



Phlur

NEW ONLINE SCENT-SATION

Selling an online-only perfume brand is a gutsy move. But for PHLUR, the unorthodox business model works. The local brand (pronounced "fleur") shook up the fragrance industry when it debuted its six scents online this year. Instead of feeling pressured by a salesperson to sniff and immediately buy a perfume, customers get visual and audio cues on the website for an initial sense of each scent, then they can order two 2 ml samples for \$10 to try at home. If they decide to buy a bottle, that \$10 goes toward the purchase price. The concept is simple yet effective, and the fragrances are divine. (We're partial to the Hanami scent, but let your senses help you pick your perfume.) phlur.com

Readers' Choice

BARBERSHOP

Birds Barbershop

BLOWOUT BAR

Blo Blow Dry Bar

BOOT CAMP

Camp Gladiator

FACIAL

Ann Webb Skin Clinic

FITNESS STUDIO

Marlow's Fitness

GYM

Of the Lion Fitness

HAIR CUT

Janet St. Paul Studio for Hair

LASER HAIR REMOVAL

Ann Webb Skin Clinic

MAKEUP ARTIST

Rhea McCarter Craft

MANI/PEDI

Viva Day Spa

MASSAGE

Massage Sway

PERSONAL TRAINER

Kim Eagle

SALON

Janet St. Paul Studio for Hair

SPA

Milk + Honey

WAX

Viva Day Spa

THIS SHOP ALONE
HAD 1,800 VOTES.
THAT'S A LOT OF
HAIRCUTS!