

How to Wear Scent on Your Clothes (And Make It Last All Day)



Fragrance doesn't just come from a bottle. The best-smelling people you know? Half of it is their laundry. That warm, clean, just-got-dressed smell that follows someone into a room — that's not an accident. It's a routine.

The Classic Collection was built around exactly this idea: that your clothes should carry a scent worth noticing, and that scent should last. Not just for the first hour after you pull a shirt from the dryer, but all day, into the evening, through the third wear. Here's how to build that routine.

Start With a Scent Worth Wearing

Before the how, the what — because not all laundry fragrances are worth the effort of making them last.

The Classic scent was developed by a perfumer with the same intention you'd bring to a fine fragrance. It opens bright and fresh with lily of the valley and citrus, settles into jasmine florals, then dries down into soft musk and sandalwood that lingers on skin and fabric.

It doesn't smell like detergent. It smells like clean, elevated, and intentional — the kind of scent that makes people ask what you're wearing when all you did was do your laundry.

Step 1: Wash Cold, on Purpose

Most people reach for warm or hot water out of habit. For scent retention, cold is the right call — and not just because it's gentler on fabric and color.

Hot water opens fibers aggressively and can drive fragrance molecules out along with the dirt. Cold water is gentler on both fabric and scent, allowing the Classic fragrance to settle in and last through the dry.

Signature Detergent Classic is specifically formulated to clean deeply in cold water using an enzyme blend that does the heavy lifting so temperature doesn't have to.

A few habits that make a real difference:

- Measure with the Laundry Measuring Cup every time — excess detergent leaves residue that dulls scent
- Don't overload the machine — clothes need room to rinse properly
- Skip extra rinse cycles when possible — they can strip fragrance payoff

Step 2: Condition for Staying Power

Fabric Conditioner Classic

If detergent lays the scent foundation, the Fabric Conditioner is what makes it hold.

It smooths fibers, reducing roughness that lets fragrance escape too quickly, while creating a softer surface for scent molecules to cling to.

Think of it as setting spray for laundry — locking everything in so it lasts longer and smells more cohesive.

Step 3: Dry Smart

Heat breaks down fragrance molecules faster than most people realize.

Medium heat or shorter cycles preserve scent better, while air-drying extends it even further. If using a dryer, remove clothes while slightly warm and give them a shake to help fibers release trapped scent.

One rule: never leave laundry sitting damp in the machine — it undoes everything.

Step 4: Layer Before You Get Dressed

This is where clean becomes something more.

Fabric Spray in Classic is fragrance for your fabrics — a light mist that revives scent, smooths wrinkles, and blooms as fabric warms against the body.

It's the difference between clothes that smell clean and clothes that smell finished.

Step 5: Refresh, Don't Rewash

Not everything needs a full wash after every wear. Over-washing is one of the fastest ways to break down fabric and fade scent.

Instead, hang garments and mist lightly with Fabric Spray in Classic to reset freshness and extend wear life.

Clothes go back into the closet smelling like they just came out of the dryer.

The Result

When care is intentional, scent becomes part of your signature. The Classic Collection is the system that makes that consistency possible — wash, wear, and everything in between.