

# Classic perfume essay



**ASSIGN  
BUSTER**

Introduction Perfume has played a role in human existence and interaction for many thousands of years. The word “perfume” is widely acknowledged originates from the Latin language, and if divided the word into two words, ‘per’ is meaning ‘through’ and ‘fumar’ meaning ‘to smoke’. Muller(1992, p11) suggests that this association with smoke inspired that the first perfume were actually used for religious purposes, in the form of incense being burned as a sacrifice to the gods. The history was well aware of the power of scent. Howes & Synnott described that there are many ways in which people has been using perfume long time ago.

It was used in one sense as a personal attraction device, however, it is also as a key element of a different group of different occasions. The study begins by considering the relationship between consumption in consumer society and advertising. The particular interest is the role of advertising in both reflecting and changing perceptions of womanliness. Advertising both reflects and influences social norms, so evaluating thematic changes over time allows us to chase fashion trends as well as social attitudes and values towards particular divisions of social difference, such as age and sexuality among others. Debra Wong 2011 P8) Perfume advertisements not only mean sell a product, they also mean sell a lifestyle. Buying and wearing perfume is constructed as a means of transformation (Goldman 1987. 696) they made consumer to feel that perfume can give qualities they need, or provide access to luxurious lifestyles they desire to. In the research it shows a content and analysis of perfume advertisements in different brands. Perfume advertising has consistently reflected idealized images of love, happiness, romance and magic.

In perfume advertising, the social divisions are commodified to create the illusion that consumers have a relationship with the perfume. The commodification of age, nationality, and sexuality, for example posits the consumption of perfume as a means to youthfulness, freedom, and happiness. (Debra Wong. 2011 P10) One of the most pronounced ways in which consumers, that become educated in the role products play in our daily lives is through the introduction of advertising. Content Most women would like to have their own scent.

Perfume gives the power to women is what they wear. The advertisement of perfume on Women's magazines from all over the world show what women will be able to do once they wear it. However, it is not all the women have the same tastes and interests on scent. A successful perfume advertisement depends on how attractive it is. Sporty style women and high class conservative style women, compare those two, the latter probably do not have the same taste in perfume, as would a teenager compared to a 50-year-old woman.

Advertisers must use a variety of tactics to sell women's perfume in order to appeal to the different styles and identities of women. Advertising describes relationships, whether they are of a romantic, familial, or friendly nature, as well as representations of social indicators: masculinity, femininity, race, ethnicity, age, ability, and sexual orientation. Thus, advertising takes its cues from the society at large and sells these images back to us in an effort to create an image that is knowable and relatable. (Mc Cracken, G. 1990) We can think of consumer society as being the larger field that includes everything that has to do with production and consumption, and advertising

as a specific channel that expresses verbal and visual messages on how products should be transferred into consumers' lives. Advertising exists in a number of different ways, such as via television, billboards, and magazine ads, all of which exist with the single target of selling a product. Nowadays, there are many perfume ad campaigns focus on simplism.

The ad campaigns for Clinique's perfume is a very good examples of this theme, they did a survey of teenage group, named " Happy," which shows a girl wearing a sleeveless turtleneck jumper. From her face we can feel she is smiling but actually half of her face is hidden behind the turtleneck. The theme of this advertisement says " Clinique happy. " Although it is a simple advertisement, it seems has a great effective brings to women. Featured in a magazine targeted to teens, the girl in the ad is young looking, which would related to the target.

As for older women, it would bring to them a young and fresh feeling and make them feel they are 10 years younger again. Another ad for a Clinique perfume is called " Simply," found in Cosmopolitan magazine. It explained all only by the name of the perfume. The ad shows a bottle of the " Simply" perfume place on top of a table with a woman's fingertips lingering on top of the bottle. This ad doesn't even show a woman's face, but shows a quite different way from many other perfume ads. The entire ad looks to be f one shade, like a golden skin tone color, which shows a very simple lifestyle. Model's fingers do not show a well manicured or glamorous looking nail polish. It just shows a natural style, yet beautiful hands. Moreover, that the table used in the ad is made of wood, this also shows of a simple lifestyle. The ad uses wood that reminds audience of nature instead of using marble

<https://assignbuster.com/classic-perfume-essay/>

or glass, in a way this cues a sustainable lifestyle. Clinique's perfume line clearly shows they are targeting the simple women who believe in their lives of fresh and clean.

A different perfume brand, by Estee Lauder also used the same idea as Clinique for their perfume called " Beautiful. " In this ad shows a bride and a flower girls sitting in a room, and it used a very warm color for the background. The flower girl is whispering at the bride's ear while the bride smiles. The ad expresses to audience a meaning of " This is your moment to be beautiful. " After watching this, the audience could probably assume that the flower girl is telling the bride that she looks beautiful. It is more impressive and effective to promote in a simple and clear way.

The sense of smell, also known as the olfactory sense, which is the most mystical of other five senses. " It is extraordinary how very little is definitely known and proved about the sense of smell. " (Kennet, 1975. 193) " Smell is powerful. Odours affect us on a physical, psychological and social level. In spite of its importance to our emotional and sensory lives, smell is probably the most undervalued sense in the modern west. "(Classen, Howes & Synnott1994. 1-2) The olfactory classification exists between men and women, and even the desirable women and the undesirable women.

In The Deipnosophists or Banquet of the Legend, Socrates proposes that " as there is one sort of dress fit for women and another for men, so there is one kind of smell fit for women and another for men" (Henry G. Bohn 1854).

Perhaps there is only one scent is suitable for you. Whilst the affect of fragrance on others is undoubtedly an important factor in its use, it is also an

intrinsically personal part of the self. In terms of a life-history view on fragrance use by an individual, it is strongly related to self-identity. People should feel that is kind of personal thing, it seems like a secret to you.

If you are choosing one scent and use it for a long time, which may remind us of classic. Classic product is considered to be manufactured under a low energy consumption process, its energy consumption level is much lower compared to other seasonal products. Rapid change of trends may lead to increase in production time and cause unnecessary burden to the environment. Compared to mass product, a handcrafted product is high-valued and more concise, handcraft gives a long-lasting style which extends its service life as much as possible.

Classic means something that can be remain prized and valuable, classic products are also recognized to have better quality. When classic is related to perfume, classic perfume brings to people a pleasant mood, gracefulness, taste and extraordinary feel, it gives everyone different temperament and charm, and allows one to show their own identity. Same as fragrance, each fragrance is unique, it is not just a product, but has its own meaning, different fragrance represents different identities. Opposite to the women who enjoy the simple things in everyday life, perfume ads also promote a way of women who aspire to lust, sex and sensuality.

In the Cosmopolitan magazine, there is an ad for Bvlgari's perfume: BLV Eau de parfum II. The idea inspired by the color of Blue, which particularly emphasis on naturality. Moreover, it shows a rich and elegant temperament of women. The name BLV Eau de parfum II has a conceptual meaning. As

Bvlgari is a jewelry brand, nevertheless, the ad combined the perfume and jewelry in a smart way. In the ad, a woman was wearing a glamour make up, the color of her eyes is blue, when you look at into her eyes, you may feel she brings you into a magic world.

She is wearing a necklace which has the bottle of BLV Eau de Parfum in the middle, as a pendant. She seems implied that the perfume in the bottle is waiting for you to try. All about this ad is mysterious. Another example of this kind of perfume ad is for the perfume, “ Neroli Portofino” by Tom Ford. This ad shows a more perceptual feeling between man and woman. In the ad, a man and a woman face to each other and both of them are holding a perfume bottle, they are playing with the perfume. They are naked and both of them are having fun while showering in perfume.

They want to share the scent with each other, if we did not see it as a ad, what we gain from the idea is the ingredients of the perfume should be non toxic. Actually, these two kinds of ad expressed to audience an idea of natural. Nowadays the use of perfume is still significant for women, and fragrance plays within the roles of women’s lives. A sense of smell links to memory and emotion which potentially has a great impact on its usage. Fragrance has an association with a sense of glamour and luxury within our society.

Most women wear perfume as a daily product, this has been considered as a way of attracting members of the opposite sex. Inspired by the ads of the above perfume brands, there should be a way to produce perfume in a way of sustainable. Ones own scent can be worn in different ways, instead of

spraying the perfume on the garments or body, it can be worn in a unique way, such as a perfume necklace, earring or brooch, which is everlasting and thus making the process environmentally sustainable.

To satisfy the customers with different identities, perfume ads have to attract to their personalities, lifestyles and desires in order to win their desire to buy the product. A good example of perfume necklace is produced by Marc Jacobs this year, and it became very popular among the female consumers after it was launched in the market. The collection called “Daisy”. Daisy is a sparkling floral fragrance. The perfume made from liquid into solid, which is easy for people to carry, and women also could wear it as a necklace.

The solid perfume placed in a flower shaped container, when you want to use it, you just need to turn the top part slightly. They also use the idea for the ring. Women can keep the container as accessories after usage. Therefore, this kind of idea helps to reduce the waste of the perfume packaging, on the other hand, it also helps to reduce the burden to the environment.

Conclusion The purpose of this investigation has been the exploration of the role that perfume plays within women’s lives today.

It was assumed from the beginning that there was unlikely to be the one principal motive behind fragrance usage, and this seems to be the case. In the past the relationship between women and perfume is quite complicated, that affected and influenced by a huge number of elements. However, nowadays this relationship becomes simpler. Women enjoyed the simple lifestyles. Perfume is associated with a sense of classic and glamour, a



product which is finally desired, it does seem that the major associations of fragrance are positive in nature. (Newman, C. 998) In term of sustainability, there is a lot to be done to help the perfume industry to reach a new standard. It could start with changing the attitude of consumers when they are buying products. Consumers need to know ‘ more is not better’ and what they should understand is reducing the production is much more sustainable than meeting the demands of consumption in the current society. In addition, slowing down the steps of manufacturing also can promote the classic image in everyone’s mind because sometimes less is more. It is also important to improve quality after people change their mind about ‘ more is better’.

Only if the quality has been improved, the product could be recognized as real classic style because of classic always known as its inherent quality of durability; it may as well be sustainable. Bibliography Debra Wong. A study on sense of smell in Patrick Suskind’s perfume Taiwan. 2011 Kennet, F. History of Perfume London. George G, Harrap & Co. Ltd. 1957 Classen, C, Howes, D & Synnot, Aroma: The Cultural History of Smell London. 1994 Synnot, A. The Body Social London. 1993 Henry G. Bohn Athenaeus. The Deipnosophists or Banquet of theLengand. London 1854 Mc Cracken, G. Culture and Consumption Indiana University Press 1990