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Marc Rosen

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Marc Rosen : Glamour Icons: Perfume Bottle Design by Marc Rosen before purchasing it in order to gauge whether or not it would be worth my time, and all praised Glamour Icons: Perfume Bottle Design by Marc Rosen:

1 of 1 people found the following review helpful. Top notes for this delightful book By Miles Seiden 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! 2 of 2 people found the following review helpful. A pleasure to read and view. By Ed Szyllinski 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. 0 of 0 people found the following review helpful. Marc Rosen is a great designer, one of the best. By Mrs. Marie T. Cashman 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.

Conceived and written by seven-time FiFi Award winner and internationally renowned packaging designer Marc Rosen 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 Chlo, 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.

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