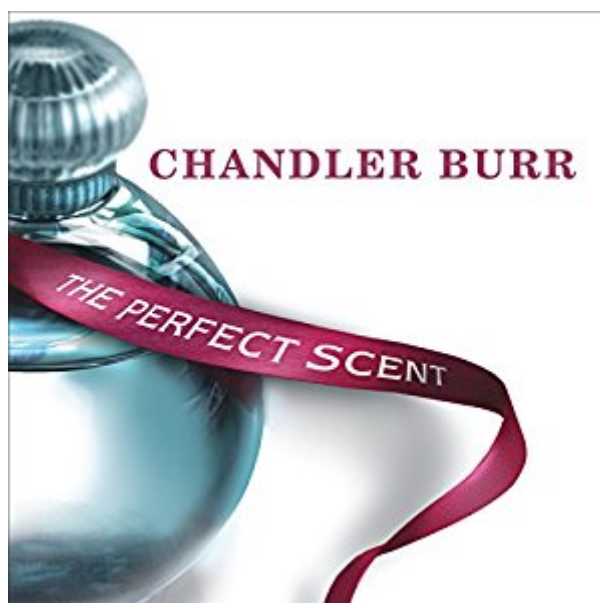


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The Perfect Scent: A Year Inside The Perfume Industry In Paris And New York



Synopsis

No journalist has ever been allowed into the ultrasecretive, highly pressured process of originating a perfume. But Chandler Burr, the New York Times perfume critic, spent a year behind the scenes observing the creation of two major fragrances. Now, writing with wit and elegance, he juxtaposes the stories of the perfumes—one created by a Frenchman in Paris for an exclusive luxury-goods house, the other made in New York by actress Sarah Jessica Parker and Coty, Inc., a giant international corporation. We follow Coty's mating of star power to the marketing of perfume, watching Sex and the City's Parker heading a hugely expensive campaign to launch a scent into the overcrowded celebrity market. Will she match the success of Jennifer Lopez? Does she have the international fan base to drive worldwide sales? In Paris at the elegant Hermès, we see Jean Claude Ellena, his company's new head perfumer, given a challenge: he must create a scent to resuscitate Hermès's perfume business and challenge the monster of the industry, bestselling Chanel No. 5. Will his pilgrimage to a garden on the Nile supply the inspiration he needs? The answer lies in Burr's informative and mesmerizing portrait of some of the extraordinary personalities who envision, design, create, and launch the perfumes that drive their billion-dollar industry. --This text refers to an out of print or unavailable edition of this title.

Book Information

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Customer Reviews

First I read "Emperor of Scent", but this is totally different from Burr's prior work on the world of fragrance. This one is an easy quick read (I finished it in a single day), but also addictive - you bounce back and forth from Paris and Jean-Claude Ellena's story of Hermès' "Jardin sur le Nil" and

New York, where Burr see first-hand how Coty works with Sarah Jessica Parker to create "Lovely". Francophiles will delight in the liberal use of French phrasing and direct quotes (always translated), which gives a wonderful sense of place to the Paris/Grasse side of the story. The New York story is a mini biography of SJP herself - who turns out to be an incredibly likeable and compelling woman with a great sense of self. I was also intrigued at the idea that fragrances were all unisex until the early 20th century - prior to then, men and women wore what they liked, rather than what was 'marketed' to them. And finally, finally! I understand why the majority of American fragrances smell the same to me - because they ARE the same (common ingredients in standard proportions)... and also why French perfumes are so vastly different.... and most interestingly, perhaps, is a wonderful and insightful discussion of "naturals" vs. "synthetics" in fragrance, which has forever altered my perspective on what is a 'quality' ingredient. The only reason I gave the book four stars instead of five is honestly because the very end of the book felt rushed - felt incomplete. Given that it started life as an article in the New Yorker, I'm not surprised... articles and books have different requirements for endings.

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