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The Nose Knows: Business, National Identity, and the French Perfume Industry

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Poster Presentation P50

**THE NOSE KNOWS: BUSINESS, NATIONAL IDENTITY, AND THE
FRENCH PERFUME INDUSTRY**

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The perfume industry has become both a source of income and national pride for France. Many of the luxurious fragrances created in French perfumeries have gained worldwide renown, catapulting the industry from its simple agricultural roots in perfume houses to a lucrative industrial enterprise, representing nearly 11% of the global sales figure. France alone represents 30% of the global market in the perfume industry. This presentation examines the historical links of perfume to high fashion and the current marketing tactics used in France to promote the perfume industry and tourism for those seeking the ultimate destination for designer fashion. In addition, this presentation explores the fabrication and categorization of fragrance, both of which contribute to the exclusive mystique of the perfume industry. The presentation also explores the economic benefit of perfumeries for France, as well as the economic influence of the industry on an international scale.