









“I RUBBED MY WRISTS ALL OVER THEIR PILLOW, SO THEY’LL DREAM OF ME WITHOUT KNOWING WHY.”

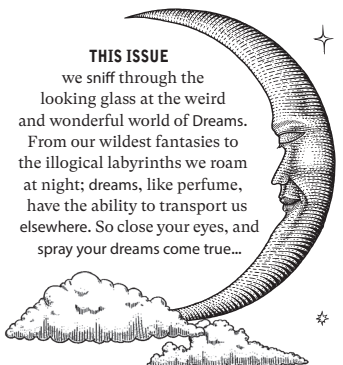
Spray Your Dreams Come True

LAB WEATHER FORECAST

<p>LONDON</p>  <p>Chance of rain: 95%. Permission to blame everything on that.</p>	<p>SAN FRANCISCO</p>  <p>Excellent air quality. Noses, rejoice!</p>	<p>TAIPEI</p>  <p>NE wind gusts 11kph, petty drama likely to blow over by evening.</p>	<p>TORONTO</p>  <p>High chance of cloud cover, big chance you'll stay under the covers.</p>	<p>WASHINGTON DC</p>  <p>Sunny with dreamy signs of Spring (increased PDA on public transit).</p>	<p>SYDNEY</p>  <p>Torrential downpour of DMs when you soft launch his bicep on Snapchat.</p>
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STOCKS TO WATCH

Candlelit Restaurants	+86%
Remembering Your Dreams	+188%
Yoga Poses in Public	-7%
Beard Oil	+110%
Snogging	-46%
Manifestation	-28%



EDITORIAL

Dreams In A Bottle

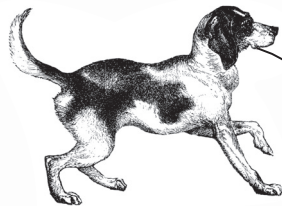
LE LABO FRAGRANCES SHARE THEIR WILDEST DREAMS

THÉ MATCHA 26

I dream of the charged air between myself and the barista, as they swirl the foam on my matcha latte into ever more elaborate shapes. One of these days, they'll write their number on my cup.

BAIE 19

I have such a wonderful dream of the healing, fresh scent of the earth after a rain. I also recall I once said in public that "petrichor" was a variety of dinosaur.

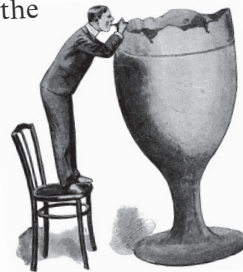


PATCHOULI 24

I had a dream that I started a sustainable, wildly successful ecotourism business, and while I had to wear a suit in presentations, you could totally tell I was wearing tie-dyed underwear.

SANTAL 33

I dream of a quiet life, far away from the spotlight.



LYS 41

One of these days I'm going to walk into a real florist, not a bodega with sad bouquets; and I'm going to buy whatever I want, and fill my studio apartment with floral journeys to visionary places. I dream of this daily.

LABDANUM 18

I dreamt I was mistaken for a labrador, and the silliest hijinks ensued.



ANOTHER 13

You know that dream where you've got a test and you realize you haven't attended class all semester? Imagine the teacher walks in and it's a SEXY SUB with a BOOMBOX, and maybe this isn't the same old dream, after all?



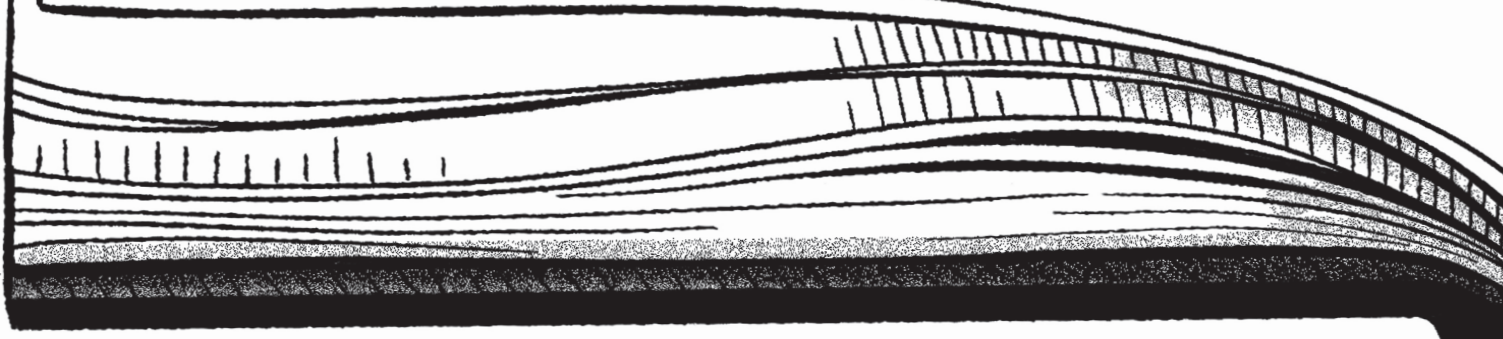
TONKA 25

I am not so much a dream, as I am that moment when, upon waking, you realize you do not have to get up today after all, and fall back into the most satisfying slumber.



JASMIN 17

I dream of opening a hotel for the express purpose of haunting it, deliciously.



by EMILY FLAKE

THÉ NOIR 29

I dream of the soft, yet ticklish, and utterly delicious anticipation of hiding in a leaf pile; waiting to jump out. Soon, I will be the monster.



NEROLI 36

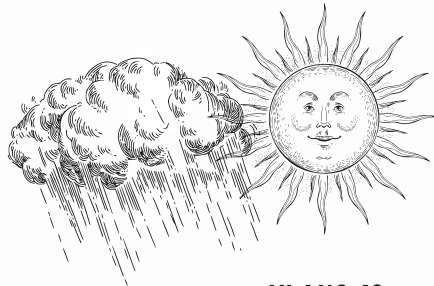
I dream of an elevated cream-sicle, that is also a cocktail, and will somehow do your taxes. Stop trying to impose LIMITS on my DREAMS!

VETIVER 46

I dreamed I was gifted a trove of ancient wisdom and secret knowledge, and all I had to do to access it was burn a candle. I woke up in the morning so mad I'd bothered to take out a student loan.

ROSE 31

I had a vivid dream that I was carving a block of cedar into the shape of a rose, only to wake up and realize it was true. My sleepwalking has become... baroque.



YLANG 49

I dream of strolling through the woods with a lush bouquet in my arms.



AMBRETTE 9

I never remember my dreams, and yet I always wake up singing. Go figure.



BERGAMOTE 22

I dream of a long, lazy brunch, savoring each sip of every mimosa; and sneaking bites off one another's plate, so that even the server can tell what we were up to all night doing.

FLEUR D'ORANGER 27

If you knew what I know about flowers, you'd understand my dreams of being a bee are *intensely* erotic.

IRIS 39

I dreamed of the most exquisite music - all I wanted to do was share it, and in the fog of waking, I had somehow ordered 200 tape decks. This is going to be a weird party.



EDITORIAL

How To Dream With All Your Senses

by SOPHIA BENOIT

You must permit all of your senses to dream, and dream wildly.

How to dream with your...

eyes

Let yourself watch an entire sherbert-colored sunset, from the moment it starts to wane until the last flicker disappears. Google those photos of Paul Newman at the Venice Film Festival. Cry, looking at the ceiling of the Basilica di Santa Maria Maggiore.

ears

Listen to the crackle of a fire, while steady rain beats against the roof. Play *Blonde on Blonde* on vinyl. Open one of those library books with a crinkly cover. Hear your niece laugh for the very first time.

mouth

Taste the pasta sauce your date is cooking right off the spoon. Eat your mother's chocolate chip cookies from the oven. Kiss your lover. Doordash a slice of birthday cake for lunch, and eat it at work.

nose

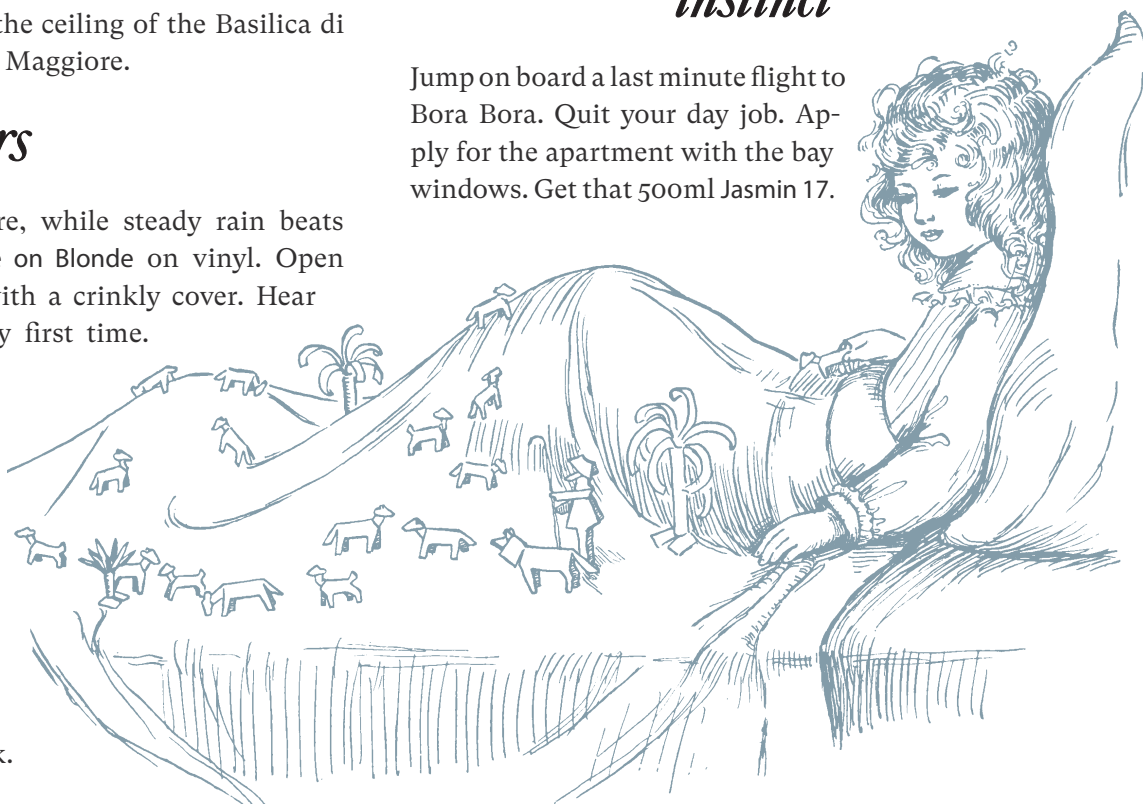
Wear Ambrette 9, the scent your greatest lover wore the night the two of you met. Brew coffee. Inhale fresh bread. Smell a clean baby.

hands

Slip into a freshly made bed beneath a blanket still warm from the dryer. Hold a soft, wriggly kitten. Run your fingers over a cashmere sweater you can't afford; buy it anyway. Drive stick shift. Smooth wood. Knead dough. Pop bubble wrap.

instinct

Jump on board a last minute flight to Bora Bora. Quit your day job. Apply for the apartment with the bay windows. Get that 500ml Jasmin 17.



Eau De Reve

by JOE LEONARD

How To Choose Le Labo Based On Your Dream

Dreams are windows to the subconscious, and they convey urgent messages via cryptic symbols: a blooming rose that signifies new love; burning flames that urge you to quit your job...

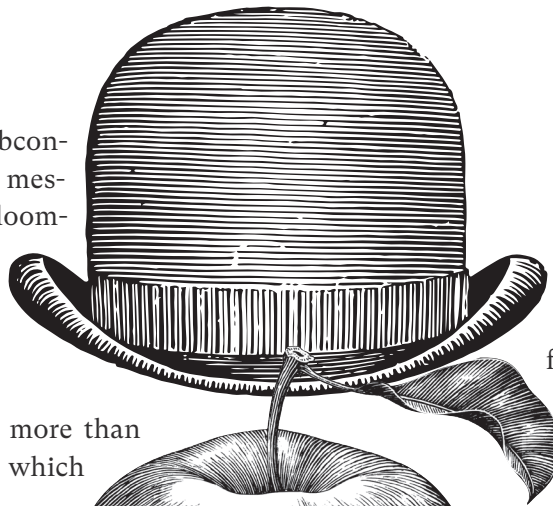
But our dreams can tell us a lot more than the future – they can also tell us which Le Labo creation we need.

Water

A dream involving water indicates that you feel unsupported by the people around you. So invest in yourself for a change by getting some Baie 19, and going on a cruise.

Being Naked

Nudity can represent the fear of being found out, but it is also a calling to embrace your inner nature. Thé Matcha 26 Shower Gel will help you wash away the mask and show the world your true self (do still wear clothes, though).



Lucid Dream

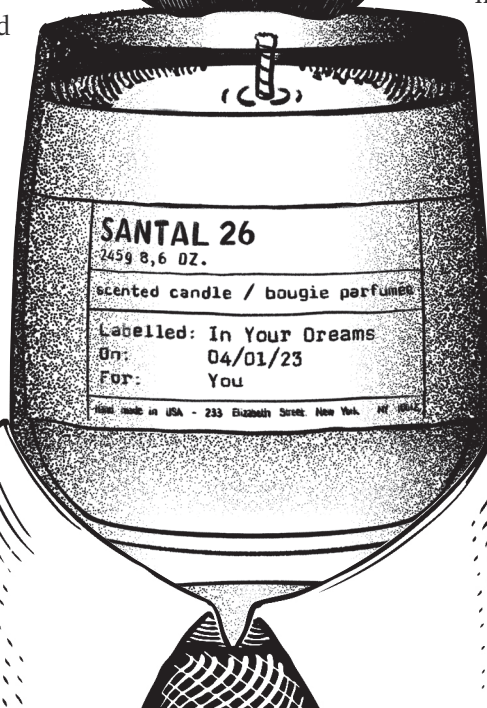
A lucid dream suggests you like to choose your own destiny rather than have life decide it for you. The Discovery Set will help you scent-chameleon your way around the social scene.

Losing Your Phone

This dream suggests you long for a time when life still had a bit of mystery. Put the phone down, spritz yourself with Vetiver 46, and pretend you mysteriously can't remember you have a job to go to.

Hands Replaced By Giant Crab Claws

This incredibly common dream suggests you have done something for which you are deeply ashamed. Admit your wrongs, or buy some Basil Hand Soap and scrub your crabby secrets away.



EDITORIAL

LE LABO SOULS IN THEIR OWN WORDS

We asked two Le Labo Souls (lab technicians)
to share their experiences.

FEATURING

Souls from Tokyo and Kyoto lab locations.

SHINYA NATSUMI

ON BEING A LE LABO *Soul*...

SHINYA Every day is exciting because I am immersed in a world I never knew existed, learning new things. My love for Le Labo, who has enabled me to encounter these things, deepens every day.

NATSUMI When I joined Le Labo, I was surprised and impressed by the senior Souls, who I found to be creative and sensitive. I hear so many wonderful stories, not only about fragrance but about painting and music, which stimulate me every day.

ON *Helping* CLIENTS FIND THEIR SCENT...

NATSUMI In life, we are expected to follow common sense. But when choosing a fragrance, I want clients to freely release all of their senses - just as I did when I was a child. I talk to my clients about fragrance with the hope they will let their senses run free. I hope they will value their own sensory experience about whether a fragrance is beautiful, without being misled by social networking sites or what's popular. Even if oth-

er people do not find a fragrance beautiful, as long as the person wearing it does; it will be beautiful. It is 'Wabi-Sabi'.

SHINYA Clients' eyes sparkle when they talk about what they love, or tell me what they are interested in. I try to communicate in a way that touches on those interests, I love the moments where their eyes light up. I believe the first step is to give clients who visit our lab a sense of excitement, and an experience they've never had before; just like I had when I first stepped into Le Labo. This is regardless of whether they are interested in buying something.

ON *Olfactive* MEMORIES...

NATSUMI The earliest and most significant scent for me was the aroma of incense that my father used to burn at home when I was a child. Also, the scent of fresh flowers - especially lilies. My mother was a florist, so there were always flowers in the house. I think it was unconscious, but I realized when I started working at Le Labo that this childhood olfactory experience had contributed to my personal sense of beauty.

SHINYA The earliest significant scents for me were of the campsites where I used to go as a child with my family. The smell of plants, wood burning, rice cooking... And Rose 31, which is the fragrance that led me to Le Labo. It reminds me of my first love, and I wear it when I want to lift my mood. It will always be a unique and special scent.

ON *Passions* OUTSIDE THE LAB...

NATSUMI In my personal life, I value my physical and mental health. I like to work with wood, and on my last holiday, I created a Christmas leaf. Wood work is soothing, and the act of crafting something is a process that helps reaffirm my sense of what is beautiful.

SHINYA I like to feel uplifted in the city. But once a month, I will go to a place in nature to refresh myself, seeking healing. Lately I have been visiting art museums. Among them, I have become obsessed with a stencil-dying artist named Mr. Samiro Yunoki, who is over 100 years old. I collect postcards, books, and other items related to Mr. Yunoki, and visit museums whenever I hear about an exhibition of his work.



You've heard of aromatherapy, but have you taken an aroma to therapy? In this exclusive interview, Le Labo's intoxicating new candle, **AMBROXYDE 17**, has their dreams interpreted by an analyst.

AMBROXYDE 17: I keep having this dream where I'm in a white-walled building that feels like home, but is somehow a *laboratory* at the same time. (You should see the furniture). Time has slowed down, and I find myself being poured into a glass vessel by a meticulous pair of hands. *Oh* and for some reason, my mother and Jennifer Coolidge are there... I smell *extraordinary*... And it's this addictive scent I simply can't put my finger on...

DREAM ANALYST: What happens next?

AMBROXYDE 17: I know it's going to sound weird... but somebody lifts me to their face and *sniffs* me. The next thing I know, I'm adrift inside the belly of a *nose* - a cathedral-sized nostril. In the distance, I see someone who

looks strangely familiar and reminds me a little of myself. But they also look like *Another 13*, who I've never met in real life. It feels like we have something in common, but I can't pin-point what it is - are we *related*? Then I wake up. *What does it all mean?*

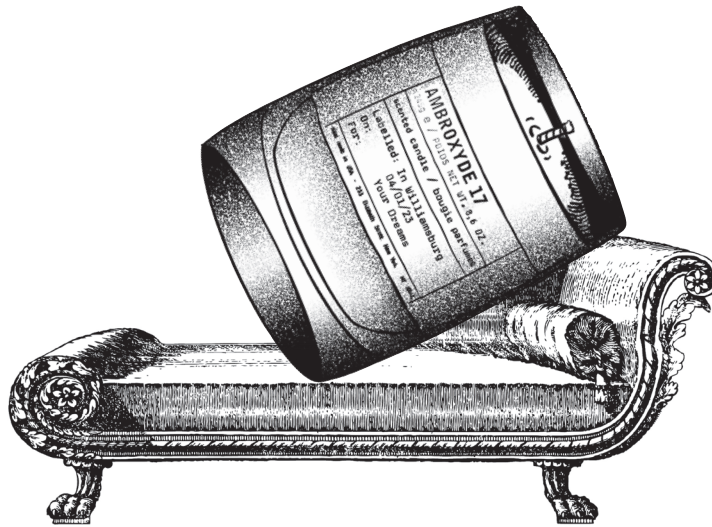
DREAM ANALYST: This dream tells us you wax and wane about a big *debut*. You wonder if you should blaze a trail, or remain solid. The white-walled lab signifies home; a place where you feel poured over. The hands represent your *Soul* comforting you. The fragrance you cannot identify suggests you *burn* to do something - you just don't know what it is. And the likeness of *Another 13* signifies your desire to belong to a community, or wider family. You are going to do some traveling. You are going to *smell* the world. And one day you will bring light to somebody's darkness.

AMBROXYDE 17: And what does the *nose* mean?

DREAM ANALYST: *I have no idea*... But there's an outside chance it means you are a candle.

AMBROXYDE 17: Could we talk about the recurring nightmare in which I'm melting?

On The Couch: With AMBROXYDE 17



Ceci n'est pas une bougie.

ASTROLOGICAL PREDICTIONS OF NOSTRIL DAMUS



ARIES

You know how in a movie the protagonist embarrasses themselves, but then wakes up to find it was all a dream? Well, sorry Aries, but you are being super embarrassing while you're awake. Perhaps spray some Labdanum 18, and have a lie down.



TAURUS

We know it's disappointing, Taurus. The Pomegranate Pavlova looked beautiful in the photo you were baking it from. But not all influencer-chefs are created equal; and even Instagram's Lark filter can't make that look like meringue. Maybe just post another nude.



GEMINI

Hi Gemini. We have good news, and we have bad news... The good news is that Saturn's alignment next month will amplify your love life and bring you great financial freedom. The bad news is that an asteroid is going to hit Saturn. Like, tomorrow. Condolences. Let's circle back after? We'll send a cal invite. xx



CANCER

Nobody ever seems to take you seriously, Cancer. Part of the reason, of course, is because you are a clown. But Jupiter is entering Cancer's 9th house of Kardashians, for the first time in 100 years. So this is a great time to make a huge change in your life, and lie to the world about how you did it.



LEO

For someone as impressively into sustainability as you, Leo; it's remarkable that you don't seem to be able to sustain a relationship. Stop recycling lovers who are bad for your egosystem, and try to meet someone organically. Also, stop getting A.I. programs to write your breakup texts.



VIRGO

It can be embarrassing to face a work colleague the morning after having a sex dream about them. Especially when they remember it too... But you won't need office-flings for long, Virgo. The Sun is moving into your Hollywood sign, amplifying your clout planets. Rejoice! Be prepared for an overwhelming amount of blue checks in your DMs.



LIBRA

Things are suddenly looking up for you, Libra. You have a sexy new partner; a rewarding job you love, and you can fly! Oh no, wait... you're asleep! You're having a dream... Wake Up!!!



SCORPIO

It was all going so well Scorpio - why, why, why did you have to go and start a podcast? If nobody wants to listen to you when you're drunk and shouting in a bar, why would they want to hear you on their placid hike through the mountains?



SAGITTARIUS

Hi Sagittarius! Your 2nd House of cringe is in Pluto; but lucky for you, cringe is back this Spring! So lean into that millennial humor, update your status on Facebook; and post stories of your gross little meals. Be the cringe you wish to see in the world.



CAPRICORN

You're such a good influencer Capricorn, so why won't anyone listen to you? Ah yes, it's because you're out of your mind. But Venus's casual encounter with Jupiter on celestial Craigslist later this month, will give you a short window of about five minutes where you have somebody's attention.



AQUARIUS

Your 6th-Sense House is entering the constellation of Aquarius this month, so expect to see or hear from those who are dead to you. Don't be alarmed! They won't actually be ghosts, just people who ghosted you. Jump scare. Remember: this is not your "chaotic era," you're having a crisis. Hope this helps!



PISCES

You always said you wanted to live your dream-life, Pisces, and here it is! Unfortunately it's the dream where you are wading through quicksand trying to escape a monster.



EDITORIAL by LE JOURNAL

LOVE OF CRAFT

4: *Painting*

Celebrating craftspeople who passionately devote their time, love and patience to making beautiful things by hand.

SARAH GILFILLAN
PAINTER
LOS ANGELES

Los Angeles based artist, Sarah Gilfillan, returns to the craft of painting through the constant discovery of something new. “Each time I sense a breakthrough in my work, a portal opens up and pushes me forward to the next level of my learning,” she says. “It’s not dissimilar to the process of growth in other areas of life in that, as a whole, it doesn’t have a finish line or exact destination.”

Describing the sensory experience of working with paint, she explains that “the more I paint, the more idiosyncrasies and behaviors I notice when I’m painting. Whether it’s a face I’m making, or how I’m holding my brush while assessing the work. It’s surprising when I realize how much of my body is involved.” Her home studio is also important. “I’ve been intentional in creating a space that feels inspiring; an interior that helps me in the moments I feel stuck or unsure of the piece I’m working on. I love an organized mess. As long as I feel grounded in my space, there is room to be messy and let me loosen up.”



Ms. Gilfillan often begins a new piece with automatic drawing - using her instinct to create the first outlines of a composition directly onto the canvas, or transferred from a notebook sketch. “Over the last few years,” she says, “I’ve found the most freedom in structure. Sketching daily has become a large part of my process, and helped to relieve anxiety that sometimes interferes with the creative process. More often than not, a painting is born from one of these sketches. I see my practice as a constant balance of automatic and instinctual expression, grounded in knowledge, critique, and history.”

Asked about the influence of dreams on this automatic drawing, she says, “I do at times find inspiration in those moments between waking and dreaming, when consciousness begins to fade, and reality blurs. My sketches often rely on intuitive movement, which at some level is a result of the subconscious mind.”



Has she ever painted in a dream, or had a dream about painting? “No,” she says, “Sadly, I’ve only ever had nightmares surrounding shows, or a canvas being slashed.”

Photo (Top & Bottom) by
 Emmanuelle Pickett @emmylaine for
 Sarah Brook Gallery @sarahbrookgallery

See further examples of
 Sarah Gilfillan's work:
 IG @_sgilfillan

by EMILY BERNSTEIN

Dreaming of Le Labo

(Pitches From Prospective Amenities Partners)

It can be a wonderful surprise to find Le Labo creations in unexpected places - including a Milanese Gallery, Vessel floats in Brooklyn, and a private jet in the UK. So now some of us are dreaming about where we might find them next...

The Bodega Outside the 14th & 1st L Stop

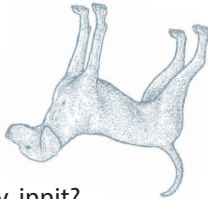
Dear Le Labo, could we add a few scents to our menu? Must pair well with a chopped cheese, energy drinks, and the 4am regret of sending a meme to your ex.



Dog's Bed in Milano

You could say smells are very important to me, an enthusiast of scent. Every night I dream of having my own custom creation... **TERRIÈRE 19**.

- Sent from dog.



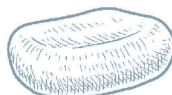
The London Tube

Some tubes for the tube?

Hand pomade in every carriage. Cheeky, innit?

A Preschool in Portland

We go through more hand soap than you could ever imagine (don't forget to sing happy birthday, twice!) But imagine if circle time smelled like Hinoki instead of Play-doh.



Carl from Milwaukee

Since you're taking partnership requests, I'm going on a date tonight and my current skincare routine is "bar soap".

A Psychic in Calabasas

Step into my office and I will read your past, present, and future by candlelight. Specifically, a **SANTAL 26** concrete candle which is sure to please the spiritual realm.

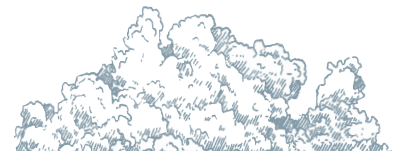


La Seine

Eau de Seine... could use an upgrade. Merci.

A library / biblioteca in CDMX

Estimado Le Labo, we present you with our wildest fantasy: a custom amenity that smells of old books, but better.



EDITORIAL

THE NOSE KNOWS

Follow Your Nose To Your Dreams

We're often told to follow our dreams, but we're also told to follow our nose. It can get confusing. So we're here to clear things up. The truth is, you should follow both. Because our noses and dreams are intimately connected.

Our nose knows how to ferry us to our dreams. Unlike our other sensory organs, it has a direct line to the imagination - they hang out instantly, the moment we smell something compelling. This makes scent perfect for inspiring creativity. We can be whisked away to a land of dreams in one sniff.

What we smell before we go to sleep can heavily influence our dreams, and also our mood the next day. If you need an excuse to sleep naked with nothing but a spritz of Another 13, you aren't just being a hedonist; you're improving your chances of having a good

night's sleep, and of waking in a better mood.

They used to think our noses had a doze of their own while we slept. Snoozing sounds like a nasal activity. But it turns out lucid dreamers can smell vividly in their sleep, and it doesn't have to be anything they've smelled in waking life. That's right, it's possible to dream an entirely new scent. Le Labo does this all the time.

Perfumes are dreams for the nose, if you think about it. Slowly and meticulously crafted to provide perfect material for your nose to dream with.

We are often told to live the dream, but less frequently are we advised to spritz it. But remember, the nose knows... It's not follow your nose or your dreams, it's follow your nose to them.

by MARY HILL ROSS

LE LABO®



ON WHEELS

Le Labo On Wheels Truck

*Arriving soon to
New Orleans, LA*

MISSED CONNECTIONS

FOR Obituaries

TRENDS

A.I. GENERATED ART

When a child paints a picture - even if it's a colorful scribble, we pin it to the fridge with as much pride as if Picasso created it for us. But should we be expected to do the same when the picture was painted by our laptop? It's not that we aren't excited about computers becoming painters. But humans craft extraordinary things too, with just their hands. We promise we'll embrace the robot-omized age when it gets here, but let's preserve some space on the fridge door for art made by a person.

SOFTWARE UPDATES

One of the reasons we dream at night is for our brain to provide us with "software updates." But it's time to bid adieu to the endless litany of updates required for our

devices. You delay downloading one for weeks until it is foisted upon you, and the next day there's another one knocking at the door. If our devices need so many afterthoughts, maybe they weren't ready to begin with? Let's have one, big annual software update - it can go on for several days, while we go out and party. But no more drip-drip of machine code sliding into our hard drives.

REINVENTING YOURSELF

Tired of the modern pressure to dabble in new hobbies, styles, and haircuts; and document it all on Instagram? Find solace in the fact that you are already enough. And instead of striving to fit into the latest aesthetic core; return inwards to what has always made you, you. The greatest reinvention is having the courage to stay the same.

HI LE LABO.

This is going to sound super weird. But I had a dream that I visited one of your boutiques (it was floating on the water); and I spoke to a lovely lab technician called Anne, who guided me to discover the most delicious perfume I've ever smelled. Frustratingly, I woke up before she could tell me the name. When you get a moment, could you ask Anne from the floating branch which fragrance her dream-self assisted me with? Or alternatively, Anne - if you see this; feel free to contact me on the astral.

NEW YORK.

We met in the Nolita lab. You persuaded me to try **SANTAL 33** for the first time, and the rest is history - I've never smelled back. That was years ago now, and I just refilled my bottle for the twelfth time. There are so many labels on it at this point, one on top of the other, that it looks like an old passport or piece of vintage luggage. The bottle has become as precious to me as the dream potion inside. As has my memory of you. You introduced me to my longest and most reliable lover. Thank you, wherever you are.

LONDON, BATTERSEA.

At first I was annoyed with you for talking so loudly on your phone, disturbing my tranquil lab experience. But then I realized you were FaceTiming with your mother, attempting to describe each of the fragrances to her. This melted my heart. And by the time you said, "you'd love this one Mum, it's all the magical smells you love smooshed into one," about **NEROLI 36**, I didn't hear what your mother replied, but I became quite misty-eyed. I can freely admit, you're gorgeous, and I must re-find you.

MIDTOWN THERAPIST'S OFFICE.

We did an awkward shuffle in the waiting room of Dr. J.'s office. I'd spent 45 minutes learning that my maladaptive daydreaming is actually a toxic coping mechanism (I thought I was an empath). You smelled like **BAIE 19** and it stayed with me for the entire commute home. I felt like I had stolen a piece of you. Maybe we could do some couple's therapy together? Shoot, I'm doing it again.

More Missed Connections of the heart and nose at LeJournalSociety.com

The Benefits Of Daydreaming

We don't stop enough.

We don't slow down. To think. Imagine.
Smell. Breathe.

We don't daydream enough.

Some say daydreaming is lazy, but how can
it be when it takes you to faraway places?

How can it be a waste of time,
to dispose of time altogether?

You return rejuvenated. Inspired.
More awake, for having dreamed.

Dream on...

CLASSIFIED ADS

FOR SALE:

*Amazing Monochrome-Color
Dreamcoat.* Blame the intense
boil cycle on my washer.

IN SEARCH OF:

Rose 31 Travel Set. I don't
even want to go anywhere, I'm
just obsessed with the wax
canvas pouch.

FOUND:

Silver Dream Journal. Contact
me if you'd like it back. I
also have a theory why you keep
dreaming that your teeth are
falling out.

IN SEARCH OF:

Road Trip Partner. Must be a *Le
Labo groupie.* I plan to chase
the *Le Labo* on Wheels truck
around the world. Looking for
a partner to share gas money,
and provide a distraction if
they ask why we're following.

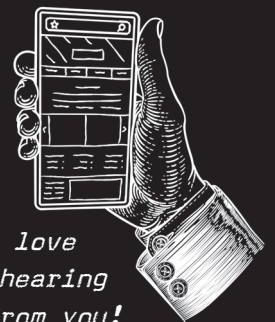
LE JOURNAL SOCIETY

Before the meteoric return of
newspapers, there was this curious
thing called a "website".

www.LeJournalSociety.com



Please send us
your stories.



We love
hearing
from you!