

## Tekst 2



## Mouchoir de Monsieur

WHEN I was at university, I was introduced to a mature student who, for a brief few months, seemed very keen to cultivate me. It came as some surprise to discover that she had been a model – Yasmin Le Bon she wasn't. It turned out that she had been a hand model and the star of the Denim advert where it was implied that by wearing the right aftershave you would have women trying to unbutton your shirt.

Denim needed red nails and questing fingers to sell because, in reality, its smell was to sex appeal what the iceberg was to the Titanic. In contrast, the world's sexiest fragrance for men is so underplayed that most people have never even heard of it. Mouchoir de Monsieur by Guerlain, a blend of bergamot and sandalwood, was the first fragrance to be designed specifically for gentlemen – in 1904, when men were magnificent and wanted to smell nice in their flying machines.

Before Mouchoir de Monsieur, Guerlain had beaten Calvin Klein by almost a century with Jicky, an eau de toilette that proved as popular with men as women.

Mouchoir de Monsieur is still going strong 94 years later, but you won't find it alongside a complementary range of body scrubs in a high-street chemist. The only place you can buy it in Britain is Harrods – for a sum that would buy Brut by the barrel – but when you know you will smell like aficionados such as Sean Connery and Cary Grant, it is well worth the trip.

On a cynical note, would it be so appealing if it wasn't French? In translation, would any self-respecting he-man feel comfortable dabbing a spot of Hanky behind his ears? Maybe not.

Robert Johnston

*'The Sunday Times'*

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- 1p **2 ■** What was Robert Johnston's opinion about the smell of Denim, according to the first two paragraphs?  
He considered it to be
- A disastrous.
  - B powerful.
  - C stylish.
  - D very sexy.
- 1p **3 ■** Which of the following statements about Mouchoir de Monsieur are true, according to this article?
- 1 It is an exclusive brand.
  - 2 It is hardly promoted by its manufacturers.
  - 3 It is popular in France only.
  - 4 It was the first perfume to suit both male and female tastes.
- A Only 1 and 2.
  - B Only 2 and 3.
  - C Only 3 and 4.
  - D Only 4 and 1.
  - E 1, 2 and 3.
  - F 2, 3 and 4.