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SCENT & SUBVERSION

DECODING A CENTURY OF
PROVOCATIVE PERFUME



BARBARA HERMAN

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Scent and Subversion: Decoding A Century Of Provocative Perfume



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Allow Scent and Subversion take you for a whiff about the wild side of 20th hundred years perfume. By playing with gender conventions, highlighting the ripe smells of the body, or celebrating queer and louche identities, 20th-century perfume broke free from the assumptions of the prior hundred years, and became a mainly unrecognized portion of the social and design revolutions of the present day era. Perfume has been -- and continues to be -- subversive. Lavishly illustrated with an increase of than 100 vintage perfume ads, it will also regale you with essays on scent appreciation, a glossary of important perfume terms and ingredients, and tips about how to begin your own foray into vintage and contemporary perfume. The reserve features descriptions of over 300 perfumes, starting with Fougère Royale (1882) and closing with Demeter's Laundromat (2000). In Scent and Subversion: Decoding a hundred years of Provocative Perfume, Barbara Herman continues her irreverent, poetic, and often humorous analysis of classic perfumes and perfume ads that she started on her popular blog page YesterdaysPerfume. Herman also appears to the near future through interviews with scent visionaries such as odor expert and "professional provocateur" Sissel Tolaas, punk perfumer Antoine Lie, and Martynka Wawrzyniak, the artist behind "Smell Me," the world's initial olfactory self-portrait. An ideal book for perfume aficionados (aka "perfumistas") in addition to connoisseurs of contemporary fashion and style, feminist and LGBTQ historians, and fans of vintage advertising.



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