

Genealogy of Fragrance

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This is the third edition of the Genealogy of Fragrance chart, the other two being in September 1973 and March of 1972.

The very nature of reading 'family trees' is to assume that the newer generation is a direct descendant of the parent, bearing very strong family traits. This is not the case with fragrances. While one fragrance does inevitably lead to another, they are not necessarily very similar.

Major consideration is type, i.e. oriental, aldehydic, floral, etc. If a fragrance is strongly in one category, it may still bear some relationship to others, such as a floral with an oriental or aldehydic note. Even two fragrances placed squarely in one category may have no resemblance to each other such as a rose and gardenia—both being florals.

Notwithstanding this disclaimer, most fragrances are inspired by another which preceded it. Obviously, there are some *breakthroughs* which in turn spawn whole new lines, such as Chanel, Fidji and Cabochard. These, while bearing some connection with prior developments, are unique in their other qualities which derive from the exquisite blending of numerous ingredients.

In preparing this chart, with the aid of three master perfumers from different companies, it quickly became evident that there would be no general agreement on all fragrances. Rather, each indicated that in a few 'families' the ties were tenuous and even that some offspring were *misplaced*. Be that as it may, consensus was reached in about 85% of the cases with the remaining 15% open to pleasant but endless discussion. Considering that fragrance perception is so individual, it is amazing that there was such a high degree of unanimity.

We have, in the past, distributed several thousand of these charts to our subscribers and their friends but recently have discovered a whole new area of interest—the department store buyer. Almost without exception those who have seen it have asked for copies to be used as a training aid for their counter girls. We may have, accidentally, uncovered an important area for training that may have been neglected by the marketing companies. Or it may just be that only a few companies are doing any kind of meaningful job and the rest of the industry does very little. In either case, the need exists which, if filled, can only result in greater overall sales.

EDITOR'S NOTE: The organization of fragrances into an orderly scheme has fascinated many people although only a few have tried their hand at it. The first to see general publication was the first of the Grayson charts in 1973. We are publishing the most recent version of this chart in our first issue of *Perfumer & Flavorist*, with the hopes that others of this genre will come to us for publication in the future. In a field where the accomplishment is "art" in its truest sense, there can not be a "final" chart or definitive scheme. Instead, each will express the truth that the author "sees" in the subject.