

DUNHILL

CUSTOM

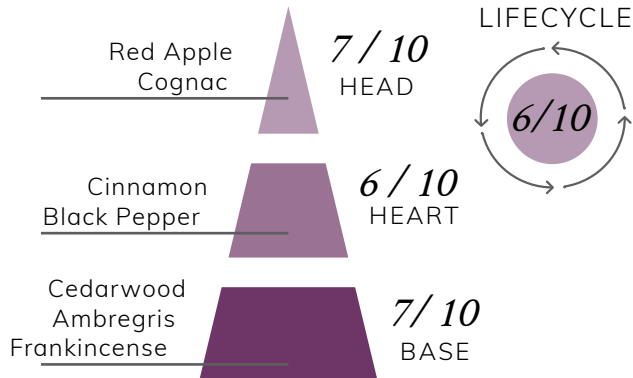
EST. 2011

Opening with rich red apple and boozy cognac, Custom soon draws towards a spicy cinnamon and smoky black pepper heart. Eventually, it makes its way to a base consisting of refreshing cedar, rounded ambregris and sweet, woody frankincense.

26/40

COMPOSITION

THE ELEMENTS OF THE FRAGRANCE



FRAGRANCE FAMILY: *Woody Spicy*

CONCENTRATION: EAU DE TOILETTE

18/30

3RD PARTY FEEDBACK

WHAT OTHER PEOPLE SAY

“It’s nice but seems a little bland like a mall cologne.”

Not complex but really nice. I like the skin scent.”

3/5

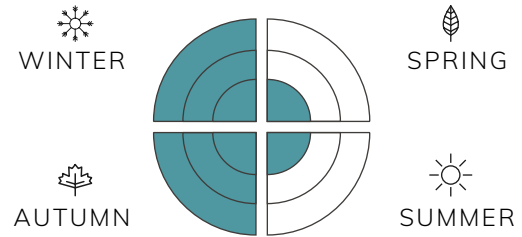
IMPRESSIONS

HIGH-LEVEL USAGE THOUGHTS



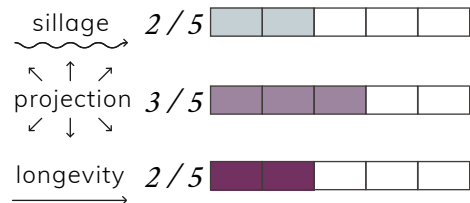
SEASONALITY

BEST SEASONS TO WEAR THE FRAGRANCE



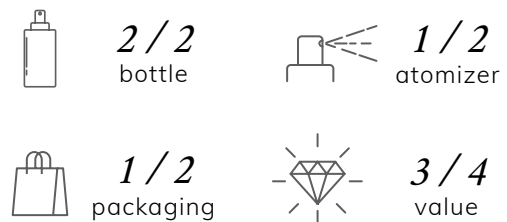
WAKE & STRENGTH

HOW THE FRAGRANCE RADIATES FROM YOUR BODY



PRESENTATION

OVERALL USAGE EXPERIENCE



/100ml	
RRP	PAID
\$40	\$25

SCORE & CONCLUSION

Although panned by the fragrance community, Custom is by no means a bad fragrance. Indeed, it may come across as somewhat generic compared to well-known colognes. However, it's an affordable and enjoyable if short-lived experience.

61/100

Scoring Key: Below 40: Mediocre | 41-60: Average | 61-80: Good | 81-100: Outstanding

To Read About How The Fragrance Formula Works Go To: BespokeUnit.com/Fragrance/Formula

Learn About Fragrances: History, Families, Seasonality, Life-Cycles, and The Best Brands at BespokeUnit.com/Fragrance

Reviewed by Paul Anthony on the 29th November 2018 - Concept & Design by Paul Anthony & Charles-Philippe Bowles