

Fragrances Classification

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A fragrances classification

- Purpose for a fragrances classification ?
- Existing fragrances classifications.
- How to build one ?
- Illustration.

Purpose

- To communicate with consumers
- To communicate with clients
- To make a marketing tool

Existing Classifications

- La Société Française des Parfumeurs
- The Symrise Genealogy
- World Classification de Michael Edwards et Michel Roudnitska
- Major fragrance houses

How to build a classification

- Thousands of perfumes on the market
- Difference in perception
- Differentiation Male/Female for fragrances
- Finding similar olfactory characters between perfumes
- Finding common components between perfumes
- Choosing words

Olfactory Main Families

- Main families
 - Floral
 - Chypre
 - Oriental or Ambery
 - Citrus
 - Fougère

Families Qualifiers

- Soliflore
- Bouquet
- Floral
- Citrus
- Ozonic
- Aldehydic
- Green
- Aromatic
- Fruity
- Sweet
- Ambery
- Animalic
- Woody
- Leather
- Spicy
- Tobacco

Florals

- Fragrances in this family have as major theme a flower or a combination of flowers like: Rose, Jasmine, Tuberose, Violet, Iris, etc. This one of the larger family.
- Floral qualifiers
 - Soliflore
 - Floral ozonic
 - Floral Bouquet
 - Floral green
 - Floral aldehydic
 - Floral sweet
 - Floral fruity

Floral

Soliflore	Floral Bouquet	Floral Ozonic	Floral Green	Floral Aldehydic	Floral Fruity	Floral Sweet
Muguet des Bois Coty 1936	L'Air du Temps N.Ricci 1948		Vent Vert Balmain 1945	Chanel N°5 Chanel 1921		L'Heure Bleue Guerlain 1912
Fracas Piguet 1948	Paris YSL 1983	Escape Calvin Klein 1991	Chanel N°19 Chanel 1970	Dolce & Gabbana 1993	Beautiful E.Lauder 1986	Oscar Oscar de la Renta 1977
	Trésor Lancôme 1990	Acqua di Gio Armani 1994	Into the Blue Givenchy 2002	Loving Bouquet Escada 1999	J'Adore Dior 1999	Gucci Eau de parfum 2002
	Flower Kenzo 2000	Acqua Woman Rochas 2002			Emotion Laura Biagiotti 2001	

Chypres

- Finds its name from Chypre de Coty 1917, the major character is an accord made with Bergamot, Patchouli, Cistus-Labdanum and oakmoss.
- Chypre qualifiers
 - Chypre animalic
 - Chypre citrus
 - Chypre fruity
 - Chypre green
 - Chypre ambery
 - Chypre leathery
 - Chypre woody

Chypre Feminine

Chypre Citrus	Chypre Green	Chypre Fruity	Chypre Woody	Chypre Leathery	Chypre Animalic
Eau de Rochas 1970		Mitsouko Guerlain 1919	Aromatic Elixir Clinique 1972	Bandit Piguet 1944	Miss Dior 1947
	Alliage E.Lauder 1972	Femme Rochas 1944	La Perla Morris 1987	Cabocharde Grés 1959	
Emporio White Armani 2001	Armani 1982	Dolce Vita Dior 1995		Parfum d'Elle Montana 1990	Ysatis Givenchy 1984
Burberry Baby Touch 2002	Wrappings Clinique 1990	Gucci Rush 1999	Création La Perla 2002	Yohji Essential Yamamoto 1998	White Jeans G.Versace 1997

Chypre Masculine

Chypre Woody	Chypre Leathery
Gentleman Givenchy 1974	Aramis 1965
Versace L'Homme 1984	Macassar Rochas 1980
Rocco Barocco Uomo 1989	Bijan for Men 1987
Baldessarini Hugo Boss 2002	Bvlgari Black 1998

Oriental or ambery

- Fragrances with sweet, powdery, vanilla, animalic and cistus-Labdanum notes, remembering mysterious scents of Orient.
- Oriental qualifiers
 - Oriental ambery
 - Oriental spicy

Oriental Feminine

Oriental Spicy	Oriental Ambery
Youth Dew E.Lauder 1952	Shalimar Guerlain 1925
Opium YSL 1977	Obsession Calvin Klein 1985
Krazy Krizia 1993	Venezia Laura Biagiotti 1992
Black Cashmere Donna Karan 2002	Sensi Armani 2002

Oriental Masculine

Oriental Spicy	Oriental Ambery
Old Spice Shulton 1937	Habit Rouge Guerlain 1965
Egoïste Chanel 1990	Obsession for Men Calvin Klein 1986
Jaipur Homme Boucheron 1997	Le Mâle J.P Gaultier 1995
M7 YSL 2002	The Dreamer G.Versace 1996

Citrus

- Fragrances in this family are built on a combination of citrus oils like, Lemon, Orange, Bergamot, Mandarin.
- Citrus qualifiers
 - Citrus Floral
 - Citrus Ozonic

Citrus Masculine

Citrus Citrus	Citrus Ozonic	Citrus Floral
4711 Kölnisch Wasser Muehlens 1792		
Green Water J.Fath 1993	Kenzo pour Homme 1991	Trussardi Action Uomo 1990
	Acqua di Gio Armani 1996	Happy for Men Clinique 1998
Cologne Bigarade F.Malle 2001	Crave Calvin Klein 2002	Higher Dior 2001

Fougères

- This family starts from a Chypre structure, Bergamot, Patchouli, Oakmoss, and complete it with Lavender, Geranium and Cumarin to achieve a characteristic accord.
- Fougère qualifiers
 - Fougère Aromatic
 - Fougère Ozonic
 - Fougère Spicy
 - Fougère Woody
 - Fougère Ambery

Fougères

Fougère Ozonic	Fougère Aromatic	Fougère Spicy	Fougère Woody	Fougère Ambery
	English Lavender Yardley 1913		Jazz YSL 1988	Fougère Royale Houbigant 1882
Tommy T.Hilfiger 1995	Paco Rabanne pour Homme 1973	Cacharel pour Homme 1981	Safari for Men Ralph Lauren 1992	Brut Fabergé 1964
Romance Men Ralph Lauren 1999	Drakkar Noir G.Laroche 1982	Déclaration Cartier 1998	Dolce & Gabbana pour Homme 1994	Zino Davidoff 1986
Mania pour Homme Armani 2002				BLV pour Homme Bulgari 2001

Fragrance Pyramid

- This is a visual representation of a fragrance structure based on component's volatility.

Fragrance Pyramid



Top Notes

Body Notes

Base Notes

Fragrance Pyramid Example



**Bergamot
Mandarin
Neroli**

**Jasmine– Rose
Patchouli – Cedarwood -Sandalwood**

**Vanilla
Amber - musk -oakmoss**

Thanks to

- You, the public,
- Agieffe International SAS
- SICCC
- Dr Elio Mignini and his team.