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Miss_U Laboratorio Olfattivo: A Cloud Choosing Its Own Shade



This new perfume, first shown at **Esxence 2023** in Milan, has an unusually long backstory. It began almost immediately after [Need_U](#), in 2018. The development of the [Miss_U](#) fragrance took a very long time, dozens of possible directions, dozens of improvements and amendments - perfumer [Luca Maffei](#) diligently followed the instructions of **Roberto Drago**, art director of [Laboratorio Olfattivo](#). What was the difficulty?



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He made human skin and perfume come alive in a general sense, made them fall in love with each other, and put the names in their mouths as words of recognition. The fragrance *Need_U* tells warm skin that it vitally needs it (see [Roberto Drago's interview](#)); the new *Miss_U* fragrance sounds as skin's answer to perfume, a silent cry that our skin lacks fragrance. Let's just say the idea is romantic, and not convincing for everyone - but for regulars at Fragrantica and perfume stores, it's close. There is a reason for the expression "*I went out without any perfume and feel naked*".

"I miss you. Miss_U is the need to wear a merge of sensuality and caresses, the desire to be enwrapped into amber, animal notes and touched by warm woods and vanilla. Again, and again. If it's true that beauty stems from the experience we have lived, it is equally true that the desire of what has been, goes beyond a single moment and let an emotion to be eternal.

Miss_U aims to capture the emotion of the absence in a mysterious and unique perfume, as an elusive and intangible animal." - brand's description.



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It is what it is - describing [Miss_U](#) fragrance in terms of notes and chords is not easy. The word "shimmering" does not suit this changeable and yet still constant fragrance - it is more reminiscent of clouds, invariably airy and constantly changing. Or shifting shadows, a gray reminder of form.

The opening chord is quite fresh and sparkling, but there are no bright markers by which to identify lemon or pepper, or enough volume to recognize tangerine or pink pepper. I would assume coriander or nutmeg - the spices are soft, with a woody undertone, and easily masked by a light leathery smoke that runs after the initial freshness, a cozy, uncoarse and homely smoke.



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This smoke is woven from light and shadow. From the dark phenolic gouache characteristic of balsamic vanilla and a smoky leather base on an oud theme, and the fluffy whiteness of guaiac wood. Oud lovers will tell you that this is the most delicate and warmest oud, literally a web of smoke, and vanilla lovers will find vanilla clouds in it - and indeed, it is very pretty. Call it warm roasted chestnuts or vanilla crème brûlée with a crunchy caramel crust - whichever image is closer to you - for me it's a sweetish smoke that can't decide if it's light or dark. (Since the brand is Italian, we can remember how crucial the color of smoke is to the Catholic world)

So the clouds can look white, gray and almost black, depending on the amount of light - in the right light, they can even be pink or orange. The base is helped by a chord of white musks, and the cloud dichotomy is resolved in favor of white and fluffy.



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Miss_U is a fragrance that calls out for something. It doesn't seem to me to be a longing or a cry for help. It is a silent longing, like an inaudible whisper of "smell your wrist again".



Miss_U Laboratorio Olfattivo fragrance is available [on the brand's official website](#), in Eau de Parfum concentration, 100ml bottles cost 103 euros.

Miss_U Laboratorio Olfattivo

Top notes: Italian tangerine and Bergamot

Middle notes: Sichuan pepper, Cinnamon, Ambroxan and Oud

Base notes: Patchouli, Guaiac and Vanilla.