

## Cult Perfumes: The World's Most Exclusive Perfumeries of Tessa Williams on 28 March 2013

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**From Merrell Publishers Ltd : Cult Perfumes: The World's Most Exclusive Perfumeries of Tessa Williams on 28 March 2013** 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 of Tessa Williams on 28 March 2013:

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.