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Perfume for bride

By RUSTLE SHAND

On your most romantic day, whether your wedding is traditional or modern in mood and attire, surround yourself with cherished

One such custom, which has its origins in ancient Egypt, Greece and Rome, is that of wearing a wedding perfume. Perfume played a very important role in a young maiden's wedding ritual. One the morning of her wedding day, she was carefully anointed with fragrant unguents, and precious fragrances were a prized portion of

her wedding dowry.

Early in the '20s, shortly after
the launch of Chanel No. 5, Chanel envisioned a modern fragrance that would capture life's more romantic moods.

She said she wanted to create a fragrance that would express all that's captivatingly feminine without the overbearing sweetness characteristic of most fragrances

Of the day.

Determined to bottle the essence feminity and romance, Chanel once again went to work with her friend and colleague, the famous perfumer Ernest Beaux. Together, they created a bridal fragrance and christened it Chanel No. 22.

The romantic creation is a delicate blend of essences of all white blossoms - jasmine, white roses, lily of the valley, narcissus and tu-

Whatever scent you choose, select it with the same discriminating care as the rest of your wed-ding finery. Select a scent that is subtle, delicate and refined, one that will reflect the romantic spell of your wedding day.

Credits.

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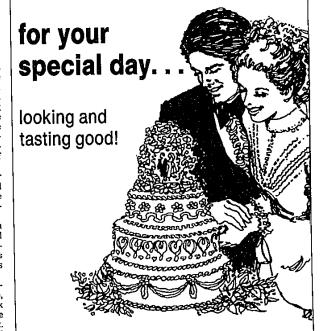
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