and artistry at work at the Bermuda Perfumery is perhaps most evident in the warm, soft, and citrusy Mary-Celestia, a perfume meticulously replicated from a bottle hidden in the 150-year-old shipwreck from which the perfume borrows its name. The scent was recovered in 2011 by a team of marine archaeologists; its inclusion in the Bermuda Perfumery's repertoire is a nod to the island's unique shipwreck heritage.

The Bermuda Perfumery has built up a loyal clientele during its decades in business. Their carefully crafted scents are created exclusively in Bermuda, and sold on the island and through the Perfumery's website, [www.lilibermuda.com](http://www.lilibermuda.com), where orders are shipped worldwide.

"We have these wonderful couples who come back for their 25th, 40th, and 50th wedding anniversary, and they want to purchase a bottle of the Passion Flower perfume that they bought when they first came to Bermuda on their honeymoon," says Isabelle. "It's very, very precious. These fragrances are not just fabulous, but they have a very strong attachment to the place of Bermuda and to the very strong emotions that people experienced while wearing them. We have a beautiful legacy and a very good clientele that keeps coming back year after year. Bermuda is a gentle, kind, elegant place, and that's what our perfumes capture."

**The Bermuda Perfumery**  
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