

THE OAKMOSS & IVY

A Gentleman's Guide to Scent, Style & Living

Independent U.S. fragrance and gentleman's lifestyle editorial.

14

PUBLISHED FRAGRANCE REVIEWS

6

HOUSES COVERED

100%

INDEPENDENT EDITORIAL

ABOUT THE PUBLICATION

Tested on skin. Judged in life.

The Oakmoss & Ivy is an active independent publication covering fragrance, classic style, grooming, and considered living through firsthand testing and measured criticism.

Founded by Shane Lint in Alabama, the publication began with a search for a signature scent and the frustration of spending time and money on products that did not live up to their promises. That experience became a practical editorial standard: wear the product, observe how it behaves in real life, then write with candor and context.

EDITORIAL PHILOSOPHY

A useful review should help a reader understand not only what something smells or looks like, but where it belongs, how it performs, and whether it deserves a place in his life.



PUBLICATION STATUS / ACTIVE AND PUBLISHING

Long-form reviews, comparative editorial, and product consideration are live, with ongoing coverage of independent, heritage, and international houses.

A score must earn its decimal.

Firsthand wear, not a press release, anchors the assessment. Our standard scorecard considers five weighted criteria. Personal overall verdicts, when used instead of the weighted result, are identified in the review.

Composition

30%

Longevity

20%

Sillage

15%

Versatility

20%

Value

15%

HOW THE DESK WORKS

I **Wear** Repeated wear testing when product volume permits, across ordinary days and appropriate settings.

II **Observe** Opening, development, drydown, projection, persistence, comfort, and unsolicited reactions.

III **Verify** Official note structures and product facts are checked against primary brand sources.

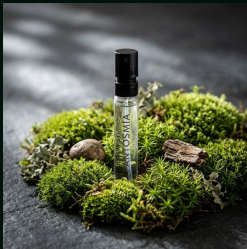
IV **Disclose** Gifted product is labeled. No payment purchases praise, placement, timing, or a score.

Editorial conclusions are Shane Lint's own. Brands do not preview or approve review copy or scores.

RECENT EDITORIAL COVERAGE

Houses we've covered.

14 published fragrance reviews across six houses, as of September 2026. Editorial coverage is not a claim of paid endorsement or partnership.



Jorum Studio

Fantasmia · Boswellia Scotia ·
Athenaeum · Spiritcask

[EXPLORE COVERAGE >](#)



Stora Skuggan

Fantôme de Maules · Silphium

[EXPLORE COVERAGE >](#)



Fischersund

Útilykt · Faux Flora No. 1 · No. 101
· Flotholt

[EXPLORE COVERAGE >](#)



Ormonde Jayne

Bijou Zafran

[EXPLORE COVERAGE >](#)



Creed

Green Irish Tweed · Iris Debonair

[EXPLORE COVERAGE >](#)



English Laundry

London

[EXPLORE COVERAGE >](#)

Product provision does not affect scores or conclusions. Some products were supplied by brands or representatives; others were independently obtained. Individual reviews carry disclosures.

SELECTED WORK

The proof is in the review.

Three published pieces. Firsthand experience. A clear personal verdict.



JORUM STUDIO / 10 / 10

Fantosmia

The sample that announced itself before it was identified, then became a genuine full-bottle intention.

[READ THE REVIEW >](#)



CREED / 9.5 / 10

Green Irish Tweed

Heritage perfumery tested in ordinary life, with a clearly distinguished skin-scent and projection story.

[READ THE REVIEW >](#)



ORMONDE JAYNE / 9.3 / 10

Bijou Zafran

Detailed development and performance observations, from the opening to a commanding drydown.

[READ THE REVIEW >](#)

[VIEW THE COMPLETE FRAGRANCE LEDGER >](#)

Useful research before the bottle.

Men choosing a signature scent, readers exploring niche and international perfumery, professionals drawn to classic style and grooming, and gift buyers seeking considered judgment.

When a local retailer does not carry a house, or a tester is unavailable, an online review can help a reader decide what to sample next. We give international products U.S. editorial context without promising sales or distribution.

THE MARKET CONTEXT / EXTERNAL RESEARCH

+41%

U.S. mini and discovery fragrance set sales growth in Circana's Q3 2025 report.

CIRCANA / NOVEMBER 2025

Sample first.

Mintel identifies U.S. consumers aged 25-34 as preferring online samples before a full-size fragrance.

MINTEL / FUTURE OF FRAGRANCE 2025

BUILT FOR DISCOVERY

Our role is practical: describe the full wear, compare thoughtfully, disclose the limits of testing, and help readers decide whether to sample, wait, or buy.

These are external market findings, not Oakmoss & Ivy audience statistics, male-only estimates, or forecasts. No unverified traffic, reach, or conversion figures are presented in this kit.

Selective consideration. Serious follow-through.

The editorial desk is open to products that genuinely fit the world of The Oakmoss & Ivy. Product provision begins consideration; it does not purchase coverage or control the conclusion.

Fragrance

Editorial fragrance reviews; curated sample and discovery sets; full-bottle, long-wear follow-up; relevant comparisons.

Seasonal

Gift guides, seasonal scent edits, signature-scent guidance, and future monthly-letter consideration.

Style

Menswear, footwear, eyewear, leather goods, and pieces that reward repeated wear.

Grooming

Beard oils, shaving, personal care, and scented ritual products for the Gentlemen's Corner.

Living

Office furniture, desk tools, travel pieces, and considered objects for work and home.

International

Editorial introduction for worthy houses seeking informed context with U.S. readers.

EDITORIAL CONTACT

Begin with an editorial introduction.

For product consideration, press materials, launches, and editorial introductions, contact Shane Lint, Founder & Editor.

THE DESK

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DISTRIBUTION & GROWTH

The website is active and publishing. The Oakmoss Letter, including a monthly fragrance selection, is in preparation. TikTok is coming.

[SUBMIT A PRODUCT FOR CONSIDERATION >](#)

THE GENTLEMAN'S AGREEMENT

Product provision never guarantees coverage, timing, newsletter inclusion, a favorable score, or social placement. Gifted products are disclosed. Editorial conclusions remain independent.