

FASHION

Winter
2024

JEWELLERY SPECIAL

How to **BUILD**
the **PERFECT**
WARDROBE

LAB vs. NATURAL
DIAMONDS

EDITORS' FAVES

THE WOMAN
who OWNS **187**
BROOCHES



BEST GIFTS
for **ALL**

EMILY IN PARIS'S

**LUCIEN
LAVISCOUNT**



Quiet luxury has taken hold of the beauty world, making refined minimalism and understated-yet-elevated looks a priority. But perhaps the most luxe products aren't just quiet; they're tucked away entirely, never being exposed to the outside world. And if that's the case, then no place holds more stealth-wealth gems than our bathroom.

The most intimate corner of our abode happens to house our most frequently used personal-care product: hand soap. Yet, despite our multiple interactions with it throughout the day, it's a product that remains private, bearing no witnesses. Nonetheless, our hand soap can say a lot about us (quietly, of course).

In fact, interest in personal-care products is at an all-time high. While the pandemic caused major dips in makeup sales, hand-soap sales saw significant growth. At the time, this trend seemed understandable—and even obvious. (We were stuck at home with nothing to do but wash our hands all day long.) But the continued success of soap—and its close cousins, body wash and bath soaks—long after the days of lockdowns and quarantines is more surprising. Just last summer, L'Oréal Group acquired the king of chic hand soap, Aesop, in a massive deal that valued the skin- and body-care brand at a staggering \$2.5 billion.

And it's not just sales figures that are growing. Culturally, soap is having an undeniable moment. Take, for example, last year's TikTok trend that saw creators sneaking into their dates' bathroom cabinets to rate (and over-analyze) the type of personal-care products they found. Too high-end and he might have a girlfriend. Too many run-of-the-mill products and he may not be into self-care. Hardly any personal-care products at all? Run. (It's a fine line.)

But when did Gen Z become such hand-wash connoisseurs, anyway? The new-found obsession could be due to the fact that we're living in the age of "get ready with me" (GRWM) videos, where the contents of creators' bathrooms are constantly on display. Who wouldn't want to show off a recently acquired taste for high-end washes that rival luxury perfumes?

Indeed, when it comes to true stealth wealth, no other category does it quite as quietly as chic hand soaps. These gorgeous bottles sit patiently on our bathroom sink, never being seen by the outside world unless we invite the outside world in—via filmed videos for our followers or actual in-person house guests. (Remember those?)

Yet our soap waits—in beautiful, understated packaging—to greet us each evening, ready to wash away the remnants of a long day. Perhaps when all is said and done, true quiet luxury lies not in bright, energetic GRWM videos but in the whispers of a private "get un-ready with me" process. ■

Secret Stash

Souzan Michael Galway explores why your bathroom sink might be home to your chicest treasures.



PHOTOGRAPHY: MAIN AND SOAP SWITCHES VIA A DOBBE STOCK.

Sinked Up

Bring the bougie to your bathroom with these chic hand-soap offerings.

1. Dior Gris Dior Perfumed Soap, \$52
2. Homecourt Cipres Mint Hand Wash, \$32
3. Loewe Liquorice Liquid Soap, \$97
4. OrIBE Desertland Soap, \$44
5. Soja & Co. Apple + Spiced Pumpkin Liquid Hand Soap, \$20
6. House of TL Castile Soap House Blend, \$30
7. Ouai Hand Wash, \$44
8. Grown Alchemist Hand Wash in "Sweet Orange, Cedarwood, Sage," \$49
9. Aesop Resurrection Aromatique Hand Wash, \$53
10. Dans un Jardin Artisan Soap in "Miel et Rose," \$9
11. Old Whaling Co. French Lavender Bar Soap, \$12
12. Sangre de Fruta Garden of Earthly Delights Botanical Hand Wash, \$60
13. Youth to the People Superfood + Cedarwood Fresh Greens Hand Wash, \$53