

PERFUME

The background of the cover is a soft, yellowish-gold color, featuring a large, detailed illustration of a rose. The rose is in various stages of bloom, with some petals fully open and others still budding. A single, long, slender petal is shown falling from the top of the rose, its tip just above the opening of a glass perfume bottle. The bottle is round with a stopper and is filled with a vibrant red liquid. The overall aesthetic is elegant and classic, evoking a sense of luxury and craftsmanship.

*The
Alchemy of Scent*

Jean-Claude Ellena
Perfumer at
HERMÈS

Jean-Claude Ellena

Perfume: The Alchemy of Scent



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A micro-encyclopedia for individuals who want to know the perfumer's function and learn about the perfume market from the within, but haven't any guide on where to start.•



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To take fragments of odors and swirl them collectively to create a beautiful moment is indeed incredibly magical. I have always been fascinated by perfume and how scent resurrects a memory. I came across this book extremely interesting as he described how music is definitely linear.. Well crafted, informative and down to earth...but scent comprises of fractions of various other odors which hit you all at one time and then continue to change because the fragrance drifts in the air. It brings such an emotional response. I had not thought of how many "molecules" constitute a fragrance and how some are forwards plus some float in the backdrop. A genuine and professional book Exactly what I wanted. art with the intangible, is what is being premised. Excellent book for all those wishing to learn the art of Perfume I believe most of the negative reviews for this book are because of a misunderstanding of its purpose. We paint and I love perfumes (in nature and from the shops! Five Stars Excellent A fantastic publication that gives you an insight into the secret .. any artist knows that true art is more than technique.. Understanding that perfumery isn't merely technical, but artwork.. It is like Monet sharing his methods and the thinking procedures he uses with us. To consider fragments of odors and swirl them collectively to create a beautiful moment is so extremely magical! For me personally, this book is invaluable, as it pertains inspiration and general talk about raw-materials that seems impossible to get elsewhere. If you're into things of the ilk, this is an excellent read. No where do I discover arrogance of a preference for everything French. Many of the classic perfumes he mentions here are French. In order to see in to the mind of 1 of the world's very best perfumers, buy it..try to name some early common perfumes that aren't. It is a lovely, lyrical book. Apart from the charts not showing correctly on the Kindle edition I bought, it is well translated and I didn't really see any editing problems. If you are searching for dirt and gossip about the globe of perfume, this is simply not a reserve for you.. You will not be disappointed! Surprisingly good history It's a strange sort of subject. Perfume This is a very interesting read about creating perfumes using smelly molecules. Is highly recommended a manifesto, an excellent one! Since fragrance is his business, Ellena also gives you a feeling of how the perfume industry works. I'd recommend this publication to anyone thinking about business, because Ellena's dialogue on the creative process provides sense of how products are manufactured. The weakness is in the writing. Well written and filled with specific info on the industry. However he did keep and hold my curiosity. However, a bit more skill at laying out the tale would turned this into a great publication. Still, it had been worth reading and I would recommend it. There's lots of back story and Ellena give everything in his book. You don't buy this book if you are averagely thinking about perfume. I pay attention to tons of books, but I believe I'd rather have someone read me the Joy of Cooking. A fantastic reserve that provides you an insight in to the secret world of an internationally renowned perfumer. Ellena reveals an enormous magic formula about the materials that he maintains in his collection, and actually gives all the details you need to organise your "perfumer's organ" the exact same way as himself. There is much to learn here. I just lately bought his new book that came after this one, where he picks up the thread about materials here and there, but also devoted a whole section about formulation of the very ingredients outlined in this book. After scanning this book it sensed like I had just been spending several times inside Ellena's house in Cabris, where he does all his formulation. Technical document This book has a very clean, precise description of the life of a specialist in the fragrance industry. If you're looking for insight in to the emotional component of scent you should try Essence and Alchemy or the Secret of Chanel #5, but if you need to know the realities of the market, this is the reserve for you. There is a lot of technical info in the publication but that just helped me know very well what an art perfume is. To know how perfumes are manufactured, with which materials and how may be the creative process to create them. Jean-Claude Ellena is usually sharing his vision with us.), I was curious to comprehend better about this

market.Thank You to the Author and Perfumer that wanted to share all this knowledge. this is a good read. Well written and full of particular info ... I also believe that this was written in a humble manner. Elena is not a skilled writer, and it shows. Don't expect a fast or easy read, simply fascinating. Perfume is more than just fragrance, it is a claim you make that you and you also alone can inhabit this personal space which perfume allows. its development, creation and marketing. A Treasure of Insight This book offers a deep and detailed understanding of perfume, from its inception. He's allowing us into his creative process, so that we would see what being a perfumer methods to him...Then this is the book for you personally.one note at the same time. A true enjoyment to read! Snooze So insanely boring.But, if you are interested in perfumery, and how perhaps the worlds mostcharismatic yet rebellious nose actually thinks, reflects and works? In fact, it would never occur to me that there's enough of a history of perfume to create a reserve, but I was quite incorrect. Needs a more ruthless editor The detailed chemistry of perfumery in the first few chapters bogged down the romanticism and may have already been saved for later chapters or end notes. Most visitors want to listen to the inspiration for the most popular fragrances and behind-the-moments intrigue over stolen formulas, not complicated chemistry jargon.



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