



A Year Inside
the Perfume
Industry
in Paris and
New York

THE
PERFECT
SCENT

CHANDLER BURR

Scent Critic for *T: The New York Times Style Magazine*



*"The Perfect Scent has drama, unforgettable characters,
history, and location."* — *Los Angeles Times*

PICTURES



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The Perfect Scent: A Year Inside the Perfume Industry in Paris and New York



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From the brand new York Times perfume critic, a stylish, fascinating, unprecedented insider's view of the global perfume industry, told through two creators working on two completely different scents. Will she have the international fan base to drive worldwide product sales? But Chandler Burr, the brand new York Moments perfume critic, spent a year behind the moments observing the creation of two main fragrances. Now, composing with wit and style, he juxtaposes the tales of the perfumes -- one made by a Frenchman in Paris for a special luxury-goods house, the other made in New York by celebrity Sarah Jessica Parker and Coty, Inc., a giant international corporation. We follow Coty's mating of star power to the advertising of perfume, viewing Sex and the City's Parker heading a hugely costly campaign to release a scent in to the overcrowded celebrity market. Will his pilgrimage to a backyard on the Nile supply the inspiration he needs? No journalist has ever been allowed in to the ultrasecretive, highly pressured process of originating a perfume. AN IDEAL Scent is the tale of two daring creators, two completely different scents, and a billion-dollar industry that runs on the invisible magic of perfume. 5. Can she match the success of Jennifer Lopez? In Paris at the elegant Hermès, we see Jean Claude Ellena, his company's brand-new head perfumer, given a challenge: he must create a scent to resuscitate Hermès's perfume business and challenge le monstre of the industry, bestselling Chanel Simply no.



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A fairly crude light revealing the dark part of the fragrance market.. they take all of the risk. A Delightful Voyage What fun to learn this publication.. We're talking millions of dollars for one fragrance! A must browse for anyone interested in perfume Extremely well researched and a remarkable insight into the secret world of modern perfumery. Actually, I now have a pity party for the Fragrance and Taste houses who must fend for his or her feast. The days of perfumers working on a creative level, crafting another masterpiece, is GONE. Place briefs that demand pattern fragrances that appeal to the mass marketplace and, oh incidentally, only \$10 per Kilo for fragrance elements!.. The masterpiece design? It explored probably the most compelling issues in perfumery - the natural v synthetics debate, capitalism v art. WHAT?The author seems obnoxiously filled with himself, but in the event that you read through his ego to the crux of what he's saying, it is an informative, sometimes humorous, book... and the fragrance house must fit the bill hoping to win the agreement.... Which makes it actually WORSE! The very fragrances you and I use everyday. Before you know it, they, too, will be obsolete and changed by machines that can do a million trials per day.. Nevertheless, his descriptions lack the startling and fascinatingly accurate descriptions that Luca concocts with sardonic humor and adroit vocabulary. No question every fragrance out there smells the same. Chandler gets us into the life and mind of Hermes' in-house perfumer, Jean-Claude in a way that felt genuine and actual. But I was so enthralled that I kept wanting to excerpt parts of the publication, and kept informing people about it, so I kept buying more paperbacks and providing them with to people.. That said, with uncharted territory comes an underdeveloped field where well-researched books tend to suffer for insufficient an edited tone of voice.I've go through this reserve TWICE in three times... I truthfully keep telling myself this guy Needs to be joking....Luca Turin, the genius biology scientist from Chandler's first reserve is nowhere in this one.I'm not really a Sex and the town fan, nor do I care about what Sarah Jessica Parker does, but I liked the chapters in NY and Chandler's fly on the wall (and one-on-one) interactions with Sarah Jessica through this longer and meeting-filled process.I'm today on the prowl for a few amazing Artisan Fragrances. That's INSANE and Unusual!. from perfumers who aren't chained to a desk... whose creativity isn't stifled by briefs and important thing figures. It is informative yet simultaneously, the writer's personality shines through. And let my dollars move toward the JUICE.. It's ridiculous.. Chandler Removes the Stopper on the Perfume Industry and Writes Another Page Turner 'The Emperor of Scent' is my all-time preferred read, and Chandler delivers again with a far more in depth look--not into the science of smell--but the art and business of perfume. Easy reading, humorish, in back of the scenes consider the perfume industry. However, I recommend this book. I feel soooooooooooooo sorry for the perfumers working in the Fragrance Houses of today. Perfumery offers, sadly, has changed from the days when perfumers attempted various scents to create that million dollar perfume. Today, such a large industry, the money spent to get the masterpiece fragrance can be absurd!. WHAT? everyone must utilize the SAME cheap substances to meet up the demand. If you are interested in the art of perfumery, this is a good book and, I would recommend it. Few people (authors, perfumers, others) did this favour for all of us.except. Well-researched, but imperfectly edited This is a fascinating book, and I think that Burr covered a significant amount of information regarding the contemporary perfume industry that I don't thing any other author has covered. it's sickening! There are sections of this publication where Burr's usage of language becomes therefore casual that it detracts from readability. The writer spent a calendar year in Paris to watch the makings of perfumes from the big sector and marketing houses of today. Burr's insights into the perfume sector are unparalleled. That Perfume Costs WHAT? Chandler's design may irk some, but I really like the way his tales unfold. I value the journalistic touches and

I am astonished at the number of—and details in—quoted discussion (esp. considering many conversations were originally in French—not Chandler's native vocabulary). It's friggin INSANE! The money spent on the advertising BLOWS me aside!. Recommend. NOT the advertising!. I come across that Chandler's adopted Luca's metaphoric descriptions of perfume (Luca is GENIUS in this). What occurred to the art facet of it? I body it was time to leave an assessment. Rather I enjoyed the interplay between the people, their thoughts and processes to bring all the magic jointly to an effective perfume. Makes me NEVER need to get another Commercialized HYPED UP brand of perfume again! Arggggggggh. Chandler is a expert in weaving both story lines collectively, and creating tension at the end of chapters while the tales alternated, leaving me wanting to proceed in the reserve to see what happens. I actually thoroughly enjoyed this reserve just as much as I'd hoped, and look forward to more from Chandler Burr! A great consider the behind the scenes of the perfume industry A well-written, intriguing consider the business of perfumery, through the lens of the advancement of two different (very different) scents for market. Perfume is definitely hard to create about – we all have such extremely visceral responses to the scent of smell, written deep inside our brain's perception of the globe around us and area of the primal depths of our consciousness – and Burr does an excellent job at invoking those responses through the medium of text. His present with words turns what could have been an in any other case forgettable book right into a gripping exploration of both history of the perfume industry and the complex and often-maddening procedure for scent development today. I've bought so many copies of this book I actually ordered the audiobook first, which is a great and fascinating listen.. Right now, I'm here on the page to order two more copies. The very long narratives on the science of mixing molecules, the story behind natural and synthetic ingredients and the expensive bait and switch marketing in the perfume industry bogged the story down in the middle for me. Personally i think I learned a good deal. Exciting book for individuals who wish to take a look ... Exciting book for individuals who wish to have a look at the rear of the scenes of the fragrance industry. Burr is a thorough, knowledgeable writer, and it is a uncommon thing he actually reveals the proceedings in this globe. There are numerous other books were become familiar with more about genuine artisans, where they get their ingredients, and how they place it all together for that ideal aroma. Thank you Mr Burr. Five Stars Very entertaining and useful read – I learned a ton! :-(Although the writer seems pompous and full of himself, I still enjoyed the story. Burr is actually impassioned by his subject matter and he describes his elegant cast of characters with enthusiasm and panache. We fall for SJP and JC Ellena and the enchanting Parisians from Hermes, and also the New Yorkers from the major conglomerate. The truth behind the perfume industry Enjoyed this so much! I loved that we surely got to see behind the moments of what really goes on in the fragrance globe. Give me quality!. Five Stars Nice, I'm glad I picked it up! Overall a must read for anyone interested in perfume. Whilst the reserve starts solid, towards the end it does get quite dried out with sales talk and chemical formulae and presently there is possibly a touch too much French interspersed which managed to get hard to read.



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