

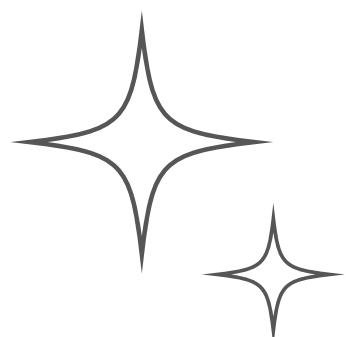


HANA & KYI



JULY 2024

# THE EVOLUTION OF PERFUME

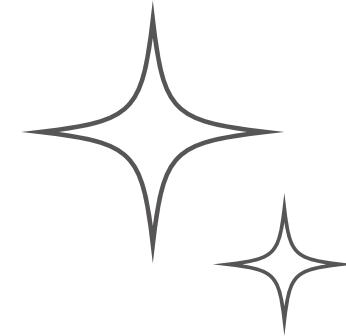


# Table Of Content

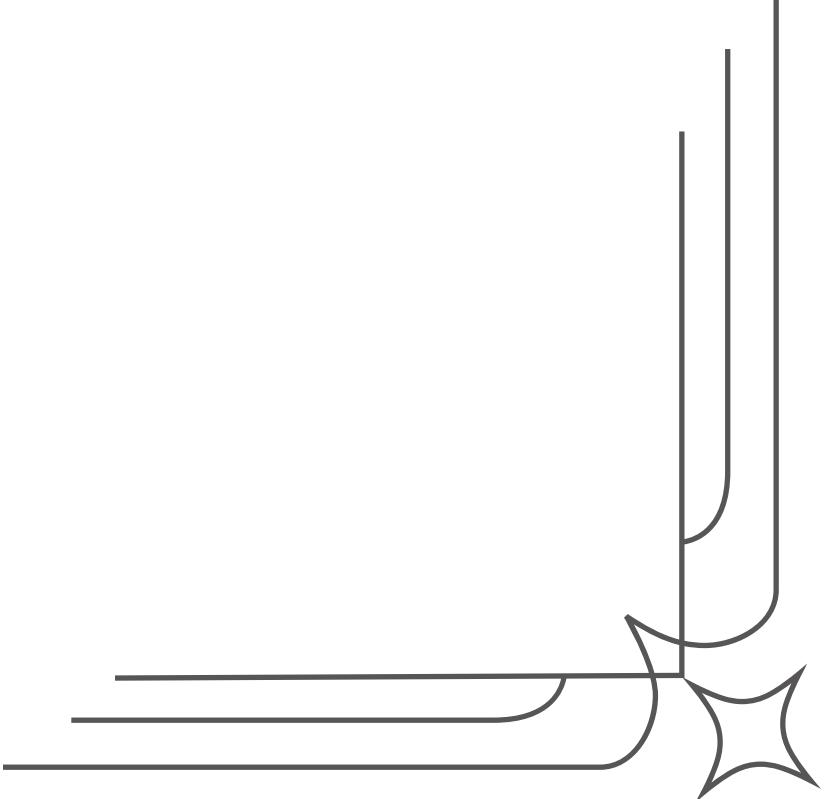
01	
INTRODUCTION	06
02	TIPS FOR USING PERFUME
ANCIENT TIMES (EGYPT+GREECE & ROME)	07
03	CONCLUSION
MIDDLE AGES	08
04	QUESTIONS
MODERN ERA (20TH CENTURY ONWARDS)	09
05	REFERENCES
TODAY'S TRENDS	



# Introduction



- Perfume: A fragrant liquid made from essential oils and aroma compounds
- Two types of perfume: Designer and Niche
- Designer Perfume: Made by brands that sell various goods (e.g., Dior, Chanel)
- Niche Perfume: Made by brands focusing only on perfumes (e.g., Roja, Creed)
- This presentation focuses on Niche Perfume

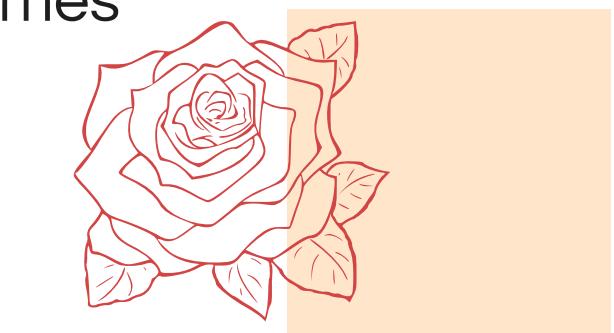


# Ancient Times (Egypt + Greece and Rome)



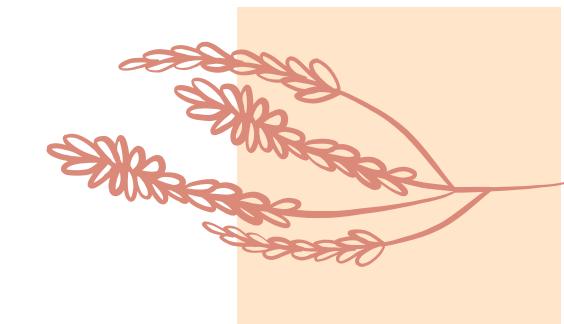
## EGYPT

- Perfumes made from flowers, herbs, spices, and oils.
- Egyptians soaked and heated plants to get the oils for perfumes
- Stored in alabaster jars to preserve fragrance.



## GREECE

- Perfumes used daily and in ceremonies for gods.
- Advanced methods for extracting plant oils.
- Perfume bottles were small with decorative designs.

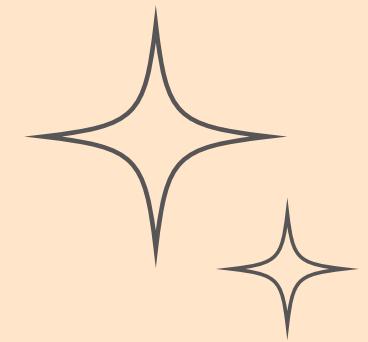


## ROME

- Perfumes used for personal grooming and religious events.
- Learned perfume-making from Egyptians and Greeks.
- Stored in ornate glass and metal bottles.

# Middle Ages

- Ingredients: Flowers, herbs, spices; new methods like boiling and soaking
- Uses: Masked bad smells, believed to have healing properties
- Popularity: Increased through trade and crusades
- 14th Century: Alcohol added to make perfumes last longer and smell stronger
- Soap: Used in churches for cleanliness
- Perfume Bottles: Beautiful and made of glass, metal, or ceramic; showed wealth and were displayed as art



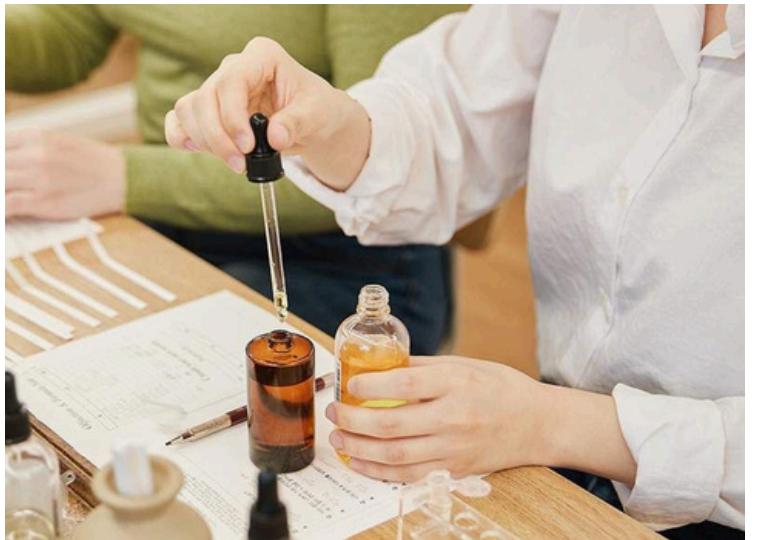
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# Modern Era (20<sup>th</sup> Century Onwards)



- Began in the late 19th century, significant changes in preservation and production methods. Advanced technology allows precise creation of desired scents.

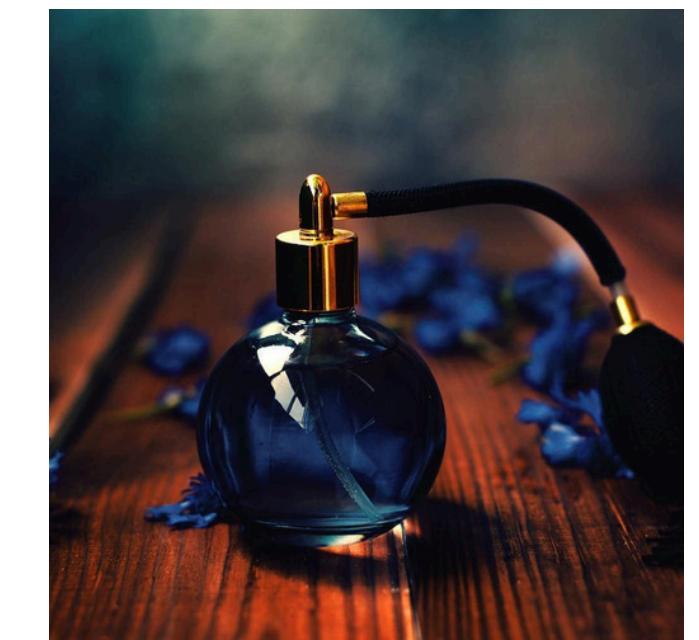


- High-quality ingredients enable designer brands to create perfumes comparable to niche brands.

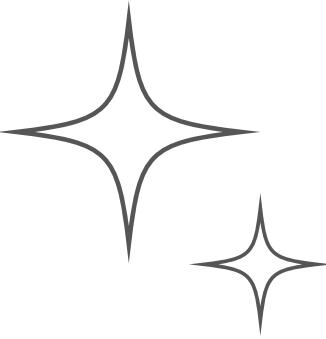
- Improved trade routes made perfume widely accessible globally, not just in the West.
- Transition from natural to chemical materials to expand production.



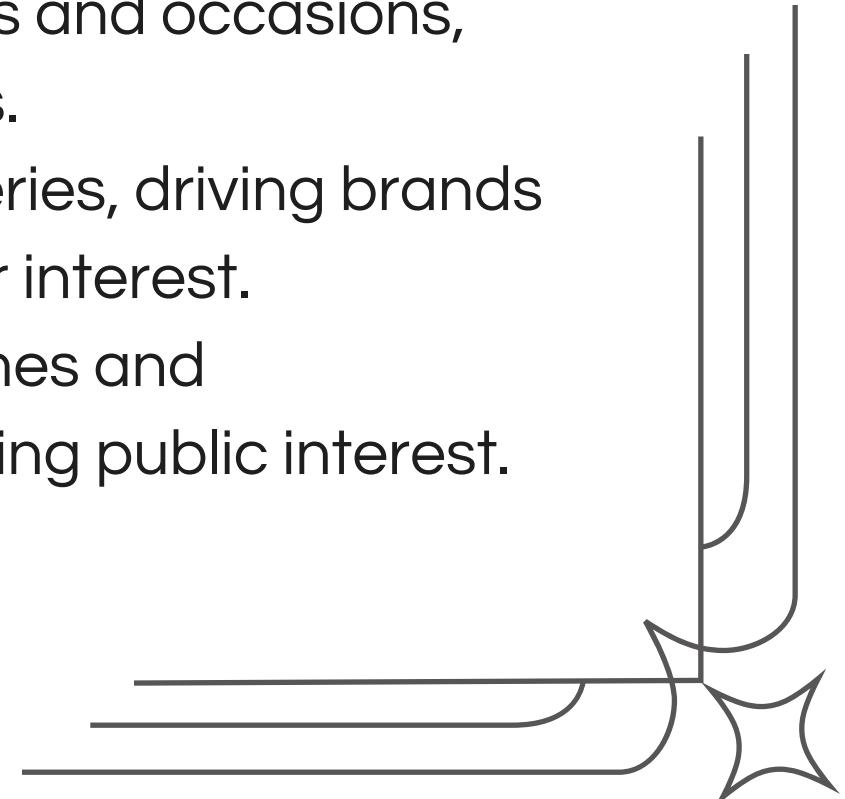
- Introduction of visually trendy bottle designs and brand-specific packaging styles.



# Today's Trends



- Perfumes now often focus on specific ingredients or concepts and are released in series.
- Perfumes are created for different seasons and occasions, catering to various needs and preferences.
- Perfume collectors often seek out these series, driving brands to develop unique concepts to attract their interest.
- Celebrities are producing their own perfumes and collaborating with famous brands, increasing public interest.



# Tips for Using Perfume



Avoid rubbing areas where perfume has been applied. And spraying perfume on unnecessary points; instead, spray on pulse points for longevity and strong projection.



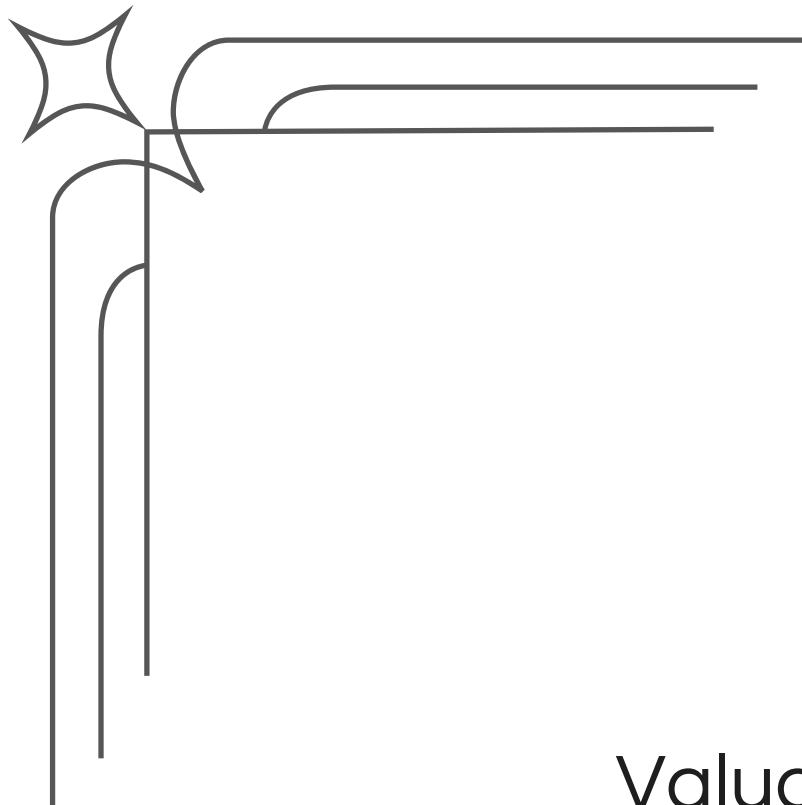
Avoid storing perfume in excessively hot, cold, or sun-exposed areas.  
Store at normal room temperature.



Perfume can expire and go bad; it is not immune to damage over time.  
Darkened color or sour vinegar-like smell indicates damage.



Icons on bottles (e.g., 12M, 36M) indicate months of use after opening.  
Correct storage can extend usage up to 5 years.



# Conclusion

Valuable perfumes must be preserved and used correctly to prevent waste.

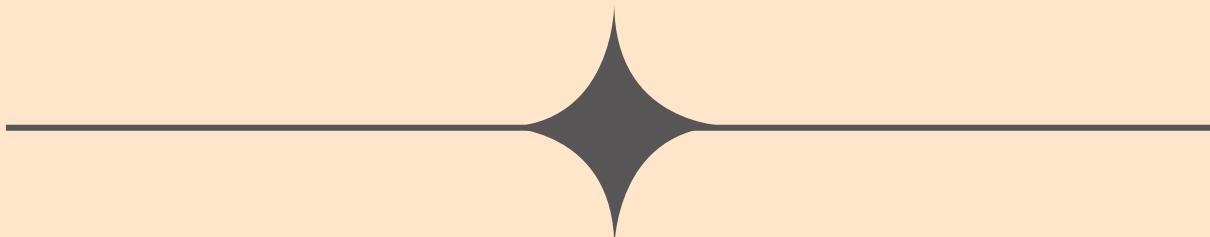
People often overlook the connection between scents and memories. Preserve your perfumes properly and use them to create long-lasting memories.

"Perfume is the art that makes memory speak."

Francis Kurkdjian



# Questions



1. What do you look for most when choosing a perfume (scent, brand, price, packaging)?
2. How do you feel about trying new fragrances versus sticking to your favorites?
3. What is your favorite perfume brand and why?





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JULY 2024

# THANK YOU

FOR THE ATTENTION

