

# Scents & Sensibility

## Classic Fragrances Offer “Scents” Of History

(NAPSA)—Every year, new fragrances come and old fragrances go. There are exceptions, however—the proud perfumes and colognes that have withstood the test of time. Seductive and sensual, these products take both the wearer and admirer on a nostalgic journey along a boulevard of scented dreams.

One example is Chantilly, commonly known as the first American fragrance. Named for the precious lace reserved for bridal veils of royalty, this sparkling and seductive bouquet of rose, jasmine and orange blossom, is vintage 1941. It was also known as Rosie the Riveter’s fragrance because of its popularity at wartime.

Created in 1931, the perfume Tabu was nearly overshadowed in popularity by its publicity campaign. Featuring what’s been referred to as the longest kiss in advertising history, the scent’s commercials and print ads showed a violinist and his student locked in a passionate embrace. While the marketing was memorable, the perfume itself is an unforgettable blend of Bulgarian rose, orange flower, jasmine, patchouli and musk.

Since its 1970 debut, Love’s Baby Soft has attracted a dedicated cult following. Alluring but delicate, its baby powder-fresh modern floral bouquet made it a favorite pajama party scent.

For more than 50 years, men have embraced the clean, fresh, citrusy scent of English Leather. Created in 1949, the cologne was originally called Russian Leather, as it bore a similar smell to what Russian saddlers used to tan



**A Kiss To Build A Dream On—**  
Created in 1931, the perfume, Tabu, featured the longest kiss in advertising history.

leathers. The start of the Cold War, however, prompted a name change—but the mossy, leathery notes linger on.

Perhaps the most unusual of the classic scents is Canoe, which was originally created in Paris in 1932—as a fragrance for women. The product was brought to the United States by GIs returning from their stations in Europe. However, when it was commercially introduced in this country in 1958, it was dubbed a man’s fragrance—and has remained so, despite being solely a woman’s scent across the Atlantic.

These five scents with a past are all available through Dana Classic Fragrances. To learn more, call 800-822-8547 or visit your nearby mass market retailer.