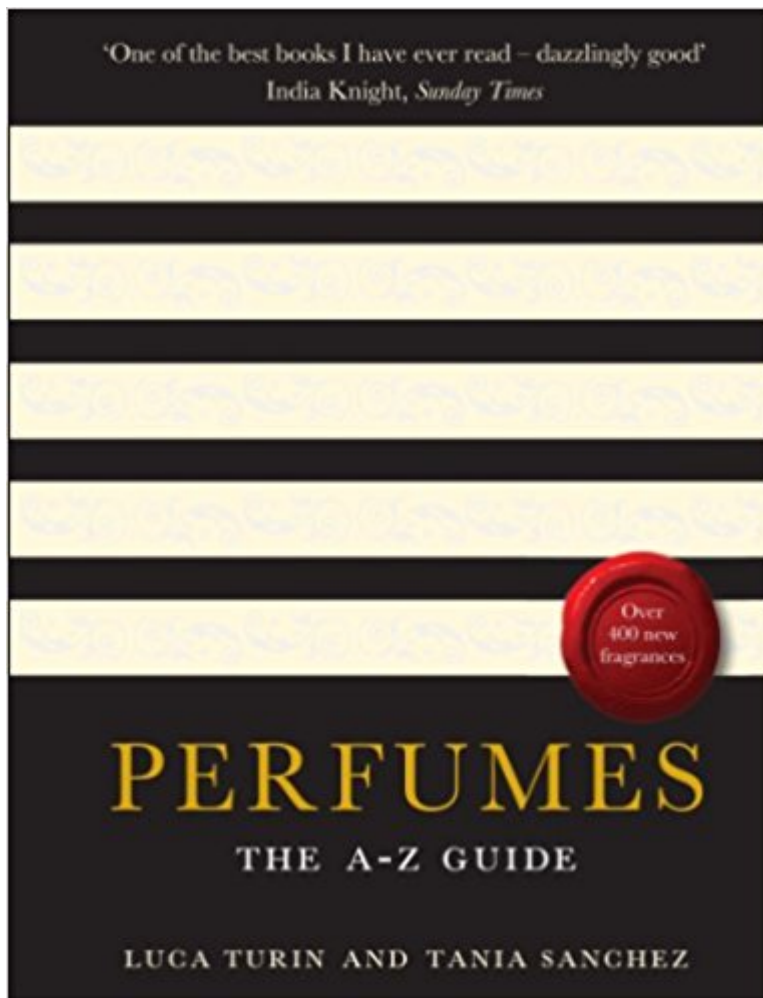




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# Perfumes: The A-Z Guide



## Synopsis

Pompous names, bizarre ads, hundreds of new scents a year?the multibillion-dollar business of fragrance has long resisted understanding. At last the first critical?and critically acclaimed?guide to perfume illuminates the mysteries of this secretive industry. Lifelong perfume fanatics Luca Turin (best known as the subject of Chandler Burr?s The Emperor of Scent) and Tania Sanchez exalt, wisecrack, and scold through their reviews with passion, eloquence, and erudition, making this book a must-have for anyone looking for a brilliant fragrance?or just a brilliant read. --This text refers to an out of print or unavailable edition of this title.

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## Customer Reviews

The first book of its kind: a definitive guide to the world of perfume Luca Turin and Tania Sanchez are experts in the world of scent. Turin, a renowned scientist, and Sanchez, a longtime perfume critic, have spent years sniffing the world's most elegant and beautiful--as well as some truly terrible--perfumes. In *Perfumes: The Guide*, they combine their talents and experience to review more than twelve hundred fragrances, separating the divine from the good from the monumentally awful. Through witty, irreverent, and illuminating prose, the reviews in *Perfumes* not only provide consumers with an essential guide to shopping for fragrance, but also make for a unique reading experience. *Perfumes* features introductions to women's and men's fragrances and an informative "frequently asked questions" section including: 

- What is the difference between eau de toilette and perfume?
- How long can I keep perfume before it goes bad?
- What's better: splash bottles or spray atomizers?
- What are perfumes made of?
- Should I change my fragrance each season?

*Perfumes: The Guide* is an authoritative, one-of-a-kind book

that will do for fragrance what Robert Parker's books have done for wine. Beautifully designed and elegantly illustrated, this book will be the perfect gift for collectors and anyone who's ever had an interest in the fascinating subject of perfume. *Picking a Perfect Perfume* For *Perfumes: The Guide*, Luca Turin and Tania Sanchez tested nearly 1,500 fragrances--some glorious, some foul. Here they offer some humble advice on finding something worth loving among the stinkers. 1. Smell top to bottom Perfumes usually unfold in three (often very different) stages: the sparkling first few minutes are the fragrance's top note, followed by its true personality, known as the heart note, and ending with the base note, aka the drydown, hours later. Something you love at the counter you may loathe by the parking lot. We recommend top-to-bottom tests on skin and on paper, since some scents that disappoint on the heat of skin may shine on your shirtsleeve. 2. Write it down Bring a pen to write names on paper test strips, so you're not in anguish hours later, trying to recall which is the third scent from the left that transports you to Shangri-La. Keep a cheap, possibly extremely trashy paperback on hand, so you can store strips between pages to keep them separate. 3. Rest your nose Noses tune out, which is why you can smell your friends' homes but not your own. Smell no more than five scents per day on paper strips and try on only the best one or two, to keep your nose reliable. 4. Check the radiance To get a good sense of how the perfume will smell to other people as you walk past, try spraying a test strip and leaving it in the room while you step out for a bit. Come back fifteen minutes later and breathe in: that's the radiance. --This text refers to the Hardcover edition.

Starred Review. Less a guide in the sense of helping people choose the perfect fragrance than a wide-ranging, critical review of some 1,200 perfumes, both famous and obscure, this comprehensive book is unfailingly entertaining. A collaboration between Turin, a well-known olfactory scientist, and Sanchez, a perfume collector and critic, the book brings their exquisite connoisseurship to life in a contagious manner. Their passion for a few scents and their outrage at the others' failings make for entry after entry of hilarious, catty comments interspersed with occasional erudite, eloquent disquisitions. French perfumery Guerlain is subject to both: Jicky is an object lesson in perfumery... a towering masterpiece, while Aqua Allegoria Pivoine Magnifica is like chewing tin foil while staring at a welding arc. Other startlingly evocative metaphors abound, especially those comparing perfumes to people, whether someone real (Amy Winehouse, Paris Hilton) or a general type (socialites, someone ill with bronchitis). This will be a must-have for anyone who already loves perfumes, though many of the reviews will cause violent disagreement, and those who aren't utterly perfume-obsessed will still appreciate the opening essays on olfactory

science, the history of perfume, general types of fragrances and how to choose perfumes. (Apr.)

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--This text refers to the Hardcover edition.

To the publishers/authors: PLEASE update this book with perfumes made in the last 7 years!! This is the best book ever. Ever. I love pouring through books like this as actual reading (not merely reference), and you could certainly read it cover-to-cover. It is amazing to read, and informative. The reviews are well-written, from a reading perspective I especially enjoyed the fact that there were bargain-basement perfumes included (all the tacky celebrity perfumes- from Celine Dion to Elizabeth Taylor to David Beckham): they really did take every scent possible on- even the venerable Aqua Velva. From a buying perspective I appreciated the even-handed way they were reviewed. The only reason I gave it 4 stars instead of 5 is that there are so many perfumes excluded (I'm assuming that these perfumes were made post 2008)... I know it's not the authors' fault that the book was published 7 years ago, like many products (cosmetics/electronics/films/wine etc), perfumes are coming into the market so often now that a 7-year gap would include tons of fragrances. I hope they'll consider doing a 10th anniversary edition in 2018 (or sooner)- I'd give 10 stars and pay double the price for an updated version. These authors seem to have other publications and blogs and so on, this book was so good I'll be looking for other works by these authors even though I'm not especially into fragrance. This is SO entertaining and useful... buy it! You won't regret it!

Would I use it as a guide to purchase perfumes - only in so far as it provided the most complete collated listing of fragrances that I had seen previously in one place, without having to search through or follow a blog - the caveats being "that I had seen", and that I'm not inclined or too lazy to be slavish to social media. Scent preference being so personal, I did not expect to necessarily have coincident tastes or agree with the personal opinion of the authors. Name aside, I never considered it a definitive guide, so I can't fault it for not being that - it is not even a guide that attempts to list fragrance notes as perceived or listed by the manufacturer/ perfumer/ perfume house. It is an idiosyncratic commentary, it is light entertainment if you are into perfumes or your sense of smell - at least that is what it was for me, beyond the convenient compilation. The five stars represents an average for the writing skill of the two authors. 10 stars went to Mr Turin - you can do the math for the grade I gave his co-author, for though the former periodically fell over the edge of "oh, you are just showing off how smart you are now", his turn of phrase and divergences from the subject at

hand are largely erudite and funny, if you have an appreciation for dry wit. On the other hand, I found the self proclaimed english major to write in the same tone I'd expect if one of the silly, frilly, pink fragrances they reviewed suddenly got a voice and started writing opinions. Perhaps that was the point - if so, I missed it.

Surely you weren't thinking of taking these opinions seriously? I am also sure, sensible person that you are, that you didn't pay more than a few bucks for a used copy of this so-called reference, consisting of a mere 2 individual's opinions. So read and sniff, agree or disagree ad lib and don't forget to enjoy. Repeat as desired, rinse and pay no attention to the man behind the curtain. Wear what you love in judicious quantities. Soak it all in, make scent an important part of you life-or don't. Have at it, my friend. A brave and exciting world awaits.

These reviews are not only informative but a joy to read. Except the review of Chanel No. 19. That one was just wrong. Highly recommend to perfumistas or fragheads. Great read.

Meh, I disagree with his conclusions so much it's almost painful. Turin perceives himself as the end all, be all of perfume reviewers and I just don't see it. If you look up his work on his blog and agree with style, delivery, and perspectives there, I think this will then be more appreciated

This is JUST a guide. It's the compilation of two people's impressions of various perfumes. No reason to get upset if you don't agree. I CERTAINLY don't agree with everything written here. Some scents I abhor are given high praise. Some scents I adore are reviled. And some scent reviews I totally agree with. Some reviews are hilarious. It's witty and unapologetic. If you don't agree, just read the next entry. I do wish, however, that the notes of the scents were included just for reference. The comment about "data entry" was just a bit too flippant. Nonetheless, this belongs in the library of anyone who appreciates perfumes. An essential companion along with the book by Barbara Herman.

Bought the Kindle version specifically so I'd have on my phone. You never know when you'll find yourself wandering the perfume dept, and you could make some bad choices based on first impressions. These thoughtful, comprehensive reviews (which are also often funny) have led me to sample stuff I'd never have considered (Angel, Lolita Lempicka) and more fully appreciate what I'm smelling. Happy to know that no matter how appealing the bottle and pedigree, I never have to

consider buying any of Creed's expensive stuff...and that eventually I will spring for a bottle of Joy.

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