



#PerfumeryTechniques

# PERFUMERY MINIMALISM VS COMPLEXITY



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**"SIMPLICITY IS THE ULTIMATE  
SOPHISTICATION"**  
~LEONARDO DA VINCI



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**SEARCH FOR ANY LUXURIOUS  
OR ELEGANT BRAND AND YOU  
WILL FIND THAT MINIMALISM IS  
THEIR FRIEND.**



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**THE PERFUMER WHO  
CONTINUES TO ADD MORE AND  
MORE MATERIALS IN THE HOPE  
THAT THEY WILL SOMEHOW  
COVER UP THE IMPERFECTIONS  
OF HIS OR HER ORIGINAL  
ACCORD IS MORE THAN LIKELY  
TO BE DISAPPOINTED.**

PERFUMERY: PRACTICE AND PRINCIPLES BOOK, P91



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**THE COMPLEXITY OF PERFUME  
MUST BE RELATED TO ITS  
OVERALL STRUCTURE WITH NO  
MATERIAL ADDED JUST FOR  
THE SAKE OF COMPLEXITY.**

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**EACH ONE MUST BE THERE FOR  
A PURPOSE, MAKING A  
CONTRIBUTION TO THE FINAL  
ACCORD THAT MAKES UP THE  
FINISHED PERFUME. THE  
PERFUMER SHOULD KNOW  
HOW EACH MATERIAL IN THE  
FORMULA WORKS IN  
RELATION TO A CREATIVE IDEA  
—OR LEAVE IT OUT.**

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**FOR ME, I LEARNED SOMETHING  
GOOD FROM THE MASTER JEAN-  
CLAUDE ELLENA, AND THIS IS:  
INCLUDING ONLY 30 LINES IN  
YOUR FORMULATION SHEET.  
"WHICH HELPS IN ELIMINATING  
YOUR CHOICES."**



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**THIS DOESN'T MEAN MAKING  
ANY FRAGRANCE WITH NO  
MORE THAN 30 MATERIALS, BUT  
ONLY MEANS, **TRY** TO MAKE IT  
WITH ONLY 30!**

**(BELIEVE ME, YOU NEED FROM 25:30  
MATERIALS ONLY)**





**SO FOCUS TO ACHIEVE A  
MODERATE-COMPLEX NOT  
OVERCOMPLEX SCENT WITH THE  
LOWEST NUMBER OF RAW  
MATERIALS.**

**COMPLEXITY COULD BE ACHIEVED BY  
NATURALS, ACCORDS, PERFUMERS' BASES,  
AND COMPANIES' SPECIALTIES.**



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**FOLLOW**  
**FOR MORE**  
**#PERFUMERY\_TIPS**