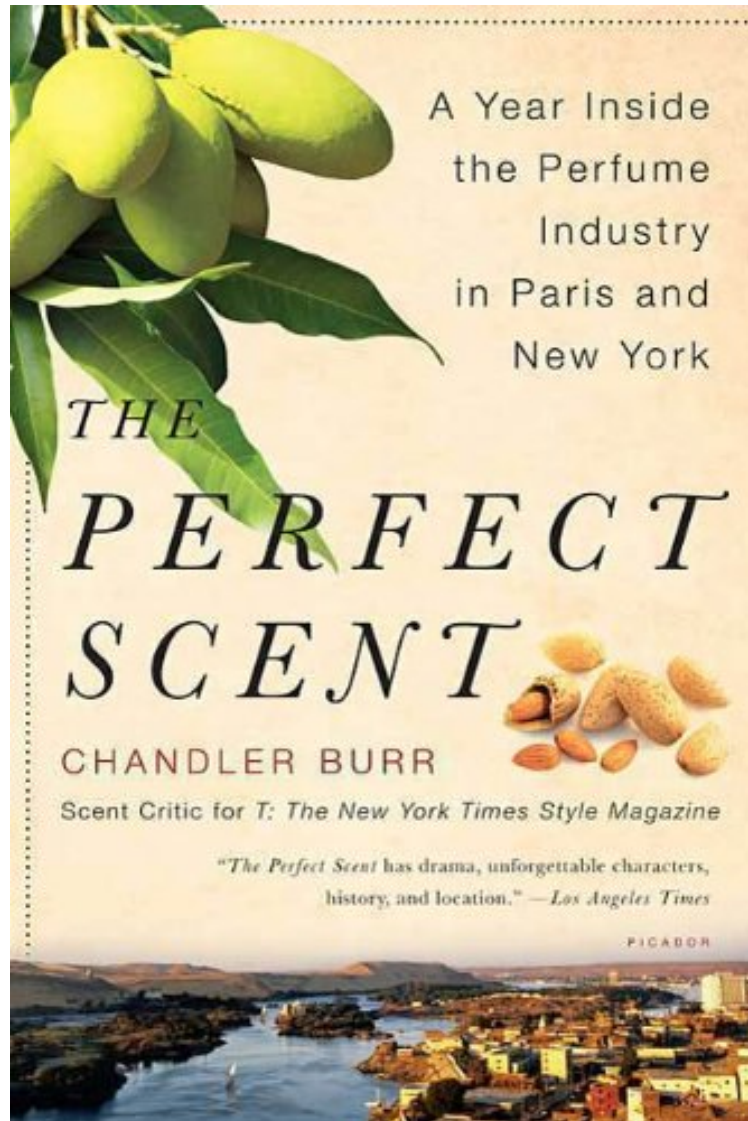


(Free pdf) The Perfect Scent: A Year Inside the Perfume Industry in Paris and New York

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

Chandler Burr

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Chandler Burr : The Perfect Scent: A Year Inside the Perfume Industry in Paris and New York before purchasing it in order to gage whether or not it would be worth my time, and all praised The Perfect Scent: A Year Inside the Perfume Industry in Paris and New York:

1 of 1 people found the following review helpful. Well-researched, but imperfectly edited By Veronica Zingarelli This is a fascinating book, and I think that Burr covered a significant amount of information about the contemporary perfume industry that I don't thing any other author has covered. That being said, with uncharted territory comes an

underdeveloped field where well-researched books tend to suffer for lack of an edited voice. There are sections of this book where Burr's use of language becomes so casual that it detracts from readability. However, I highly recommend this book. Burr's insights into the perfume industry are unparalleled. 3 of 3 people found the following review helpful. Another great book by Chandler. By David M. Giltinan Chandler Burr is the resident perfume critic for The New York Times. In this capacity he writes regular reviews ("Scent Notes"), which initially strike one as unbelievably precious, but are ultimately kind of engaging. His previous book, "The Emperor of Scent", about the science of smell, was one of the best examples of science writing I've ever read. This book, an account of the development and launch of two new perfumes, "Lovely" by Coty for Sarah Jessica Parker, and "Jardin sur le Nil" by Hermes, doesn't quite match the brilliance of "The Emperor of Scent", but it is engagingly written and was a very enjoyable read. To some extent, the science writing, which I think is Burr's particular strength, takes a back seat as he describes all of the other facets of product development. Which he does with the same intelligence and wit that characterized his earlier book: his take on the relationships among the various players at Hermes, as well as on SJP's unusual degree of personal involvement in the development of "Lovely" is nuanced and perceptive. Occasionally, Chandler's inner geek takes over, treating the reader to two pages of chemical details. Personally, I found this kind of charming, but other readers might not agree. A smart, highly readable, account of a subject to which you may not have given much thought. My only caveat would be that, given Chandler's exceptional talent for science writing, I'd love to see him take on something a little more weighty next time around. For example, biotechnology, genetic testing, or pharmaceutical drug development: anyone who can write so vividly about the world of fragrance chemistry could undoubtedly contribute significantly in making these topics more accessible to a general audience. 1 of 1 people found the following review helpful. nice to know because I've worn scent for decades By K. Strand A fascinating read, I highly recommend it. I learned a lot about perfume starting with its history, how perfume is created and real insight into the few people (mostly men) that make scents. The book takes you through, in a personal rather than a pedantic way, the process perfumers go through. Amazing to me what huge dollars are involved and how perfume supports many of the luxury good design houses. I found learning about this unique world empowering. I've put perfume on my skin for most of my adult life, having read the book, now I know much more about it. The book also caused me to smell perfume differently...with a more discerning nose! And they're right salt is not a scent but a taste however I find salt-water scents or the interpretation of ocean very interesting, makes me curious about the new Jo Malone scent for example. And one last thing the author did a good job of capturing the creativity involved in making a new perfume. Plus who doesn't love Sarah Jessica Parker and a small peek into her world.

From the New York Times perfume critic, a stylish, fascinating, unprecedented insider's view of the global perfume industry, told through two creators working on two very different scents. No journalist has ever been allowed into the ultrasecretive, highly pressured process of originating a perfume. But Chandler Burr, the New York Times perfume critic, spent a year behind the scenes observing the creation of two major fragrances. Now, writing with wit and elegance, he juxtaposes the stories of the perfumes -- one created by a Frenchman in Paris for an exclusive luxury-goods house, the other made in New York by actress Sarah Jessica Parker and Coty, Inc., a giant international corporation. 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 into the overcrowded celebrity market. Will she match the success of Jennifer Lopez? Does she have the international fan base to drive worldwide sales? In Paris at the elegant Hermegrave;s, we see Jean Claude Ellena, his company's new head perfumer, given a challenge: he must create a scent to resuscitate Hermegrave;s's perfume business and challenge le monstre of the industry, bestselling Chanel No. 5. Will his pilgrimage to a garden on the Nile supply the inspiration he needs? The Perfect Scent is the story of two daring creators, two very different scents, and a billion-dollar industry that runs on the invisible magic of perfume.

From Publishers Weekly Starred . New York Times perfume critic Burr (The Emperor of Scent) follows the creation of two new scents—Un Jardin sur le Nil by French luxury house Hermegrave;s, and Lovely, a celebrity fragrance by Sarah Jessica Parker—in a kind of travelogue through the international perfume industry, one of the most insular, glamorous, strange, paranoid, idiosyncratic, irrational, and lucrative of worlds. The former perfume was conceived by Hermegrave;s, informed by a trip to Egypt, then crafted by Jean-Claude Ellena, who represents a breed of ghosts known in the biz as perfumers. For the latter, Parker worked as artistic director of a corporate scent-making team. Burr illuminates perfumery's clash of cultures and values—French artistic purity versus American commercialism. Worldwide, this highly secretive industry's PR machine propagates several anachronistic myths. For example, it insists that perfume ingredients are naturally derived (the overwhelming majority are not, because of concerns about quality control, ecological impact and allergies, among others) and that the big names on the bottles are personally involved in creating scents (perfumers alone typically do this; Parker was a rare exception). Burr makes a strong case that this mythmaking works to the industry's detriment, and that inviting the public behind the scenes might help to reverse the industry's declining sales. Burr's is a thorough and often hilarious account of perfumery's colorful characters, the science and art of fragrance creation and the human experience of scent itself. (Jan.) Copyright copy; Reed Business

Information, a division of Reed Elsevier Inc. All rights reserved. "A thorough and often hilarious account of perfumery's colorful characters, the science and art of fragrance creation and the human experience of scent itself." --- Publishers Weekly Starred About the Author Chandler Burr is the New York Times perfume critic and the author of *The Emperor of Scent: A Story of Perfume, Obsession, and the Last Mystery of the Senses*. Mel Foster, an audiobook narrator since 2002, won an Audie Award for *Finding God in Unexpected Places* by Philip Yancey. He has also won several AudioFile Earphones Awards. Best known for mysteries, Mel has also narrated classic authors such as Thoreau, Nabokov, and Whitman.