

NEZ

Nez, the Olfactory Cultural Movement

Since its inception, Nez, the Olfactory Cultural Movement has become a reference in the field of perfume and olfaction, both in France and internationally. Its founders, Jeanne Doré (Editorial Director), Mathieu Chévara (Creative Director) and Dominique Brunel (Sales Director), have brought together a collective of multidisciplinary experts, including journalists, scientists, perfumers, historians and artists, whose mission is to reveal to the greatest number and in the most accessible and relevant ways the richness of a sense which has long been overlooked.

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NEZ THE OLFACTORY MAGAZINE

The first ever periodical to be dedicated to scent and the sense of smell. Bringing together articles, interviews, surveys and critical analysis with an olfactory focus, *Nez* challenges us to use our noses to explore the world. Art, literature, science, history, perfume...

Nez is unique in its diverse and informative approach and helps us understand how our sense of smell connects us to the world.

Every six months, passionate contributors, including scientists, perfumers, writers, scholars, historians, photographers and artists, fill the richly illustrated pages. Each issue also comes with fragrance samples allowing the reader to dive right into the 'smell-scape'.

Nez combines the varied editorial style of a magazine with the quality and longevity of a book. A large proportion is obviously given over to fragrance and perfumery – where the industry is heading, product reviews and promoting the cultural heritage of the art. Online perfume reviews have shaken up the industry in the last decade and shown that alongside literary, film and music critics there is also a place for the perfume critic.

Nez is the first print publication to take on this critical dimension (and it gets very critical!).

With the whole journal dedicated to the subject, each issue offers a unique focus shaped by the particular specialisms of the contributors.

More than a magazine, *Nez* has become an international olfactory culture movement, associated to many initiatives around the world, the Musée international du Parfum, the SFP, Esence, Pitti Fragranze, Fragrance Foundation, The Institute for Art and Olfaction.

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| <p>#2
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January 5th, 2023
<i>(fr-en)</i></p> |

<p>CATEGORY Society, Sciences, Art, Culture, Perfume</p>	<p>PRICE €22.90 / £20 / \$24</p>	<p>FORMAT 26 × 20 cm</p>	<p>PRODUCTION Four color offset, + 1 pantone, square back, glued signatures, laser die cut in the cover</p>	<p>ARTWORK Photos, infographics, illustrations</p>
<p>PUBLISHING Biannual</p>	<p>SERIES Nez – the olfactory magazine</p>	<p>PAGES 144 to 160</p>	<p>AUTHORS, CONTRIBUTORS Nez, the Olfactory Cultural Movement</p>	



PUBLICATIONS TO DATE

NEZ #1

For an Olfactory Culture, Inventory

The first issue of *Nez* explores the vital role that olfaction plays in our lives, and discusses smell, in all its forms, and from every angle.

NEZ #2

Clean & Dirty

This second issue of *Nez* invites you to explore the concepts of dirty and clean, with all the paradoxes, tensions and questions these two extremes provoke. Cultural or natural, but more importantly contextual, are our olfactory attractions and aversions as contradictory as they seem?

NEZ #3

The Sex of Scent

The third issue tackles a vast and enigmatic subject – the scent of sex. The olfactory conventions that lend gender to our fragrances – where do they come from? What links the olfactory sphere to sexuality, desire and attraction?

NEZ #4

Perfume & Art

The fourth edition of *Nez* continues our olfactory exploration, breaking down yet more confines, conventions and preconceptions around our sense of smell.

NEZ #5

Natural vs Synthetic

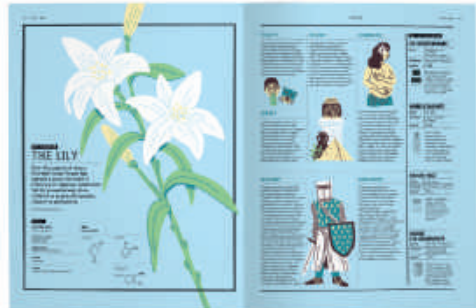
This fifth edition of *Nez* looks at the issues surrounding the use of natural and synthetic ingredients in perfume. What role has chemistry had in building the perfume business of today? Why are natural products so favored, and are they always preferable to synthetic fragrances?

NEZ #6

Mind & Body

How is our sense of smell connected with our mind and body? The sixth edition of *Nez* looks at perfume's therapeutic and spiritual roles, and explores the influence of odors in our daily lives on our health, our mood and our emotions.





NEZ #7
The Animal Sense
 How do animals use their sensitive noses? What is a vegan fragrance? Is the human sense of smell really as ancillary to our other senses as we think it is? The seventh edition of *Nez* examines the numerous, complex connections that link odors and animality.

NEZ #8
Addictive Substances
 Can you get hooked on an odor? Why is ethanol and perfume such a good combination? How do brands try to create olfactory dependency? Tobacco, alcohol, drugs... The eighth issue of *Nez* reveals the connections between our sense of smell and addictive substances.

NEZ #9
Around the world
 On a planet where borders often blur, fuelled by globalisation, what role do scents play? Simultaneously universal yet culturally specific, how do they

contribute to our heritage? How do raw materials and fragrant compositions travel?

NEZ #10
Form the nose to the mouth
 How does taste work and what does it have in common with smell? How are food flavourings created? What about fragrances with foody notes? Can odours influence our eating habits? This tenth issue examines the affinities between our nose and our mouth, perfumery and cuisine.

NEZ #11
Live and let die
 From the womb to the grave, how do scents follow us throughout our existence? Can our sense of smell help us survive? Do perfumes also die? This eleventh issue investigates the deep connections between the nose and the notions of life and death.

NEZ #12
Design & perfume
 Torn between its artistic, artisanal, commercial

and technical dimensions, between the rational and the emotional... And what if perfume were considered, first and foremost, as a piece of design? *Nez* explores the world around us via our sense of smell, adopting a novel approach that encompasses art, literature, photography, science, history, gastronomy and perfumery to illustrate the essential role that olfaction plays in our lives.

NEZ #13
Near or far
 Smells, whether intimate or infinitely distant, are closely connected to our environment. What is the olfactory dimension of the space that surrounds us? *Nez* invites us to explore the world via our sense of smell, adopting a novel approach that encompasses art, literature, photography, science, history, gastronomy and perfumery to illustrate the essential role that olfaction plays in our lives.

THE NATURALS NOTEBOOK COLLECTION

Nez joined forces with LMR Natural by IFF, a reference in natural ingredients for the perfume industry, and together they created a unique series: “The naturals notebook”. An invitation to explore all aspects of the most beautiful raw materials: botany, history, art, anthropology, agriculture, chemistry, without forgetting perfumes and their perfumers.

DAMASK ROSE IN PERFUMERY
Published April 11th, 2019
EAN 9782370630827

NARCISSUS IN PERFUMERY
Published April 11th, 2019
EAN 9782370630834

JASMINE SAMBAC IN PERFUMERY
Published October 24th, 2019
EAN 9782370630933

PATCHOULI IN PERFUMERY
Published October 24th, 2019
EAN 9782370630940

IRIS IN PERFUMERY
Published April 23rd, 2020
EAN 9782491567033

VETIVER IN PERFUMERY
Published April 23rd, 2020
EAN 9782491567040

ORANGE BLOSSOM IN PERFUMERY
Published October 22nd, 2020
EAN 9782491567095

SANDALWOOD IN PERFUMERY
Published October 22nd, 2020
EAN 9782491567118

GERANIUM IN PERFUMERY
Published April 1st, 2021
EAN 9782491567217

BLACKCURRANT BUD IN PERFUMERY
Published April 1st, 2021
EAN 9782491567194

TUBEROSE IN PERFUMERY
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LAVENDER AND LAVANDIN IN PERFUMERY
Published October 21th, 2021
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CINNAMON IN PERFUMERY
Published April 21st, 2022
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IMMORTELLE IN PERFUMERY
Published April 21st, 2022
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MIMOSA IN PERFUMERY
Published October 20th, 2022
EAN 9782491567453

YLANG-YLANG IN PERFUMERY
Published October 20th, 2022
EAN 9782491567477

Table of contents

- Atlas : geography, anatomy, key facts
- History, uses
- Crisscrossings : arts, extracts, interview
- 365 days in the field
- Transformation
- Perfumery : genealogy, selection of perfumes, interviews with perfumers
- Appendices : glossary, history of Laboratoire Monique Rémy

CATEGORY
Society, Sciences, Art, Culture, Perfume

LANGUAGES
French, English

PRICE
€17

SERIES
Nez + LMR
The naturals notebook

FORMAT
23 × 16.5 cm

PAGES
96

PRODUCTION
Printed in 4 colors, laminated and embossed cover

ARTWORK
Photos, infographics, illustrations by Amélie Fontaine



A HISTORY OF FRAGRANCES

1880-2020

“Are you ready to set out on an olfactory journey through time?”

Let the stories of perfumers, couturiers, creative directors and leading fragrance houses take you on a journey through time as you (re)discover the origins of celebrated fragrances such as *Fougère royale* by Houbigant and Gucci’s *Mémoire d’une odeur* in the light of the major events of each decade. While perfume spent thousands of years confined to religious, therapeutic and hygienic uses, it went on to give birth to an industry in the late 19th century, becoming an increasingly accessible consumer item.

Just like other artistic fields, perfumery has always been in tune with the spirit of the times, giving olfactory form to the metamorphoses of each era: perfume creation has been shaped by world wars, societal shifts, epidemics and economic crises, an impalpable mirror of the society we live in.

In eleven chapters, the book moves from the Belle Époque to the 2010s, tracing the fascinating tale of perfumery in all its profusion, fashioned by the world around it.

Interviews with creators and experts add depth to this chronicle of a fabulous scented history, including Olivier Polge (Chanel), Thierry Wasser (Guerlain), Jean Jacques (Caron), Christine Nagel (Hermès), Michel Almairac, Olivier Cresp and Frédéric Malle.

FIRST PRINT
RUN 3,000 COPIES

Authors

Yohan Cervi is a critic, lecturer on the history of modern perfumery, and consultant for luxury brands. In 2017 he co-founded the Maelstrom perfume laboratory. Yohan collects fragrances from the past and is the Auparfum editorial team’s vintage expert. He has also contributed to various publications for Nez.

After graduating with a history degree, Anne-Sophie Hojlo became a journalist and spent 10 years writing for news magazine *Nouvel Observateur*. She joined the team at Auparfum, then Nez in 2018, and has since contributed to various publications, including the *Naturals Notebook* collection for Nez.

Foreword

François Simon

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Coffee-table book,
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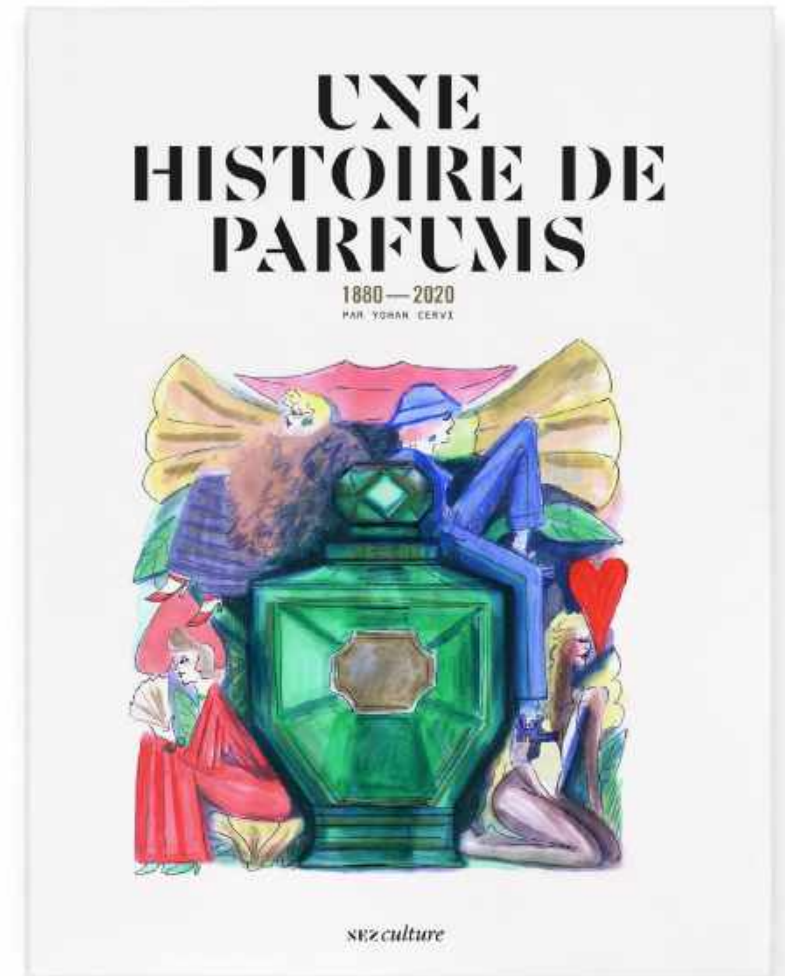
SERIES
Nez culture

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20 x 26 cm

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176

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Printed in 4 colors,
square back,
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COVER
ILLUSTRATION
Claire Braud



FROM PLANT TO ESSENCE

A world tour of fragrant raw materials

“Creating a beautiful perfume requires good ingredients.”

From Sicily to Laos, Paraguay to Madagascar, this book takes you on an incredible olfactory journey for a series of fascinating encounters with perfume plants, the producers who create fragrance essences, extracts and molecules, the perfumers who use them, and the iconic compositions in which you will find them. Vanilla, jasmine, bergamot, musks... This volume explores the diversity and richness of perfumery ingredients: their origins, cultivation, transformation and usage, as well as the innovations devised to address the environmental, economic and social challenges of today.

In honor of its 30th anniversary, the International Exhibition of Raw Materials for Perfumery (SIMPPAR) teamed up with Nez to pay tribute to the people whose expertise sustains a sector that is all too often overlooked.

FIRST PRINT
RUN 3,500 COPIES

NEW REVISED
EDITION
(JUNE 2022)
2,500 COPIES

BILINGUAL BOOK
ENGLISH-FRENCH

**Authors in Nez,
the Olfactory
Cultural Movement**
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Eugénie Briot
Mathilde Cocoual
Olivier R. P. David
Aurélié Dematons
Anne-Sophie Hojlo
Jessica Mignot
Clara Muller
Guillaume Tesson

Under the direction of
Jeanne Doré

Table of contents

- The scent routes
- The genesis of synthetics
- Simppar: 30 years of meetings
- A world tour of ingredients
- The perfumery of tomorrow

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June 17th, 2021

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ILLUSTRATIONS
Marta Signori





Le jasmin grandiflorum

Jasminum grandiflorum

POUR UN JARDIN CLASSIQUE



Le jasmin grandiflorum est une espèce de la famille des Ombellifères. Elle est originaire de Chine et se cultive dans les jardins classiques. Elle est connue pour ses fleurs blanches et ses feuilles vertes. Elle est très résistante et peut vivre plusieurs années. Elle est idéale pour les jardins classiques et les jardins d'inspiration chinoise. Elle est très facile à cultiver et ne nécessite pas beaucoup d'entretien. Elle est idéale pour les jardins classiques et les jardins d'inspiration chinoise. Elle est très facile à cultiver et ne nécessite pas beaucoup d'entretien.



RÉGION D'ORIGINE



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La mandarine en 3 parfums

Mandarine de Provence



La mandarine est une espèce de la famille des Rutacées. Elle est originaire de Chine et se cultive dans les jardins classiques. Elle est connue pour ses fruits orange et ses feuilles vertes. Elle est très résistante et peut vivre plusieurs années. Elle est idéale pour les jardins classiques et les jardins d'inspiration chinoise. Elle est très facile à cultiver et ne nécessite pas beaucoup d'entretien.



Los E-Pure Jungle

Essence: Mane réinvente l'enfleurage

Mane réinvente l'enfleurage avec ses E-Pure Jungle Essence extracts. Elle utilise des techniques traditionnelles combinées à des méthodes modernes pour créer des parfums uniques et naturels.



Le processus de création de ces parfums est complexe et nécessite une grande expertise. Mane utilise des ingrédients naturels et des techniques traditionnelles pour créer des parfums uniques et naturels. Elle est connue pour ses parfums de haute qualité et son engagement envers l'environnement.

THE BIG BOOK OF PERFUME

For an olfactory culture

“A real encyclopedia, informative and packed full of fascinating facts.” ELLE

The Big Book of Perfume is an accessible reference guide which invites readers to discover olfactory culture. For many people the world of perfume is still shrouded in mystery, but this work reveals hitherto unknown aspects of the industry, taking an informative approach, combining historical, scientific and aesthetic aspects. A reference work in France for both professionals and the general public, the book is now available in English. This new edition includes contributions by experts of the perfume industry from a variety of backgrounds. An essential guide featuring 20 exclusive interviews and a reflection on perfume as a globalized cultural product. The global perfume industry is worth 45 billion dollars, and each year around 2,000 new fragrances are launched worldwide. However, aside from often superficial and reductive communications, the perfume industry has long enjoyed keeping secrets and has cultivated a talent for maintaining mystery. What are perfumes composed of? Who are the perfumers behind these fragrances and what is their everyday work like? What happens between the conception of an idea in the mind of a director, project manager or fashion designer and the arrival of a new bottle on the shelves? What differences are there between a popular brand distributed on a large scale and a smaller company whose products are only available in a handful of stores? Once a perfume is launched, how does it survive the test of time? For the first time, a book – created by Nez, the Olfactory Cultural Movement – answers the questions you have never dared to ask.

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10,000 COPIES
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VERSION

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Germany: Prestel
Italy: Gribaudo
Japan: Fragrance Journal

Author
Nez, the Olfactory
Cultural Movement

Forewords
Linda G. Levy
Jean-Claude Ellena

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- History of perfumery
- The raw materials
- The work of a perfumer
- Developing a perfume
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- Independent perfumery
- The life of a perfume
- The amateur's guide to perfume

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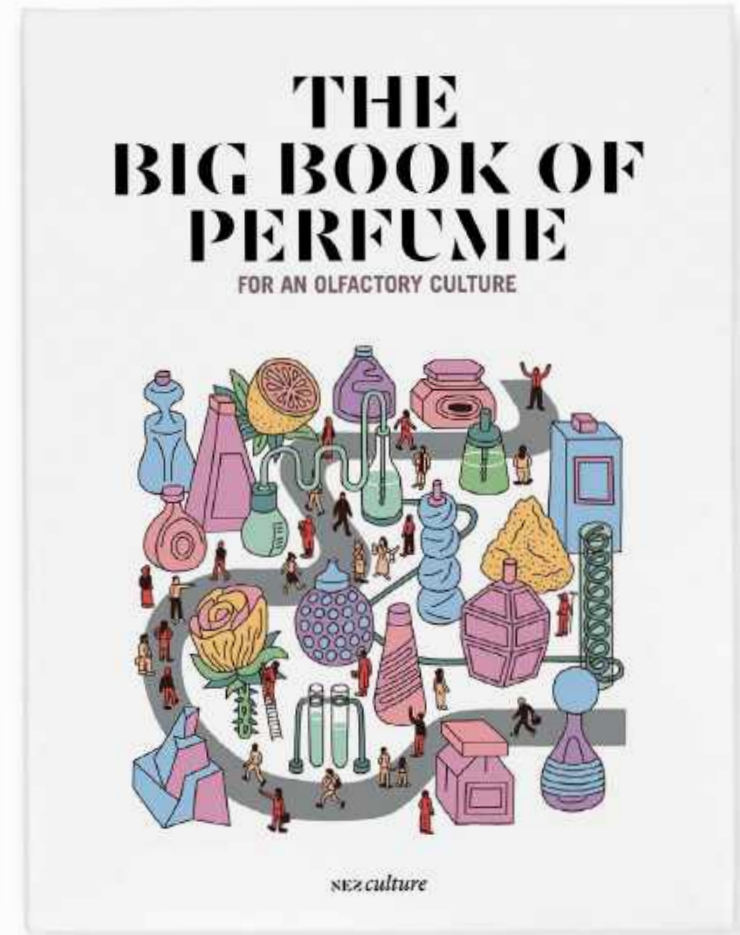
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ILLUSTRATIONS
Jeremy Perrodeau





THE HISTORY OF PERFUMERY

THE TRAINEE PERFUMER

OLFACTION

When you begin school as a perfumer, you are trained to become an expert at smelling the various scents that are used in perfumery. This is done by using a series of small vials containing different scents. The trainee perfumer is asked to identify the scents by using their sense of smell. This is a very important skill for a perfumer to have.

The most important thing to do when you are a trainee perfumer is to learn to smell. You will be given a series of small vials containing different scents. You will be asked to identify the scents by using your sense of smell. This is a very important skill for a perfumer to have.

PALETTE

Just as a painter has a palette of colors, a perfumer has a palette of scents. The palette is a collection of different scents that the perfumer uses to create their perfumes. The palette is a very important part of the perfumer's work.

The palette is a collection of different scents that the perfumer uses to create their perfumes. The palette is a very important part of the perfumer's work.

CITRUS AND COLD PRESSING

BERGAMOT

Bergamot is a citrus fruit that is used in perfumery. It is a small, round fruit with a green, bumpy skin. The fruit is used to create a variety of scents, including bergamot orange and bergamot lime.

It is a small, round fruit with a green, bumpy skin. The fruit is used to create a variety of scents, including bergamot orange and bergamot lime.

GOLD PRESSING

The gold pressing machine is used to extract the essential oils from the flowers of the orange tree. The machine consists of a hopper for the flowers, a roller to crush the flowers, and a collection tray for the essential oils.

The machine consists of a hopper for the flowers, a roller to crush the flowers, and a collection tray for the essential oils.

THE ODOURS OF TOMORROW

The odours of tomorrow are created by combining different scents in a unique way. The process involves creating a base note, a middle note, and a top note. The base note is the most prominent scent, the middle note is the most balanced, and the top note is the most delicate.

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PERFUMES FOR MEN

The ideal selection

The first perfume guide entirely dedicated to men.

Do you sometimes find it difficult to identify with a perfume for “an authentic, real man”, who is “all-powerful”, “hedonistic and flamboyant”, who “answers to no one except his fantasies”, and “is above all norms”? Then this is the book for you. Nez, the Olfactory Cultural Movement takes on an accidental category of perfumery: fragrances for men. Just like a piece of clothing, your perfume says a lot about you, who you are, or who you would like to be. Alas, unlike your sartorial style, widely documented, an olfactory wardrobe is not an easy thing to constitute. The male perfume market, still largely dominated by virile clichés and ads featuring muscular models, is stuck in a conformist attitude from days gone by, that the majority of its target market can’t identify with. Today, you can allow yourself the freedom to find a perfume that suits you and create a veritable perfume collection that you can dip into according to your mood and your desires. Nez, the Olfactory Cultural Movement, presents a repertoire of fragrances for you to test, guided by male icons of perfume. These emblematic figures take us on a perfumed promenade mixing mainstream and niche fragrances, masculine, unisex and even feminine, tailored to all budgets, tastes, and allowing you to take risks.

FIRST PRINT RUN
8,000 COPIES

Authors

Edited by Jeanne Doré, editor-in-chief of the magazine *Nez* and the website *Auparfum*. Journalists, perfumers, perfume critics – all members of *Nez* – contributed their passion and expertise in the creation of this work.

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- The spice route
- Luxury fulfilled
- Spiritual guide
- Into the woods
- The powerful charmer
- Bad Boy
- At skin level
- The other perfumes
- Perfume shops

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Perfume reference
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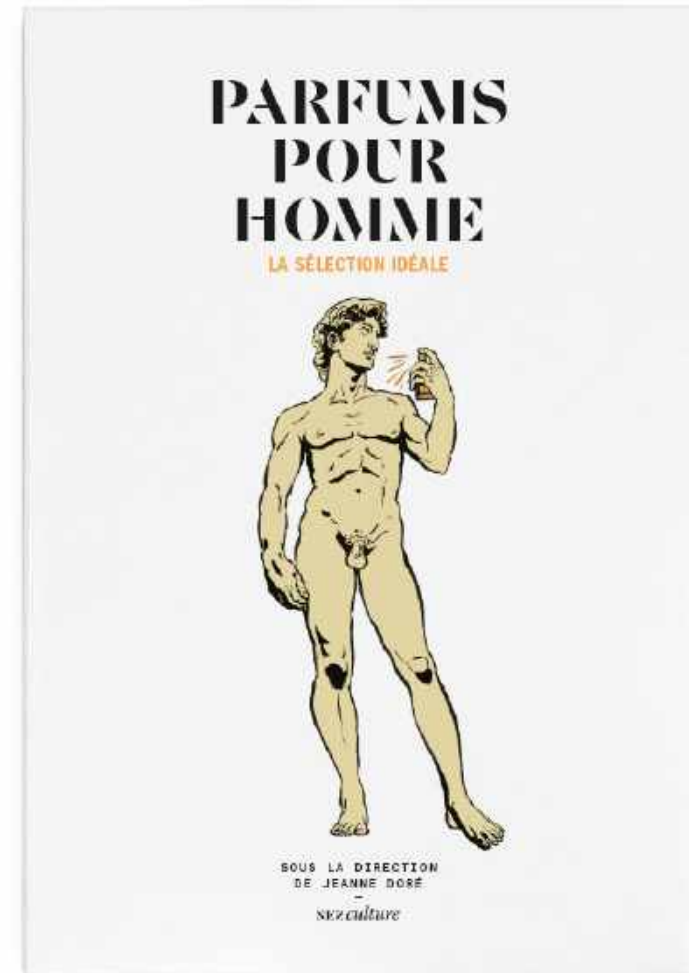
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320

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ILLUSTRATIONS
Erwann Terrier





2 UN AIR DE DANDY

*Le genre, la tenue, les fringes embellissent l'air
de l'air émanant des épaules.*
FRANÇOIS LAURENT, CRÉATEUR DE AMBER (2014)

On me définit souvent comme un homme élégant, raffiné, au
dépense maîtrisée. La coiffure, la posture et l'humour sont
des valeurs auxquelles je tiens. Mon parfum doit donc refléter
mon caractère par sa finesse, sa subtilité et sa subtilité.
Staccato, mais à l'aise, sans l'écarter, ce qui me permet d'insérer
un petit côté masculin. J'ai tout le visage, même lorsqu'il fuit
le regard. Ma belle robe de chambre gonflée en attente.
Une certaine féminité ne me fait pas peur. D'ailleurs, même si
elle sent bon l'homme rasi de près, la laide est une fleur, ne
l'oublions pas... Faire être accompagné de son odeur, qu'elle
soit mêlée aux herbes de la lande britannique, à celles du mar-
quis cassis, ou encore aux effluves que le soleil a laissés sur
mes mains, voire à des touches orientales ou gaudouilles qui
lui donnent un peu de fantaisie. My goodness!

UNIFORME SANTAL	LIQUIDE ESSENCE 100ml	PROFUM SANTAL 100ml	NOTES SANTAL SANTAL
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FRANÇOIS LAURENT

11

AMBER POUR HOMME

Amour propre. Quand un Français se prend au jeu de l'élégance, il se permet un petit séminaire d'inspiration au dandy britannique sans flaque tricolore, et au charisme italien sa discrétion structurée.
Amber pour homme possède ainsi une présence tranquille qui dissimule farouchement une allure et qui met en valeur sans forcer ce ne soit visible. Comme un abricot caché juste derrière toi, qui pousse au avant à l'occasion, certainement.
Introduit par une belle note de mandarine, on peut distinguer effréné dévoile une façade délicieusement aromatisée, portée par un accord figeant où se mêlent lavande, giroflée et violette. Une plongée dans l'univers du herbier, où progressif s'insère avec précision. La féminité truche anglaise.
Cette fragrance s'achève sur une sève tréca à peine poivrée qui vient arroser les angles, sculptant subtilement une silhouette arrondie. L'attitude est très dure classe, mais à gogol en notation, voire avec un air d'un homme d'élite.
Il est une référence par un simple mot.
Si le cœur d'Amber pour homme peut être une œuvre, la signature rétro et masculine de Daniel Andrieu fait mouche, dotant sa création d'un chic discret mais indéniable. So

UNIFORME SANTAL	LIQUIDE ESSENCE 100ml	PROFUM SANTAL 100ml	NOTES SANTAL SANTAL
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FRANÇOIS LAURENT

12

BEAUTÉ DU DIABLE

Sous le soleil de Satan. Des rituels à l'aise, des épices et des
fruits exotiques, une fleur lumineuse se dévoile dans ses
sulfures jusqu'à la limite des volutes... Le tableau peut être
généralisé, mais son équilibre saine ce parfum du soleil.
L'élégance herbivore se lie aux notes marquées du giron, dans
des herbes fines qui s'échappent dans une note orientale
et animale qui s'équilibre avec l'air du soleil lorsqu'elle
s'entoure d'épices. Le fond du parfum est bien plus complexe:
des bois, vanille féroce, notes verticales, fusion avec mystère
quand les notes s'ouvrent, mystère et opposés menés par
l'écume, se fondent dans cette composition spirituelle.
Sous le soleil de Satan, Beauté du diable se présente jadis
comme le mythe de Faust et la figure de Méphistophélès.
D'ailleurs, son caractère, ses contrastes grandiloquents et
ses volutes impressionnantes sont passés sous le soleil de
Satan, les contours changés et les ombres impressionnantes
du Faust de Marlowe. C'est le plus grand qualité.
Le fait que le parfum coiffe toutes les cases de la création
de niche pourrait sembler suspect, de prime abord, mais ses
chocs reviennent à des codes culturels à la fois européens et
orientaux, occidentaux et orientaux, qui résonnent avec
une certaine tragédie. AT

UNIFORME SANTAL	LIQUIDE ESSENCE 100ml	PROFUM SANTAL 100ml	NOTES SANTAL SANTAL
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4 POÈTE EN HERBE

*Par les airs bleus d'été, j'ai dans les sentiers,
Rien par les airs, fêter l'herbe venue.
Rien, j'en aurais le fraîcheur à mes pieds.
Je laisserai le vent balayer ma tête nue.*
ANTHONY MARRAS, CRÉATEUR DE AMBER (2014)

Rien de tel qu'un bel après-midi d'été, à l'heure où dans
l'herbe fraîche d'une prairie ou d'un jardin tranquille, je m'assois
à l'ombre d'un arbre, à l'aise, à l'aise, à l'aise...
Ces moments d'été sont si précieux que j'en ai fait un parfum
pour être, sentir, goûter. La poésie ne s'agit pas d'inspiration
dans la douleur, elle célèbre la beauté du monde. Le cœur
offre une de ces herbes de la prairie qui s'échappent de nos
sentiers, offrant ainsi des petites fleurs blanches qui bouillonnent
l'air et du pin passé ou du figier après d'après je viens
chercher de l'ombre. L'odeur douce du papier sur lequel je
glisse mes yeux et celle, douce, de l'après-midi qui me sent
à l'aise. L'herbe se mêle à la verdure contrastante dans une
harmonie équilibrée. Je le vois ainsi, je suis amoureux, un
peu idéaliste. Mais, que veux-tu, j'aime m'immerger dans cette
atmosphère végétale et romantique, propice à l'inspiration
- à l'inspiration, même.

UNIFORME SANTAL	LIQUIDE ESSENCE 100ml	PROFUM SANTAL 100ml	NOTES SANTAL SANTAL
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THE ONE HUNDRED AND ELEVEN PERFUMES YOU MUST SMELL BEFORE YOU DIE

New revised edition

The ultimate inventory of cult fragrances: totally subjective, utterly essential.

Far from just a simple list, this reference guide takes readers on a journey through perfume history, spanning 130 years of scent creations. Jeanne Doré and the members of Nez, the Olfactory Cultural Movement, wanted to highlight the 111 perfumes that matter, be they iconic, celebrated, unknown, bestsellers or extinct. This new edition has a chapter devoted to extinct perfumes, while also presenting new creations launched since 2017. From *Jicky* (1889) to *Tabac tabou* (2015), this subjective and fanatical selection is organized into 7 periods that marked the biggest transformations of the industry. These texts, sensitive, peculiar and informative, are aimed at experts, connoisseurs, young enthusiasts, and the uninitiated alike. *The one hundred and eleven perfumes you must smell before you die* undeniably contribute to the highly anticipated arrival of a demanding and accessible olfactory culture, essential to better smell and feel the world around us.

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Jeanne Doré, Yohan Cervi,
Alexis Toublanc

With the participation of:
Aurélien Caillault,
Cécile Clouet,
Thomas Domingues,
Jean-Luc Emanuele,
Clara Muller

Table of contents
- 1880-1939 the golden age of modern perfumery
- 1940-1969 from fashion designers to hippies
- 1970-1979 a wind of freedom
- 1980-1989 the reign of marketing
- 1990-1999 end of the century perfumery
- 2000-2009 the birth of the niche
- 2010-the present day, current mutations
- The perfumes you should have smelt before they died

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THE FABULOUS HISTORY OF EAU DE COLOGNE

Edited by Jean-Claude Ellena

“He may no longer be Fragrance Director at Hermès but the nose Jean-Claude Ellena, curator of the ‘The fabulous history of eau de Cologne’ exhibition, remains a star of the perfume industry.” LEFIGARO.FR

Edited by Jean-Claude Ellena, this book traces the history of eau de Cologne, from 1709 – the alleged year of its first appearance – to today, covering the legends surrounding the perfume form, its ups and downs, and its evolution across the centuries. From Jean-Marie Farina to Frédéric Malle, via Roger & Gallet, Chanel and the popular Bien-Être brand, cologne is both classic and timeless. In this exclusive reference book, discover thirty iconic fragrances that have marked the last three hundred years of eau de Cologne history.

This work accompanies the exhibition “The Fabulous History of eau de Cologne” at the International Perfume Museum in Grasse.

PRINT RUN
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Editor

Jean-Claude Ellena is one of the most important figures of contemporary perfumery. His innovative yet simple approach is reflected in his many creations for Cartier, L'Artisan parfumeur, and Frédéric Malle. In 2004, he became the in-house perfumer for Hermès, where he produced his most famous fragrances.

Foreword

Élisabeth de Feydeau

Authors

Jean-Claude Ellena,
Lionel Paillès,
Sarah Bouasse,
Eugénie Briot,
Yohan Cervi

Table of contents

- The origins of eau de Cologne
- The early versions of eau de Cologne
- Long live the neo-Cologne!

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LA BERGAMOTE

C'est le fruit du bergamotier, issu d'un croisement naturel entre un citronnier, ou bergamotier commun, et un bigaradier (orange amère), comme parent paternel. L'arbre appartient à la famille des rutacées, comme l'orange et le citron. Le bergamotier est principalement cultivé dans la province de Reggio de Calabre, au sud-ouest de l'Italie, depuis la fin du XVIII^e siècle. On trouve le premier usage de son huile essentielle dans le composition de l'eau de Cologne créée par le Dr Marie-Françoise Pascal en 1709. Il s'agit d'ailleurs de l'huile de bergamote qui est utilisée dans le célèbre « Eau de Cologne Impériale ».

Il s'agit d'une huile essentielle obtenue par distillation à la vapeur d'eau. Elle est utilisée dans le célèbre « Eau de Cologne Impériale ».

L'huile d'essence de bergamote, dont le fruit ressemble à une orange verte en début de récolte (novembre) et (assez) à la fraise, varie de très fraîche à fraîche selon le mode de récolte. L'essence est obtenue par un processus complexe de fractionnement de bergamote, utilisant généralement une série de techniques de distillation et de rectification. Depuis quelques années, de nouvelles techniques permettent d'éliminer les furanocoumarines et d'obtenir l'essence sans ce problème.

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EAU DE COLOGNE IMPÉRIALE

En 1815, l'armée française Pascal Guerlain, fondatrice de la maison Guerlain, est à la tête de la parfumerie officielle de Napoléon. On lui demande de créer une eau de Cologne pour son armée française, pour une eau de toilette, une eau de toilette qui ne vieillisse que l'usage d'un jour. Il crée l'Eau de Cologne Impériale en l'honneur de l'impératrice Eugénie, épouse de Napoléon III. L'impératrice était d'origine espagnole et ne pouvait supporter le parfum des roses de la région et les parfums les plus populaires de la région de Cologne. Il s'agit d'une eau de Cologne qui est utilisée dans le célèbre « Eau de Cologne Impériale ».

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« Rafraîchissante et stimulante, elle m'accompagne au réveil. »

Thierry Wasser, parfumeur et propriétaire de Guerlain.

*Ma Cologne de parfumerie est
un parfum puissant.
Rafraîchissante et stimulante
elle m'accompagne au réveil.
Cela me sert, je lui ajoute
quelques gouttes de mon parfum
pour lui donner plus de puissance
ou je la porte seule
comme les véritables parfums.*

Thierry Wasser



Au début des années 1980, seul un mélange sur trois en France dispose d'une salle d'eau ou d'une salle de bain. L'absence d'installation dans les logements, certains encore minuscules, limite la diffusion. Celle-ci s'offre au plus souvent dans l'événement de la maison. La douche ou le bain ne sont pas une fin par semaine, parfois une fois par mois et souvent dans les dix jours qui suivent les vacances. Les produits de toilette sont donc vendus en flacons dans les drogueries, chez les pharmaciens qui ont leur propre gamme ou même au Périsma, pourcentage des magasins qui l'ont introduit ou pour les clients et qui l'ont introduit progressivement en vente dans les pharmacies.

Il s'agit d'une eau de Cologne qui est utilisée dans le célèbre « Eau de Cologne Impériale ».

Perfumers' texts, facsimile, Thierry Wasser, perfumer for Guerlain

THE SENSE OF SCENT

Mathilde Laurent

“Because it is directly linked to the vital breath that gives us life; because it is intrinsically connected to our very existence, for me, smell is the king of the senses. The sense of life.”

Over the course of thirteen chapters, to be read in any order, Mathilde Laurent reflects on her career, her explorations, and shares her convictions about a craft she wants to enable the widest possible audience to discover: perfumery. Defending a “perfumistic” vision of her profession, she strives to “bring sense, emotion, symbols and art” to her creations. In her view, imparting true and accurate information about the world of perfume is the only way for people to appropriate it, enjoy it and, more broadly, to learn to contemplate the world through the sense of smell. This personal, engaged narrative is a genuine manifesto for olfactory sensibility.

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Authors

After starting her career at Guerlain, where she authored her first successes (*Pamplelune, Guet-Apens...*), Mathilde Laurent became Cartier's in-house perfumer. From the “Heures” collection to *La Panthère*, and from *Carat to L'Envol*, she expresses a sensitive, personal vision, promoting a free and artistic perfumery.

A freelance journalist and writer specialized in fragrance, Sarah Bouasse co-authored *The Big Book of Perfume* (2020), *Parfums pour homme* (2020) and *From Plant to Essence* (2021) for Nez.

Foreword

Ryoko Sekiguchi

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APHORISMS OF A PERFUMER

Dominique Ropion

“An event, place or encounter will always be associated with a perfume or scent, serving as an infallible and trusty aide-mémoire, a formula we do not always recognize but available if we need it.”

Dominique Ropion is often described as reserved, gifted, playful and a hard worker. He defines himself as a composer, an arithmetician of fragrance, motivated by the idea that “the same formula recounts different stories on each person’s skin”. In these chapters, he deconstructs the smells that characterized his childhood, the ones he likes to come across in the street or through a spontaneous encounter, and the aromas of flowers —rose, narcissus, tuberose — to offer us their olfactory and emotional secrets. Exploring the notions of addiction, animality and attraction, he strives to create scents that will “bind to any being and mould to its inner depths, which will necessarily be different” from his own. Through this unique testimony, he reveals the sensitive and inimitable approach he takes to his work.

PRINT RUN
1,300 COPIES

Authors

Dominique Ropion has been a master perfumer at the fragrance house International Flavors & Fragrances (IFF) in Paris since 2000. In the last 30 years, he has authored some of perfumery’s greatest triumphs: *Ysatis* and *Amarige* by Givenchy, *La vie est belle* by Lancôme, *Alien* by Thierry Mugler, *Invictus* by Paco Rabanne, and even *Portrait of a Lady* and *Carnal Flower* for Frédéric Malle.

Marie-Bénédicte Gauthier is a journalist and author of several books, including *Parfums mythiques* (La Martinière, 2011).

Foreword

Frédéric Malle

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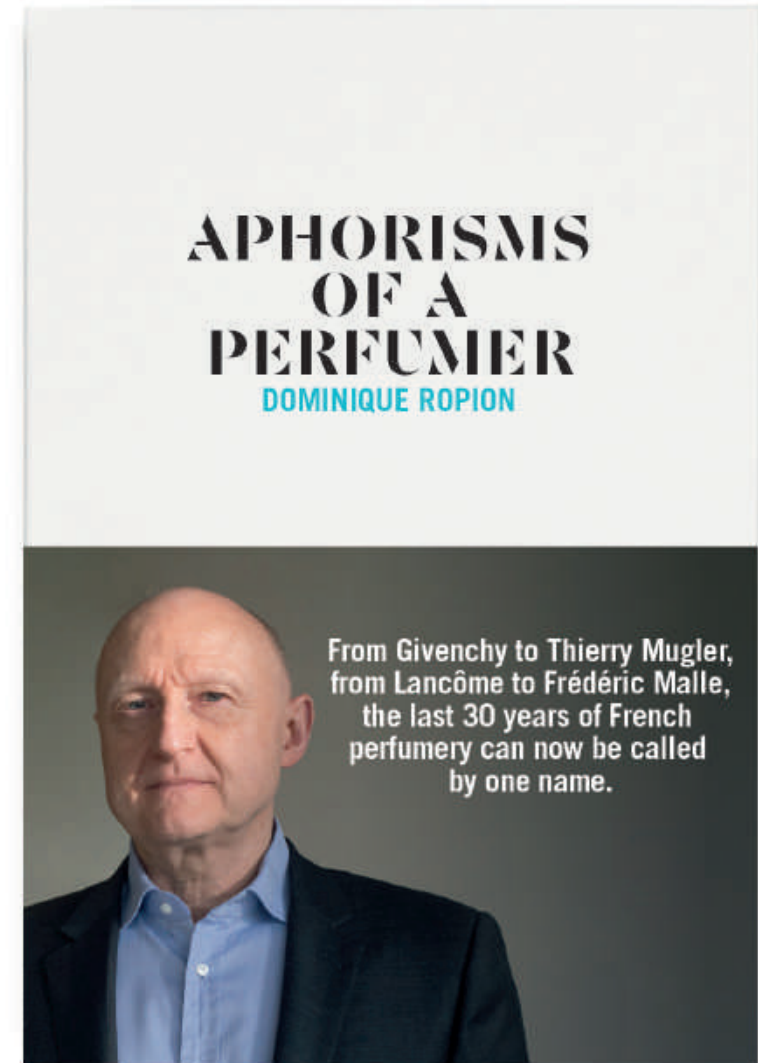
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THE WRITER OF SCENTS

Jean-Claude Ellena

“It wasn’t about making a ’blockbuster’ perfume. It was about making it differently and being unique.”

In constant search of freedom and striving for high standards, Jean-Claude Ellena never stopped asking the essential question: what does it mean to “be a perfumer”?

While the perfume market is booming and competition grows, in just decades composing a perfume has become a common act of manufacturing, forcing perfumers to gradually abandon their creativity. Jean-Claude Ellena devoted his life to opening up new doors, questioning established rules, and seeking answers. Is he a writer of scents? An olfactory painter? A creator of emotions? A sensorial artist? The insight he shares on his career shows us the many unknown sides to a profession that is all too often controlled by marketing. This exclusive account takes us on a journey and introduces us to a man who can be called nothing less than “a great artist”.

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The author

Born in Grasse in 1947, in almost 50 years Jean-Claude Ellena has made his mark on the French perfume industry, achieving success after success in mainstream fragrances (*Declaration* by Cartier, *First* by Van Cleef & Arpels, *Eau de campagne* by Sisley...) as well as for niche brands (*Bois Farine* by L'Artisan parfumeur, *L'Eau d'hiver* by Éditions de parfums Frédéric Malle, *Bois d'iris* by The Different Company...).

Ellena's style is inherently linked to his unique understanding of the perfume craft, which reached new heights the moment he was named Fragrance Director at Hermès (*Terre d'Hermès, Un jardin en Méditerranée*) in 2004. He now works as an independant perfumer and artistic director for different brands and still lives in the heights of Grasse.

Foreword

Frédéric Vitoux, writer and academic.

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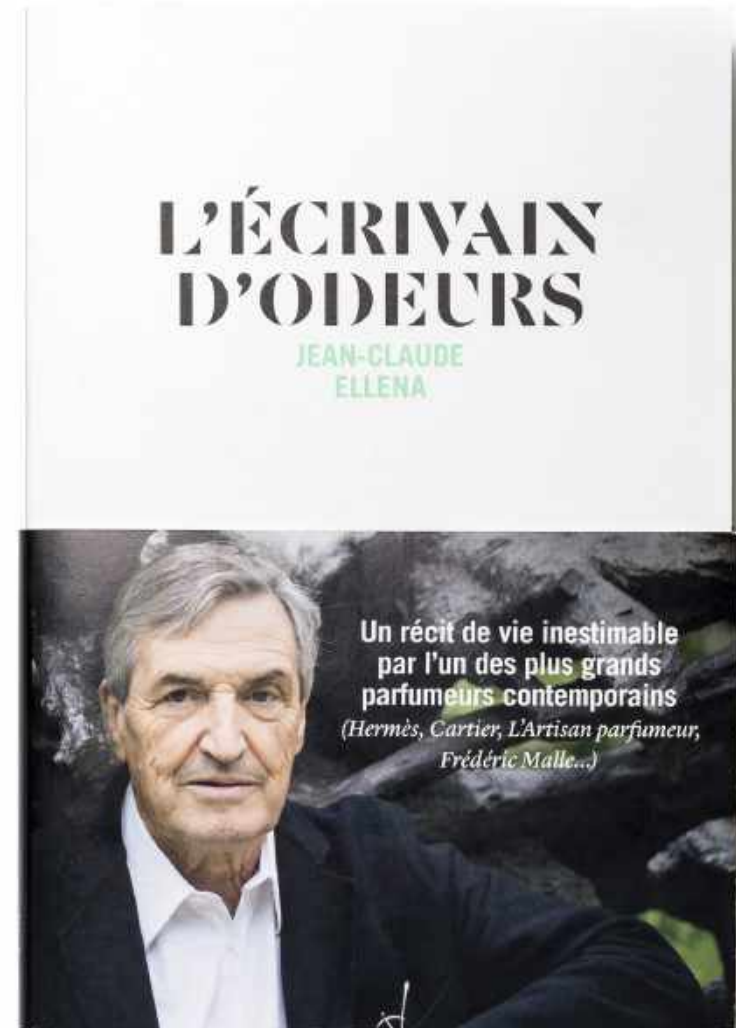
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