

LIZZIE OSTROM

Perfume

A Century of Scents



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Estee Lauder created "Youth Dew" and with it, distilled the essence of 1950's suburbia." And who could your investment fervor made by the grunge androgyny of CK One? the crazy and wonderful campaigns that launched them; One hundred perfumes and scents in all their fragrant glory expose a remarkable social history of days gone by century. Sign up for Lizzie Ostrom on an olfactory experience as she explores the trends and crazes that have shaped just how we've spritzed. the women and males who wore them?every perfume includes a tale to tell. From the belle epoque through the swinging sixties, to the naughty nineties and beyond, Ostrom brings intelligence and wit to the most ravishing of subjects. There was the patriotic influence of English Lavender during World Battle I and perfumes that captured the Egyptomania of the 1920s.Signature scents and now-shed masterpieces; Patchouli essential oil?the "anti-perfume" of the 1960s?was sure to maintain money out from the hands of corporations and "the person. the visionaries who conceived them; Scent is actually the passport to memory, making Perfume both a lush deal with and an insightful study of the twentieth century through probably the most mystical of the five sense.



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Really like this book Really love this book! Culture and women's issues are briefly covered however, not in enough details to create this book buy worthwhile. The book is divided into eras and speaks about various scents that became well-known then. Fun, intelligent, and full of surprises I actually was quite surprised at a lot of what I find out about in this publication. I love this historical perspective filled with interesting little anecdotes. Easy to pick up if you place it down for awhile, as each little two or three-web page vignette about each perfume is very brief. Five Stars Her words are like music.. I have a variety of fragrances from Brittney Spears (whose perfumes are significantly underrated) to Coco Chanel, therefore i was excited to read Perfume a hundred years of Scents. A few of the marketing tips were fairly advanced and innovative for the times. Don't waste your money on this book. She has an introduction to perfume and then she reduces each 10 years with the signature scents of the a decade. Her writing style could be a little over the top, example "anyone tempted to try Bal a Versailles must 1st summon the heraldic trumpeters and demand a get better at of ceremonies with reddish sash and monocle hurry round a ballroom crying "Make way! There is no set template for each perfume she testimonials. sometimes she discusses the substances and sometimes she doesn't. I certainly hope so, as I'd love to be ahead of my time here, as I cherish my fast-dwindling bottle of the EDP Enjoyable and informative Interesting book, with plenty of history along with information about perfumes. She tries to fully capture the period of the perfume like the swinging sixties. I didn't always trust all her choices because the creme de la creme of this 10 years (Ralph Lauren's Polo isn't included and neither is certainly Elizabeth Taylor's scents) but there are lots of that are still extremely popular today that she discusses. Make method for Her Royal Excellency!" And the writer clearly loves Chanel Zero 5, which she believes will be worn by the first girl resettled on Mars, discovered buried by way of a Neo-Iron age society, well you get the idea. These gushing phrases are through the entire book. What I found very interesting about this book was the history of perfumes within the last century, specifically the marketing and suppliers of fragrances. I had no idea that Sears was into perfumes or that Baccarat crystal designers had been involved in creating bottles. I loved elements of this book and others I didn't, hence the 3 star ranking. Also interesting had been the men's fragrances like Old Spice and Brut. You can find so many books like that out there that go into fragrances in depth. It is more of a cultural background pitched against a deconstruction of certain perfumes, that i actually found more fun, as it evoked not just the scent itself but the overall aura. I could better imagine what produced these scents attractive to people—or scandalized them!—and I doubly enjoyed finding scents I owned or knew through the entire narrative, some often in older eras that I thought! Is Chanel No. I cannot think about any reason to get this book. I found myself really wanting to know what ingredients were in these scents. Very enjoyable and educational read. The writer details different perfumes during the last century, including the advent of synthetic scents, bottles and marketing. 19 the perfume of the future? I confess that I've always wondered precisely how a perfume involves be formulated (how elements are chosen, how various scents are mixed); how a name is chosen for a scent; Well, you will learn absolutely nothing from this book about any of those topics. Idle curiosity, I would say. how it really is marketed and received. I browse some criticism of the that it is not about perfume in detail, the notes, the natural oils utilized, how each one was created, etc. No reason. Perfume ever sold and how it's affected our daily lives. Sorry. Four Stars very interesting background and context of every perfume Learn something new everyday Very informative Liked a few parts others not really much We love perfumes..there must be better books approximately perfumes out there.



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