

SUN IN A BOTTLE

Need a vacation? Your *next great escape* may be just one sniff away.



FROM LEFT: THE FRENCH ISLAND OF CAVALLO, LOCATION OF THE CAMPAIGN SHOOT; HAILEY BIEBER. VERSACE DYLAN TURQUOISE EAU DE TOILETTE, \$105, MACY'S.



IF ANYTHING could ignite giddy anticipation of a post-pandemic holiday, it might well be your next fragrance. Research shows that smell triggers memory and mood more than our four other senses do, which may explain why some of the most buzzy scents hitting the market, like Atelier Cologne's Lemon Island and D.S. & Durga's Jazmín Yucatan, seem to have been specifically designed to evoke a sense of carefree wanderlust. A prime example is Versace's new Dylan Turquoise. With its fresh, heady blend of citrus, white flowers, and sun-warmed woods, this fragrance reminds us of the curative powers of a proper vacation, even if such a thing still lies months away. (And if you need a visual, Hailey Bieber's fragrance campaign, shot on the French island of Cavallo, serves as ample inspiration.)

"People are seeking a way to find comfort and mental escapism during this time," says Linda Levy, president of the Fragrance Foundation. "Fragrance is transportive to another destination or time, or a reminder of who you are and your identity. It really allows self-healing."

—KATIE BECKER

HEALTH TECH

Is HRV the New "10,000 Steps"?

When Tory Burch bought the Whoop Strap 3.0 health tracker for 700 staffers last fall, the device had already been spotted on pro athletes like Sue Bird and Maria Sharapova. It gained widespread attention back in June, when the respiratory monitor helped pro golfer Nick Watney accurately detect his COVID-19 infection early. The device's heart rate variability (HRV) tracking puts it at the forefront of a trending health fixation: "HRV is the variation in the time intervals between heartbeats,

which measures the balance between the parasympathetic and sympathetic nervous systems. This can indicate how our bodies respond and adapt to stressors," says Stacy T. Sims, PhD, who studies HRV in New Zealand. "Research has shown a relationship between low HRV and worsening depression or anxiety, and an increased risk of cardiovascular disease and early death." Other wearables, like the Oura Ring and Apple Watch, also track HRV, but the metric is still on the brink of general acceptance in medicine. "It's controversial whether HRV has been proven with large randomized trials that it is a good predictor of cardiovascular health," says Elaine Wan, MD, a cardiologist and fellow of the American Heart Association. "But we have a lot to look forward to in the future with wearables. HRV is a big [opportunity]." —KB



LEFT: OURA RING HERITAGE IN SILVER (\$300, OURARING.COM). RIGHT: WHOOP LUX KIT IN ARCTIC WITH GOLD (\$110, PLUS A MEMBERSHIP FEE STARTING AT \$30 PER MONTH), WHOOP.COM.

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