



Perfumes: The A-Z Guide

By Luca Turin, Tania Sanchez

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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.

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Editorial Review

Amazon.com Review

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.

From Publishers Weekly

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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Review

While the authors embrace point systems and science, they also offer vivid, funny, evocative descriptions of the smells they write about. To enjoy "Perfumes," you don't need to know, or even to like, perfumes, such as the brio of Turin and Sanchez's prose. This is fun to read and a rare pleasure, too. The joy of Turin and Sanchez's book, however, is their ability to write about smell in a way that manages to combine the science of the subject with the vocabulary of scent in witty, vivid descriptions of what these smells are like. Their work is, quite simply, ravishingly entertaining, and it passes the high test that their praise is even more compelling than their criticism. Its blend of technical knowledge and evocative writing is exemplary in the strict sense: people who write about smell and taste in any context should use it as an example.

— "The New Yorker"

This comprehensive book is unfailingly entertaining. 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. This will be a must-have for anyone who already loves perfumes. 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.

— "Publishers Weekly," starred review

After spending the better part of a weekend reading a galley often aloud to anyone willing to listen, I'm convinced Turin and Sanchez offer some of the most stylish, erudite and hilarious criticism in any subject

field.a

- "Dallas Morning News"

"Ravishingly entertaining. . . . Its blend of technical knowledge and evocative writing is exemplary in the strict sense: people who write about smell and taste should use it as an example."

- "The New Yorker"

"As vivid as any criticism I've come across in the last few years, and what's more a revelation: part history, part swoon, part plaint."

-Jim Lewis, "Slate"

Users Review

From reader reviews:

Anna Wright:

In this 21st millennium, people become competitive in each and every way. By being competitive at this point, people have do something to make these survives, being in the middle of the particular crowded place and notice by means of surrounding. One thing that occasionally many people have underestimated the item for a while is reading. Yep, by reading a book your ability to survive enhance then having chance to stand up than other is high. For you who want to start reading the book, we give you this kind of Perfumes: The A-Z Guide book as beginner and daily reading guide. Why, because this book is more than just a book.

Lawrence Richardson:

As people who live in the particular modest era should be revise about what going on or details even knowledge to make them keep up with the era and that is always change and make progress. Some of you maybe will update themselves by examining books. It is a good choice in your case but the problems coming to you is you don't know what type you should start with. This Perfumes: The A-Z Guide is our recommendation to help you keep up with the world. Why, because book serves what you want and want in this era.

Eva Solares:

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