

A YEAR INSIDE
THE
PERFUME
INDUSTRY
IN PARIS
AND NEW YORK

CHANDLER BURR

SCENT CRITIC FOR
F: THE NEW YORK TIMES
STYLE MAGAZINE

THE PERFECT SCENT

Chandler Burr

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 an industry and its charismatic characters 5. 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 in to the overcrowded celebrity marketplace. Now, writing with wit and beauty, he juxtaposes the tales of the perfumes--one created by a Frenchman in Paris for a special luxury-goods house, the other made in NY by actress Sarah Jessica Parker and Coty, Inc., a giant international corporation. But Chandler Burr, the New York Situations perfume critic, spent a year behind the moments observing the creation of two main fragrances. Can she match the success of Jennifer Lopez? Will she have the international fan base to operate a vehicle worldwide sales? The solution lies in Burr's useful and mesmerizing portrait of some of the incredible personalities who envision, style, create, and release the perfumes that drive their billion-dollar industry. Will his pilgrimage to a garden on the Nile supply the inspiration he requirements?No journalist has ever been allowed in to the ultrasecretive, highly pressured procedure for originating a perfume.In Paris at the elegant Hermès, we see Jean Claude Ellena, his company's new head perfumer, provided 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 sector.. The amount of money spent on the advertising BLOWS me aside! :- (Although the writer seems pompous and filled with himself, I still enjoyed the story.. That Perfume Costs WHAT? The writer spent a 12 months in Paris to view the makings of perfumes from the big sector and marketing homes of today. In fact, I now feel sorry for the Fragrance and Taste houses who must fend for his or her feast.. Insert briefs that demand trend fragrances that charm to the mass marketplace and, oh incidentally, only \$10 per Kilo for fragrance ingredients! I've read this publication TWICE in three days. It's ridiculous.. from perfumers who are not chained to a table. everyone has to utilize the SAME cheap substances to meet up the demand. WHAT? Whilst the book starts solid, towards the end it can get quite dry with sales talk and chemical substance formulae and generally there is possibly a touch too very much French interspersed which managed to get hard to learn. I figure it had been time to leave a review. Well-researched, but imperfectly edited This is a remarkable book, and I think that Burr covered a substantial amount of information about the contemporary perfume industry that I don't think any other author has covered. Personally i think sooooooooooooo sorry for the perfumers working in the Fragrance Homes of today. We're speaking huge amount of money for one fragrance! Which makes it even WORSE!. Before very long, they, too, will become obsolete and replaced by machines that may execute a million trials per day. No wonder every fragrance on the market smells the same. What happened to the art aspect of it? The masterpiece design? Argggggggghh.. Overall essential read for anyone thinking about perfume. it's sickening! That's INSANE and Unusual! The days of perfumers working on an artistic level, crafting another masterpiece, is GONE. I thoroughly enjoyed this publication as much as I'd hoped, and appearance forward to more from Chandler Burr! Easy reading, humorish, behind the scenes consider the perfume industry.... Exciting book for individuals who wish to have a look behind the moments of the fragrance industry. Makes me NEVER want to purchase another Commercialized HYPED UP brand of perfume again! It is informative yet simultaneously, the writer's character shines through.. Few people (authors, perfumers, others) did this favour for all of us... NOT the marketing! Rather I liked the interplay between your people, their thoughts and processes to bring all the magic jointly to an effective perfume. Give me quality!.. And allow my dollars go toward the JUICE... I truthfully keep telling myself he HAS to be joking. I enjoyed that we surely got to see behind the scenes of what really goes on in the fragrance globe. The fragrances you and I wear everyday. Perfumery has, unfortunately, has transformed from the times when perfumers experimented with different scents to create that million dollar perfume. It explored many of the most compelling issues in perfumery - the organic v synthetics debate, capitalism v art. they take all of the risk. That being said, with uncharted territory comes an underdeveloped field where well-researched books tend to suffer for insufficient an edited tone of voice. The writer seems obnoxiously filled with himself, but if you go through his ego to the crux of what he is saying, it really is an informative, at times humous, book. If you are interested in the artwork of perfumery, that is a good book and, I would suggest it. There are several other books were become familiar with more about real artisans, where they get their elements, and how they put it all together for that perfect aroma. Recommend.. WHAT? There are parts of this publication where Burr's use of language becomes so casual that it detracts from readability. However, I highly recommend this book. Burr's insights in to the perfume market are unparalleled. Chandler Gets rid of 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 more in depth look--not in to the research of smell--but the art and business of perfume. Chandler's style may irk some, but I love the way his stories unfold. I appreciate the journalistic touches and I am surprised at the quantity of--and details in--quoted conversation (esp. taking into consideration many conversations had been originally in French--not Chandler's native language). Exciting book for those who wish to have a look ... A great consider the behind the scenes of the perfume industry A well-written, intriguing consider the business of perfumery, through the zoom lens of the

advancement of two different (completely different) scents for market... Now, I'm right here on the page to order two even more copies. However, his descriptions lack the startling and fascinatingly accurate descriptions that Luca concocts with sardonic humor and adroit language. The longer narratives on the science of mixing molecules, the story behind natural and synthetic ingredients and the expensive bait and switch advertising in the perfume industry bogged the story down in the middle for me personally. whose creativity isn't stifled by briefs and important thing figures. I'm not really a Sex and the town fan, nor do we care about what Sarah Jessica Parker does, but I cherished 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. Chandler gets us in to the life and mind of Hermes' in-house perfumer, Jean-Claude in a way that felt genuine and real. Chandler is an expert in weaving both story lines together, and creating tension by the end of chapters seeing that the stories alternated, leaving me wanting to move ahead in the reserve to see what happens..except. Perfume is hard to create about -- most of us have such extremely visceral responses to the scent of smell, created deep in our brain's perception of the world around us and section 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 terms turns what might have been an usually forgettable book right into a gripping exploration of both the background of the perfume sector and the complicated and often-maddening procedure for scent development today. I've bought therefore many copies of the book I actually ordered the audiobook first, which is a great and fascinating listen. But I was therefore enthralled that I kept wanting to excerpt elements of the publication, and kept telling people about it, so I kept buying more paperbacks and giving them to people. I get that Chandler's adopted Luca's metaphoric descriptions of perfume (Luca is GENIUS in this). and the fragrance house must suit you perfectly in hopes to win the contract. The truth behind the perfume industry Enjoyed this so much! Luca Turin, the genius biology scientist from Chandler's first book is nowhere in this one... It's friggin INSANE! Burr is an intensive, knowledgeable writer, and it is a uncommon thing he in fact reveals what is going on in this world.. Many thanks Mr Burr. Five Stars Very entertaining and informative read -- I learned a ton! We fall for SJP and JC Ellena and the enchanting Parisians from Hermes, along with the New Yorkers from the major conglomerate. Five Stars Nice, I'm glad I picked it up! A Delightful Voyage What fun to learn this book. Personally i think I learned a good deal. A must browse for anybody interested in perfume Extremely well researched and a remarkable insight into the secret world of modern perfumery. I'm right now on the prowl for some awesome Artisan Fragrances. Today, such a big industry, the money spent to get the masterpiece fragrance is usually absurd!.. Burr is clearly impassioned by his subject matter and he describes his elegant cast of character types with enthusiasm and panache.



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