

of the perfume business — expensive-looking and smelling scents.

Manufacturers are offering floral scents and expensive looks reminiscent of traditional perfumes in an attempt to build classic, long-lived scents, or, at least, the look of them. Those who don't have a tradition fake it.

According to one study, 80 percent of customers buy a new scent because of the bottle. As a result, many perfume bottles

coming out include better materials and elegant design in an effort to build a classic, non-trend-oriented business.

But not all entries to the market are new scents. Companies like Dior Perfumes have been reintroducing existing women's fragrances in an "esprit de parfum," stronger than eau de toilette and less expensive than perfume. And the "Joy" scent has been introduced in an eau de toilette to appeal to a younger market.



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