

SEPTEMBER 22



# **IS BLENDING ACCORDS THE BEST WAY TO CREATE A FRAGRANCE?**

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# **CREATING ACCORDS IS THE BEST WAY TO LEARN & UNDERSTAND MATERIALS**

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**SOMETIMES BLENDING A LOT OF  
ACCORDS MAKE AN  
UNCHARACTERISTIC SCENT &  
GIVES A LOST-SCENT EFFECT.  
(AS MENTIONED BY THE PERFUMER SARAH MCCARTNEY)**



**FOR ME MAKING A FRAGRANCE  
ONLY BUILT ON STANDARD-  
READY FIXED ACCORDS IS LIKE**

**PUTTING A SO BEAUTIFUL  
ROUNDED PIZZA IN A SO  
MAGNIFICENT WELL-DESIGNED  
PYRAMIDAL DELIVERY BOX.**

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**BOTH ARE GREAT ON THEIR OWN,  
BUT THEY DON'T FIT TOGETHER.**

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**EVERY FRAGRANCE NEEDS  
MODIFICATIONS ON YOUR  
STANDARD ACCORDS.**

**(NOT THE SAME ACCORD FOR ALL FORMULAS)**

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**FOR ME,  
I PREFER PRE-MADE ACCORDS &  
BASES METHODOLOGY IN  
INDUSTRIAL PROJECTS.  
& FROM-SCRATCH TAILORING FOR  
ARTISTIC PROJECTS.**



**SO WHY SPEND 2 DAYS CRAFTING  
ROSE & MUSK INDUSTRIAL  
FRAGRANCE WHEN YOU CAN  
SPEND 1-HOUR BUILDING A  
STABLE FRAGRANCE FROM  
ONE OF THE INEXPENSIVE ROSE  
ACCORDS + ONE OF THE SOFT  
MUSK BASES?**





**SO ACCORDS & BASES FOR  
TIMELESS CREATION &  
IN-FORMULATION ACCORDS  
CREATION FOR MORE ARTISTIC  
EXPERIENCE AND SIGNATURE  
SCENTS.**

**DONE IS BETTER THAN PERFECT**



# WHAT'S YOUR METHODOLOGY IN CREATION?