

**“ A luxury bottle that captured memories and scents”**

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### **Abstract**

A fragrance scent is connected to memory and personal taste such as personality, behavior and favorite. There are a few luxury perfumes created based on personalized. For example, Coco Chanel created Chanel N°5 perfume that was inspired by women. Guerlain, the oldest perfume brand, used to personalize each perfume according to his different clients when he started his first shop in Paris in 1828. Also, the scent of the perfume could lead to the first impression of the person which is connected to memory. For example, a barista working in a cafe smells like coffee, sandalwood and chocolate. Scents send information about the person; gender, personality, favorite and more.

## History of Perfume

Perfume was first used to worship of god. It represents sacred and inviolable, it couldn't be used by ordinary people. In the Stone Age, people learned how to use fire, and they believed that the Smoke is the connection between gods and the earth. Perfume, the English word for perfume, originates from Latin Perfumum, which means "through smoke". The world's oldest perfumes have been found on Cyprus by a team of archaeologists. Perfumes were kept in tiny translucent alabaster bottles and the scents of the perfumes were extracts of lavender, bay, rosemary, pine or coriander.



*The world's oldest perfumes are kept in tiny translucent alabaster bottles.*

Perfumes culture were passed to different ancient countries such as the Middle East countries, Arabia and the Indians lands; the Western countries, Greek, Rome and Medieval Europe; the Asia countries, China and Japan. People in the ancient Greeks carried the perfume

leaves everyday and continued to accompany the sacred rituals and key moments like births, weddings and funeral ceremonies. People in the middle east used rose water to purify the house and people in religious places. Rose water is the most common fragrant oil in the Middle East, they use to prepare food and drink as well.

The ancient Chinese used burning incense and fragrant material to purify the special space, they believe that it could eliminate disease from rooms. The most common scent they used were traditional garden flowers and mandarin oranges were once used by noblewomen to scent their hands. They started to use perfumes to apply on the body during the Sui and Song dynasty. The popular scents are patchouli which is the "Chinese Violet" and corded Telosma, which has a very relaxing and intense smell. In Japanese culture, they developed traditions similar to Chinese culture such as incense and tea ceremonies. The most popular scents were camellia, cherry blossoms and incense.

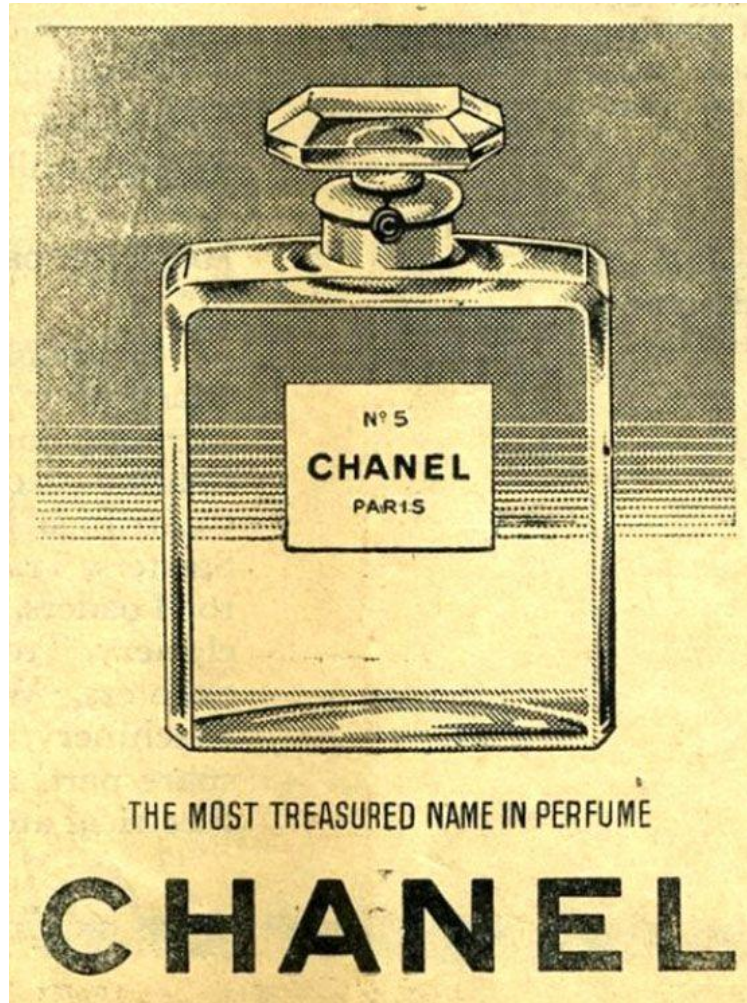
The trade of perfumes from the East to the West are popular and widely used by European people. They were used for the bath and washing hands before a meal. They also used rose or violet petals, sage, rosemary or chamomile to infuse the dining rooms. Upper class ladies used to wear lavender and violet essences orchid fragrant bags under their robes. In addition, they used the pomander which is a small metallic container that hung on the neck which spread natural scent, and was used mainly to try to hide bad hygiene in the 14th century.



*The pomander*

### **How perfume was created based on personalized?**

Perfumes were created based on personalized. One of the luxury brands perfume was created based on a gender personalized which is Chanel N°5 was inspired by women. "Smell like a woman, and not like a rose." Challenge by Chanel to French-Russian perfumer Ernest Beaux in 1920 to create a scent. Why she name the perfume N°5? Chanel has said this " I show my collections on the fifth of May, the fifth month of the year, so let's leave the number it bears, and this number five will bring it good luck, " after she had picked five perfumes from a numbers series of perfume samples. Chanel has chosen the notes for N°5 included jasmine, ylang-ylang, may rose and sandalwood to enhance the clean cotton scents. Also, the scent of jasmine and musk is represented as a "Women" which will attract men easily and simultaneously "sexy" and "pure".



Another one of the oldest luxury brands perfume was customized to customers preference, Guerlain Perfumes founded by Pierre-Francois Pascal Guerlain in 1828. He and his two sons operate the stores and aim for unique scents for customers and customized for each of the customers. His perfumes were also used by the royals family including England 's Queen Victoria. He hired a consultant to help him with the customers information or records on perfume preference which expanded his brand name to more consumers.

## **Perfume enhance who you are**

Based on my personal experience, it happened last year. I was shopping for a birthday gift for a friend in Sephora Union Square. A man walked towards me and asked if I needed help and I told him I'm just trying on perfumes. He was being nice to me, he asked me a very interesting question. " Which is your favorite color? Look for the perfume bottles with your favourite color and smell it," I was confused but I did the way he told me to. I picked a lavender purple perfume from Maison Margiela named "Replica Lazy Sunday Morning". It is the scent I like, I smelled floral and musk scent which is similar to the perfume I'm using, the Burberry baby touch.

After what I had experienced in Sephora, I found out that perfume bottles are designed based on the scents from the fragrance. For example, saturated bright color bottles are usually fruity and sweet smell, pastel color bottles are mostly floral and musk, and blue color are fresh scent. It also reminds me that scent could expose an identity of a person whether you're male or female, your occupation, your personal taste such as sweet, fresh, woody, or soft scent. " Your perfume is your message, your Scent slogan." quote from Maurice Roucel.

Perfume could be a part of human memory. Whenever I smell Chanel N°5, it reminds me of my mom. Every morning my mom sprayed Chanel N°5 and got ready for work when I was still in bed sleeping. The scent has become a part of my memory.

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