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The Handbook of Great Italian Perfumery

Fifty Years of Exceptional Scents

Marika Vecchiattini

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- The extraordinary and little known history of Italian perfumery, told through 100 famous fragrances, produced over the past 50 years

The volume is the first publication dedicated exclusively to the theme of Italian perfumery. A real manual, divided into three parts, offering a summary of the perfumes produced in Italy, reviewing the great brands that have made the olfactory taste known throughout the world, through wonderful essences, cutting-edge marketing and bottles with a refined design.

The author, in reminding us how modern perfumery was born in Italy – reaching the much more famous France only in the 16th century, when Caterina de 'Medici married the Duke of Orleans – retraces in the first part of the book the events that have marked the development of this art, which has become one of the excellences of Made in Italy.

An anthology of 100 famous perfumes follows – selected for the significance of their features – accompanied by extensive descriptive cards and divided by decades starting from the seventies, allowing you to follow the evolution of contemporary perfumery up until current trends. A chapter is then dedicated to the perfume production chain, told in the words of some excellent protagonists.

Rich apparatuses complete the volume: research that covers the approximately 7,000 fragrances produced in Italy in the last 50 years, with an indication of the manufacturer, the genre and year, and a table that visually illustrates the 100 fragrances divided into olfactory groups, and their chronological placement.

After the international success of the *Design History Handbook*, Silvana Editoriale presents a new tool intended not only for insiders, but also for anyone that uses and loves perfumes.

The book is sponsored by the Accademia del Profumo.

Marika Vecchiattini is a writer, blogger and communicator of the *Sense of Smell*. Among her previous publications are: *L'arte del profumo: la storia, la cultura e i desideri segreti delle essenze* (Castelvecchi, 2010); *Il linguaggio segreto del profumo* (Castelvecchi, 2012), Capire gli odori (Amazon, 2019). Since 2007 she has run the blog "*Bergamotto e Benzoino*", the first in Italy dedicated exclusively to the diffusion of perfume culture.







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