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In 1921, to complement the suit of clothes, Coco Chanel commissioned the perfumer Ernest Beaux to create a perfume for the House of Chanel, his perfumes included the perfume No.5, named after the number of the sample Chanel liked best. Originally, a bottle of No. 5 de Chanel was a gift to clients of Chanel.

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Famous Early Perfumes - Chanel No 5 Ernest Beaux created Chanel No. 5 for Coco Chanel in 1921. It has a floral top note of ylang-ylang and neroli, with a heart of blends of jasmine and rose all above a woody base of sandalwood and vetiver. Chanel believed women should wear perfume wherever they hoped to be kissed.

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The history of Chanel No 5 Telegraph

The history of Chanel No.5. Chanel No.5, the first fragrance by the way to ever advertise at the Super Bowl, has also pioneered powerful perfume campaigning. Coco Chanel for No.5, its first campaign as featured in Harper's Bazaar in 1937. The brand that first recognised celebrity endorsement, most notably in the form of Marilyn Monroe

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Chanel No 5 Wikipedia

Chanel No. 5 was the first perfume launched by French couturier Gabrielle "Coco" Chanel. The chemical formula for the fragrance was compounded by French-Russian chemist and perfumer Ernest Beaux. The design of its bottle has been an important part of the product's allure.

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