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breeze, sage and pine, even sitting on the 33rd floor of an office building - one green, at least - in New York. I'm sure my eyes roll around the back of my head. This is not a fake Christmas tree smell that induces headache, but something much more organic. Juniper Ridge is doing something different with fragrance.

Instead of taking the position that the perfumer is an artist tasked with invoking abstract ideas about sex, desire or beauty, the perfumers here are walkers and backpackers who intend to pour the smell of the great outdoors into a bottle. It breaks for me: We go to the mountains, we collect wild plants, and we distill natural fragrances from them. As a result, the fragrances are aromatic snapshots of the Wild West, from my tranquilizer introduction to the brand, the resinous Big Sur Cabin Spray, to the Siskiyou Backpackers Cologne, a ginger-cedar blend, and the aptly named Incense campfire. Each is made of found branches, leaves, roots and flowers. Having grown up in the mountains of Northern California, I can attest to its olfactory authenticity. Surprisingly or unsurprisingly, New York City is the brand's largest market (obi attributes this to what it calls Outdoor Deficit Disorder), which is why its first pop-up store will appear here, on Williamsburg's Wythe

Avenue in October. The plan is to bring raw ingredients and distill natural fragrances on the street. One of the most unusual elements of the brand is its inconsistency. As local conditions and foliage change from season to season, each bottle is relief with a harvest code. In other words, each batch of perfume is completely unique. It's like terroir for fragrance, our editor-in-chief noted, shortly after scenting his office with the Cascade Glacier Cabin Spray. We tend to agree. P.S. Juniper Ridge has a beautiful Instagram feed. See your trips through the forest here: @juniperridge. This content is created and maintained by third

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