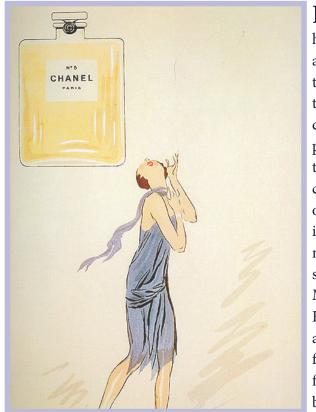


## THE SECTRET OF CHANEL No.5





**H**e composes a bouquet of over 80 scents for her. An abstract, mysterious perfume radiaing an extravagance floral richness. For the first time, No5 transforms the alchemy of scent, through Ernest Beauxe's innovtive use of aldehydes, synthetic components which exalt perfumes, like lemon which accentuates the taste of strawberry. Aldehydes add layers of complexity, making No5 even more mysterious and impsible to decipher. No5, a code, an identification number, makes the sentimental names for the perfumes of the day seem instantly out of date. It receives its name because Mademoiselle chanel prefers the fifth sample Ernes Beaux presents to her. For the first time, a perfume is presented in a simple laboratory flacon. From the United States to japan, the fragrance's fame spreads, it soon becomes the best-selling perfume in the world.



**No5** pioneers a new form of advertising in the world of fragrance. For the firsttime, Fragrance is advertised at the super Bowl finals. No5 enjoys dizzying success. Jacques Helleu. Artistic director of Chanel between 1965 and 2007, features celebrities an incarnations of the icoic perfume. A perfume created in 1921 is still the best-selling and most famous fragrance in the world. No5 resists the whims of fashion and the passage of time, as if Mademoiselle Chanel had found the formula for the feminine eternal.



Pure, austere, as bare as a vial, the minimal lines of the No5 bottle distinguishes it from the mannered bottles of the 1920s. Its sobriety ensures its timelessness. By some accouts, its stopper, cut like a diamond, is inspired by the geometry of the place vendome. The original bottle adapts imperceptibly to its time. No5 become an icon of the 20th century.



## A drop of N°5, and nothing else - CHANEL



"A woman who doesn't wear perfume has no future." - Coco Chanel





