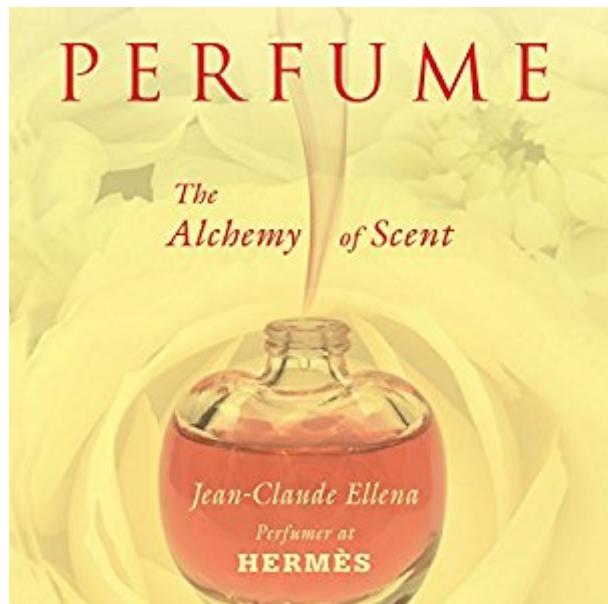


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Perfume: The Alchemy Of Scent



Synopsis

To women the whole world over, perfume means glamour, and in the world of perfume, Jean-Claude Ellena is a superstar. In this one-of-a-kind book, the master himself takes you through the doors of his laboratory and explains the process of creating precious fragrances, revealing the key methods and recipes involved in this mysterious alchemy. Perfume is a cutthroat, secretive multibillion-dollar industry, and Ellena provides an insider's tour, guiding us from initial inspiration through the mixing of essences and synthetic elements, to the deluxe packaging and marketing in elegant boutiques worldwide, and even the increasingly complicated safety standards that are set in motion for each bottle of perfume that is manufactured. He explains how the sense of smell works, using a palette of fragrant materials, and how he personally chooses and composes a perfume. He also reveals his unique way of creating a fragrance by playing with our olfactory memories in order to make the perfume seductive and desired by men and women the world over. Perfume illuminates the world of scent and manufactured desire by a perfumer who has had clients the likes of Cartier, Van Cleef & Arpels, Bulgari, and Hermès.

Book Information

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Customer Reviews

I have always been fascinated by perfume and how scent resurrects a memory. I found this book very interesting as he explained how music is linear..one note at a time...but scent is made up of fractions of other odors which hit you all at once and then continue to change as the fragrance drifts on the air. It brings such an emotional response. I had not thought of how many "molecules" make

up a fragrance and how some are forward and some float in the background. There is a lot of technical information in the book but that only helped me understand what an art perfume is. To take fragments of odors and swirl them together to create a beautiful moment is so incredibly magical!

This book has a very clean, precise description of the life of a professional in the fragrance industry. If you're looking for insight into the emotional component of scent you should try *Essence and Alchemy* or the *Secret of Chanel #5*, but if you want to know the realities of the industry, this is the book for you.

Exactly what I was looking for. To know how perfumes are created, with which materials and how is the creative process to make them. I paint and I love perfumes (in nature and from the shops!), I was curious to understand better about this market. Thank You to the Author and Perfumer that wanted to share all this knowledge.

If you're into things of this ilk, this is a good read. Well written and full of specific info on the industry. Don't expect a fast or easy read, just fascinating.

I found the content of the book interesting and it is generous of the author to allow the wider audience make an inquiry into his way of thinking and his approach to the perfume making. I particularly enjoyed the chapter about the path from the idea to the final "opera" -forgive my Italian here, but in my opinion this word is the most accurate concerning the scents.. The book is more like introductory manual to the domain of perfume (companies, marketing, general process of perfume making, author's particular approach to it) rather than the anthropological essay about the meaning of perfumes, history, legends and all this "exciting" stuff about our hobbies. Providing that you are open to the gift from the author, exactly that one, he is going to make, you should not be disappointed. You will get to know how this industry is seen by a person with great esteem as a perfumer.

Hands down the best book about the art of creating perfume. Well written. Ellena knows how to talk about perfume as well how to create.

This is a very interesting read about creating perfumes using smelly molecules.

The book answered most of the technical questions I'd always had about odors - including perfumes - and how they spread out in air. Well written. I recommend it.

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