

First of all, women had entered into the workforce increasing numbers and suddenly had money to spend.

Simultaneously advertising campaigns were on the rise which ended the taboo about nice women using cosmetics. Another item of consideration that greatly impacted the fragrance industry was the influence of Hollywood the true meaning of glamour was brought to the masses on the silver screen through moving pictures.

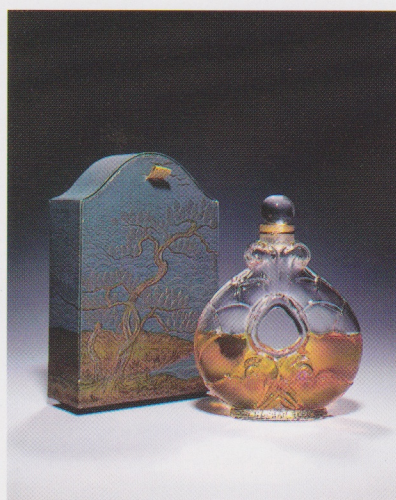


*Parfums Neos*

**"NEOS",**

*Metal label and cap c.1918*

Not until the late 1920 's and 1930's did American perfumery begin to take a stronghold amongst a few were: Elizabeth Arden, Hattie Carnegie, Dorothy Gray, Prince Matchabelli, Helena Rubenstein, Houbigant and Lucretia Vanderbilt Perfumes.



*Lubin*

**"L'OCEAN BLEU"**

*Bacarat bottle Designed by Georges Chevalier for the 1925 Paris Exhibition*

The Lucretia Vanderbilt Fragrance was marketed by Mc Kesson & Robbins Inc. Ms Lucretia Vanderbilt was a secretary at the firm. The firm felt her name would represent "Aristocrats of toiletries." So she gave her name, signature and image to the stunning cobalt blue bottle which is an oriental inspired, French Art Deco design that was patented in 1928. From the salon of Elisabeth Arden came some of today's most desired bottle shapes including "My Love" which is a classic bottle with a glass feather stopper that was launched in 1949.

As for Helena Rubenstein, she was inspired by Gauguin's paintings of beautiful women and in 1954 introduced "Noa, Noa."

To master the art of appreciation, one has to absorb the history, reflecting and respecting all that in nearly 100 years, the fragrance industry has mirrored ... life. Economically, socially and spiritually.

Only time will tell what will inspire us next !



*Vanderbilt*

**"LUCRETIA VANDERBILT"**

*c.1926 American made  
luxury presentation  
in Orientalized  
French style*

*All of the above mentioned collector's bottles and those photographed are available for purchase from Mr. Ken Leach in New York City at (212) 888 0165.*