



Tessa Williams

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CULT PERFUMES

The World's Most Exclusive Perfumeries



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Tessa Williams : Cult Perfumes: The World's Most Exclusive Perfumeries before purchasing it in order to gauge whether or not it would be worth my time, and all praised Cult Perfumes: The World's Most Exclusive Perfumeries:

16 of 16 people found the following review helpful. that the author tends to fall too easily for the marketing hype for some fragrance companies By Avid reader This book is a feast for the eyes with bottles of modern perfumes. It also includes images of perfumes from companies' histories with their antique labels. Be warned, however, that the author tends to fall too easily for the marketing hype for some fragrance companies. Made-up, fantastical corporate "histories," complete with so-called noble and royal patrons, are far too common on the promotion of perfumes. In this day and age, the hype can easily be exposed with research, unlike 100 years ago where would-be patrons were far more trusting and with fewer resources to judge truth. The book examines all manner of luxurious perfumes from older companies (or revived ones) to the Johnny-come-lately companies purporting to offer the most luxurious of perfumes. Take each article/feature individually and judge for yourself. At a glance, the book seems like a marketing vehicle for fragrance companies. I just concentrated on enjoying looking at the pictures of the perfumers and the bottles. 8 of 8 people found the following review helpful. Feels kind of like advertising material By Richard B. Not as well done as I expected it to be. The text seems a bit superficial to me, and I expected based on the title that the selection of fragrances would be more focused and better curated. 1 of 1 people found the following review helpful. Perfume is a dream. Everything must be done with love and happiness By Eliza Dolittle A fascinating and informative book with magnificent, extensively researched images of perfumeries from the Persian Gulf, to Mysore India, Florence, Grasse and Paris. Tessa Williams draws the reader into this intriguing scent world with links to nature rain, civet cats (musk), tuberose (favorite perfume of Salvador Dali), trees, ferns and resins. Cult Perfumes is a history book chronicling the

favorite perfumes of kings and emperors, the medicinal house of monks in C13 Santa Maria Novella Florence, and the extraordinary careers of today's perfumers scent composers and channelers with trainings in painting, chemistry, genealogy, philosophy, ancient history, photography and classical music. We learn about the heart note that forms the middle note of the perfumers basic triadic chord as well as the devastating affliction of anosmia (loss of sense of smell) that can befall a scent artist. Alongside this luxuriant world, we learn about the glassmakers whose sculptures are the chosen containers of these perfumes. Exquisite cut glass bottles, designed from the domes of mosques, the Orient Express, flower engravings as well as exotic crystal and gold, complement their interiors. A perfect holiday gift that brings a message of Peace and Love.

Even in times of economic hardship, perfume is an affordable luxury, recognized for its ability to make us not only smell good but also feel great. No woman's dressing table or bathroom cabinet is complete without at least one bottle. *Cult Perfumes* is the first book to explore the most exclusive boutique perfumeries producing some of the world's most captivating scents. Tessa Williams documents more than 25 perfumeries and brands, ranging from the pharmacy of Santa Maria Novella in Florence, established by Dominican fathers in 1221, and the classic English company Floris, founded in 1730, to the new eponymous range created by the famed fragrance expert Roja Dove. Williams goes behind the scenes at each perfumery to interview the perfumers and explore the evolution of the company, the ethos behind the brand, and its signature scents. With a concise illustrated introduction to the history of perfume-making and features on iconic perfumes, future cult classics, and the so-called noses who keep the brands attuned to today's popular scents, *Cult Perfumes* will be as alluring to lovers and collectors of perfume as the fragrances it presents.

"An elegant and fascinating book. An absolute delight. Everything anyone needs to know about smelling delicious - and much much more!", DAISY WAUGH.