

## New Senyokô Perfume: Hora de la Verdad Sombra

**New Fragrances** 

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The French perfume brand **Senyokô Paris** has released the second part of an olfactory dedication to Ernest Hemingway's book "Death in the Afternoon", which describes the rules and procedures of the Spanish bullfight, the emotions and feelings of the spectators and participants of the cruel show.







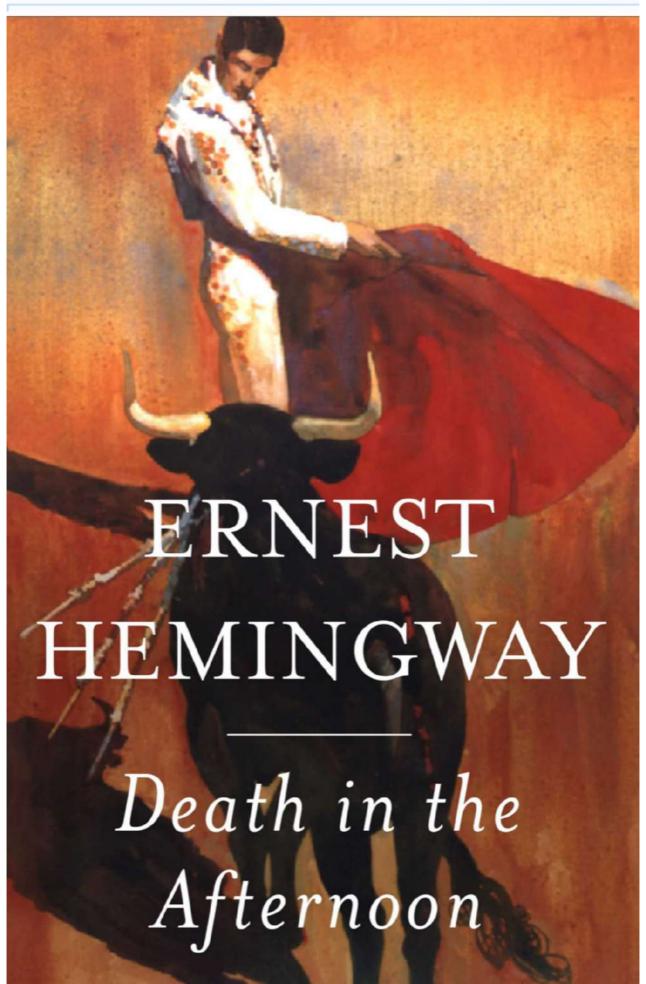
The fragrance is called **Hora de la Verdad Sombra**, and it is distinguished from the first fragrance by the black color of the box, label and stopper on the bottle. This is a logical decision. After the first fragrance of geranium and rose, dedicated to the dazzling sun, "the best matador", as Hemingway described it, the second perfume should be dedicated to the black shadow. The death of one of the participants in the bullfight.

"To the blood, for the swords... I crave a coup de grâce!"

His victory fades with a beautiful death and is no longer marked by the deepest shades of reds smeared on the sunset skies. This new creation embodies the idea of "perceivable adrenaline" and the chiaroscuro that heightens the drama of the bullfighting canvas." - brand's info.









Hora de la Verdad Sombra is a deep leather fragrance. It smells of smoke and leather, old hay and a paddock where animals are kept. But a metallic shade is also quite eminent in it, a sonorous and sharp flash of steel hidden in volumes of smoke from burned wood and coal. At first the aroma is soft as black smoke, like fluffy flakes of black soot on a bouquet of spring daffodils.

And then it becomes sharp, hard, and similar to the smell of a mixture of tar from different types of wood, with gasoline or something similar as a technical solvent. It smells of hard masculine work with wood and metal - know-how, intellect and skillful hands. Work in a garage, a shoe shop or in a stoker, with all the dirty things like coal, sawdust and grease, with cunning tools made of wood and metal, with various technical liquids (varnishes, paints, adhesives and solvents), and of course, the smell of sweat is indispensable here.





Therefore, if you wear the fragrance with a work robe of auto mechanics or miners, in a garage or in a locksmith shop, then the fragrance will be lost in the smells of the place. But if you wear it to art galleries or concert halls, along with a white shirt and a suit, then **Hora de la**Verdad Sombra becomes an open statement.

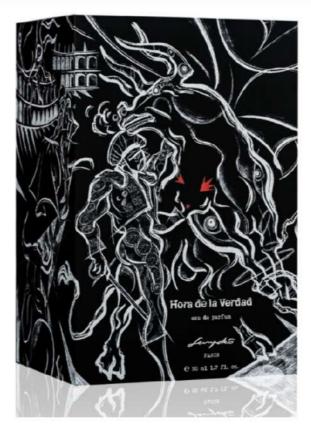


A very uncomfortable and uncompromising statement, perhaps even a moment of truth. For example, a reminder of those places, far from the philharmonic halls, where ore, oil and coal are mined, and places where they are turned into useful products; about farms where food is grown in the broadest sense; about the people who keep it all up and running, to make you electricity, hot and cold water, you name it. They make all of us being able to listen music, call friends, watch TV or work on the computer, leaving our digital footprint. The comfort is created there, and I think that these places cannot be called "burning garbage dumps", rather - hard daily work.

There is only one caveat: these places cannot be glamorous, like a bullfight or pirates, like a mysterious image of a Shadow or the Devil, so they usually do not belong in perfumery. In perfumery, everything becomes glamorous, even death itself - in the form of a black skull to the sugary fragrance of Black Phantom By Kilian, or a skull in rhinestones on a No Limit \$ Philipp Plein plastic card. Let's focus on black only, the art directors insist.







Then, in the soot, fumes and gasoline of Hora de la Verdad Sombra, a deep smoky sooty base wakes up again, not sharp, but bitter and tired, characteristically animalic and even somewhat angular. Sweat and machine oil, smoked mackerel or "liquid smoke" mixture, grease that has soaked into the workbench - after that, the smell of beaver glands seems to be a wonderful floral-vanilla scent, and the smell of oud oil feels right at home in this workshop. Perfumer Euan McCall, the nose of Senyokô, has created a great fragrance with different shades of black, while avoiding sweet and ambery nuances so as not to embellish death or life. It seems that nothing could be more black. Comparing with the first fragrance, this is like Red and Black.



Hora de la Verdad Sombra Senyokô is available as a 50ml Extrait de Parfum for \$245 on the official website and in selected boutiques. Samples of 2ml - 10 euros. At the moment, brand distributors work in eleven countries of the world and the brand is represented in the USA, Great Britain and European countries.

## Hora de la Verdad Sombra Senyoko

Top notes: Blood, White pepper, Saffron and

Thyme

Middle notes: Jasmine, Narcissus and Turkish

rose

Base notes: Hyrax, Leather, Castoreum, Civet, Birch tar, Agarwood (oud) Cedar, Guaiac wood, Musk, Oakmoss and Spanish labdanum.