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Be Fresh. Be Bold. Be Unique. Be You. Be Delicious With DKNY.

by STEFANIE MCLEOD

I've been a huge fan of **DKNY Be Delicious perfume** lineup ever since I was gutsy enough to sneak a few spritzes from my older sister's collection back in 2004. So, naturally, I was excited to put their newest offering **Be Delicious Orchard St** to the test to see how it stacked up against my personal faves. 19-year-old me would be thrilled to learn that this line continues to impress, and 38-year-old me looks forward to rocking a new signature scent! Let's break it down:

They say you shouldn't judge a book by its cover, but this bottle's design is the perfect representation of what awaits you once you press down on that cleverly camouflaged atomizer. I may love *Mean Girls*, but pink has never been my color – until now. Subtly crafted with graffiti-inspired flair to transport you to the street-art-laden sidewalks of New York, the vibrant pink and yellow color palette is reminiscent of a gorgeous spring day in the city that never sleeps. And, as an ode to New York's place at the forefront of eco-friendly consumerism (and **DKNY's** sustainable practices), it comes neatly tucked away in a recyclable FSC-certified paperboard carton bearing the same gorgeous pattern as the bottle.



A perfume that looks as vivacious as it smells.

Now, onto the fragrance! This energetic scent was created by **IFF** (International Flavors & Fragrances) perfumer **Natasha Côté**, who shares that she “was inspired by the trendy, feel-good vibes radiating from the Lower East Side.” With **top notes** of warm and fruity pink lady apple, neon pink grapefruit, black currant, and pink pepper; **middle notes** of subtle, sweet, and citrusy isemine sambac, aris, black

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pepper, **middle notes** of subtle, sweet, and citrusy jasmine sambac, citrus, black raspberry, and pomegranate; and **base notes** of musky and woody leather, cedarwood, amber woods, and edenolide, Be Delicious Orchard St manages to be bold, feminine, whimsical, and polished all at once – just like downtown New York City.



Take a walk on the Lower East Side from anywhere in the world.

So, the next time you're craving the vibrant energy that can only be found in the city so nice, they named it twice, take it with you wherever you go with DKNY's Be Delicious Orchard St: the fragrance so nice, you'll spritz it twice. Available exclusively at [ULTA](#).



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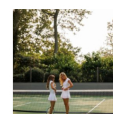
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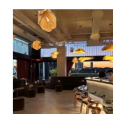
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