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# Glamour Icons: Perfume Bottle Design By Marc Rosen



## Synopsis

Conceived and written by seven-time FiFi Award winner and internationally renowned packaging designer Marc Rosen, *Glamour Icons* recognizes and celebrates perfume bottle design as an art form or "small pieces of glass architecture." *Glamour Icons* is a collection of Marc Rosen's remarkable bottle designs, as well as a selection of perfume bottles from the last century that he considers iconic. It abounds with industry back stories never published before about working at his first job with Revlon founder the imperious Charles Revson, his career at Elizabeth Arden, his collaboration with the fashion houses of Chloé, Karl Lagerfeld, Fendi, Perry Ellis, Ellen Tracy, and Jill Stuart, as well as with celebrities such as Joan Rivers, Christina Aguilera and Celine Dion. The book recounts intriguing stories about working with Princess Grace of Monaco and Saudi Prince Fahad and about the experience that changed his life, working on a fragrance with Arlene Dahl, one of Hollywood's most glamorous leading ladies, and marrying her, as well. Marc Rosen is the first perfume bottle designer to write a book about his craft, and to describe the design process from original sketches to models, to working with glass manufacturers on engineering drawings to actual production. He shares his insights into creating the logo, graphics, colors, boxes and counter displays, as well as the "theater of the launch." *Glamour Icons* documents perfume bottles, their history, their place in society and their inspiration. Illustrated with amazing photographs by Vincent Ricardel, the book also contains Rosen's personal photographs and artwork given to him by many of the people he has worked with.

## Book Information

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## Customer Reviews

I found this book superbly fascinating and honestly could not put it down. It brought me into a world I had not yet encountered with very close up and personal stories about many of my personal beauty icons. This is truly a book not to be missed and I will certainly never look at another fragrance bottle the same way.- Bloginity

Part retrospective, part chronicle, part behind-the-scenes glimpse, Marc Rosen's *Glamour Icons* is a wonderful insider's perspective on the art of fragrance packaging design. Like many of Rosen's other ventures (such as his packaging design scholarship and his fragrance packaging design and marketing course, both through the Pratt Institute), this book is the first and only of its kind. While many other books have catalogued scents, this is the only book to lovingly capture the creation and history of the fragrance vessel (which is often the initial selling point of a fragrance). Bolstered by charming personal anecdotes, such as his courtship and eventual marriage to the actress Arlene Dahl while creating her fragrance bottle/package, it is a must for any collector or inquiring mind that is fascinated by the world of beauty, luxury, and fashion. The only thing I wish is that readers could smell the perfumes!

This is a thoroughly enjoyable and educational book. Marc Rosen has a literary style that is easy to read and reflects his own stylish and glamorous yet down to earth personality. Sophisticated and unpretentious, he articulates the intuitive designs and the context within each of these designs was conceived. There are fascinating insights into the development of something that stimulates the senses so much. It's an intimate history of the fragrance and its other essence, the package, and Mr Rosen elevates it to its proper place. Along the way we are entertained with stories of the rich and famous, the glamorous, his own fascinating success story, in a lifestyle of luxury and excitement that enviously blurs the line between business and social life. This is a great overview of an important part of civilization and Marc Rosen does not miss a detail.

Marc Rosen is a great designer, one of the best. I am a member of the IPBA and now Admin. of IPBA Australian Chapter. This book was a great means of research and of course a feast for the eyes in bottle design. Thoroughly enjoyed this book.

An entertaining read. I like reading about the history and thinking behind the packaging of my favorite fragrances. Mark is dedicated to his trade, an artist in his own rights. The book was a work

of love, and he had a great publisher, too. Its a nice book to have in one's collection.

More a review about Marc Rosen than the perfume or perfume bottle industries, quite opinionated.

Marc is the icon in perfume bottle design. This is a real art book and should be bought for the photos.

This book is a keeper. Beautifully done and a treasure for anyone interested in the history of fashion and antiques. A perfect gift for the friend who has everything. I loved it. Terry Hekker

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