

THE STORY OF CHANEL N°5

Behind one of the greatest fragrances of all time, and how it maintained its elegance.

The timeless scent of power and femininity. There can only be one: Chanel No. 5. This legendary fragrance was the first perfume that Gabrielle “Coco” Chanel launched back in 1921 and is still the best selling fragrance by the powerful fashion house today. The name itself is legendary, used generation after generation. Every little girl splashes a few drops of her mother’s bottle on her neck and hopes to someday be the woman who wears such a confident scent.

In 1921, Chanel worked with perfumer Ernest Beaux to find a scent that was unique, reflecting something similar to her own eccentric personality. She made it clear that she did not want this perfume to be just any other floral scented eau de toilette on the market, but offer something more, something modern. The overall mixture is a mix of vanilla and sandalwood, Ylang-Ylang and May Rose bringing out a distinct scent that was capable of clearly making a name for itself.

Over the years we have seen some of Hollywood greats celebrate Chanel No. 5. In the fifties the pop art icon Andy Warhol created a series of silkscreens of the acclaimed perfume bottle while Marilyn Monroe made it clear she was a fan of the luxury perfume by stating the only thing she wore to bed was Chanel No. 5. Today it’s still one of the greatest selling fragrances, now being sold in refills and body lotions. It’s clear that nobody really knows what the modern woman wants more than Coco herself.



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