

The Color of Fragrance

Favorite colors – Favorite scents



A woman and her perfume – ideally, that's not a half-hearted dalliance, it's an intensive love affair. But many a woman has probably asked herself: Why do I happen to like this particular scent? Perfumers know: It's rarely chance that brings women and fragrances together.

As unique as every woman may be, regardless of how many perfumes she might use – she typically remains true to one particular type: Her perfumes might be predominantly fruity, for example. Or she might favor Chypre notes. The type of fragrance reflects how she perceives herself – active and dynamic or romantic and mysterious: Fragrance mirrors her personality.

Color psychologists have long known that our favorite colors tell a lot about us. They're a manifestation of our emotions and moods. Perfumers have found that the colors we prefer also allow conclusions to be drawn about our fragrance preferences. They've

conducted so-called color rosette tests on panels of test subjects. The result: The seven personality types that are known from color psychology – extraverted, introverted, emotionally ambivalent and emotionally stable, each with its hybrid forms – correspond to seven clearly distinguishable fragrance needs. In other words, our favorite colors supply information about the kinds of fragrances that we like.

In the color rosette test, the test subject selects from seven different color combinations the one that she likes best. If she chooses more than one rosette, she is asked to pick which of the two appeals most to her. A woman who picks the color combination of yellow, orange, red



and pale green, for example, is not only extraverted, active, optimistic and positive – she'll also tend to prefer fresh-floral fragrance notes. Women with a preference for subdued, pastel-like hues like purple or colors like blue-black and mauve, on the other hand, tend to be introverted and pensive. They are

likely to want Oriental scents. On the other hand, if the test subject has an equal preference for two color rosettes, she finds perfume creations interesting that unite both corresponding types of fragrances.

Of course, it's not just emotions but also individual lifestyles and specific events or seasons that influence the fragrance a woman wears. Nevertheless, the color rosette test is a proven tool for perfumers and perfume advisors.