



Roger & Gallet

"FLEURS D'AMOUR" 1902.

Metal Labels (Not by Lalique)

This presentation dated c.1920 contains

Lalique powder box

made of aluminium

Prior to this period, perfume had been available in handmade bottles that often were more expensive to manufacture than the essence itself. Lalique found away of mass producing such bottles so they appeared luxurious while remaining affordable. The first flacon design made for Coty was Known as "Libellule". Between 1910 and 1940, Lalique manufactured millions of bottles for French and American perfumers including: Arys, Corday, Coty, Deleltrez, D'Orsay, Guerlain, Houbigant, Jay-Thorpe, Lelong, Lournay, Molinard, Rigaud, Roger et Gallet, Vigny and Worth. The renowned perfume and cosmetic house of Coty was founded in Paris in 1904 by Francois Sportuno of Corsica. Although he had every intention of having a political career, he learned to compound fragrances from an apothecary friend instead. Soon Sportuno realized he had the gift of a perfumer's "nose" and furthered his education by visiting distilleries in Grasse. There instigated changes in the packaging of perfume that revolutionized the entire industry. and of course beautiful flacons were his trademark. After opening his business with the help of family and a few essential oil houses that had recognized his talent. Coty felt that fine perfume should be marketed in a luxurious manner.

Opulent silk-lined boxes covered in glorious embossed papers, richly engraved labels Francois Sportuno changed his name to Coty. Coty also commissioned several flacons to be made by Baccarat, including the one for "l'Or" perfume. Baccarat followed the trend set by Coty and Lalique in the years just preceding the first World War. He began to make bottles in the late Art Nouveau style with fancy crystal stoppers. During the twenties, Baccarat, under the influence of the sculptor George Chevalier, produced flacons in the Art Deco style these productions continued until 1970.

Soon the 20th century was witnessing the union between Haute Couture and Perfumery. In 1910 Paul Poiret became the first designer to create a separate company to produce Fragrances. It was called Rosine. Poiret was followed by every major fashion house who in turn introduced designer signature fragrances in bottles. Among these were: Chanel, Lanvin, Molyneux, Worth, Weil, Jean Patou, Lucien Lelong and Kondazian. These unique bottles were designed by artists and sculptors who where in vogue. Such as: Galle, Dali, Lalique and Leger.

The companies who produced these creations included: Baccarat, Viard, Gaillard, Verreries Brosse, Pochet et du Courval and Nancy Daum. One must realize the absolute craze for french perfume luxury goods in the United States at that time, especially once the G.I.'s brought French perfume to the homeland as gifts for their wives and girlfriends. The fragrance industry entered into a period of incredible growth with the end of W.W.I. for several reasons.



Lubin

"OUVREZ MOI",

C.1935 Blackglass