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Kenzo

Perfume Fashion

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Price	£42.00

- A beautifully illustrated book, dedicated to the perfume of fashion brand Kenzo: from the iconic Flower to the daring Kenzo World, it's a universe that smells beautiful

Perfume and fashion have been inextricably linked since the 18th century, when Rose Bertin, Queen Marie-Antoinette's dressmaker and milliner, commissioned Jean-Louis Fargeon to create perfumed gauze flowers. In 1911, Paul Poiret launched Parfums Rosine, becoming the first couturier-perfumer of the 20th century and paving the way for all his contemporaries and successors, whether couturiers or fashion designers.

A century ago, the union of these two worlds revolutionised the industry. A generation of couturier-perfumers created fragrances in harmony with the spirit of each couture house. Clothes, perfumes and their caskets thus form a coherent whole. Couturiers accompany their collections with olfactory creations, offering an invisible, imperceptible dress that leaves a trail, just as a dress leaves a train. This collection explores the perfumes of couturiers, symbolising the timeless union between fashion and fragrance.

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