

GROSSMITH  
LONDON



OVERVIEW PRESENTATION

This booklet tells a story beginning in 1835

- a story of discovery, heritage and revival.





## INTRODUCTION

The House of Grossmith has a remarkable pedigree with strong royal associations and an enviable reputation for producing the finest perfume in the world.

Through a fascinating story of discovery, heritage and revival, Grossmith is once again a great perfume house, operating globally and owned and run by the Brooke family, descendants of John Grossmith, the founder.

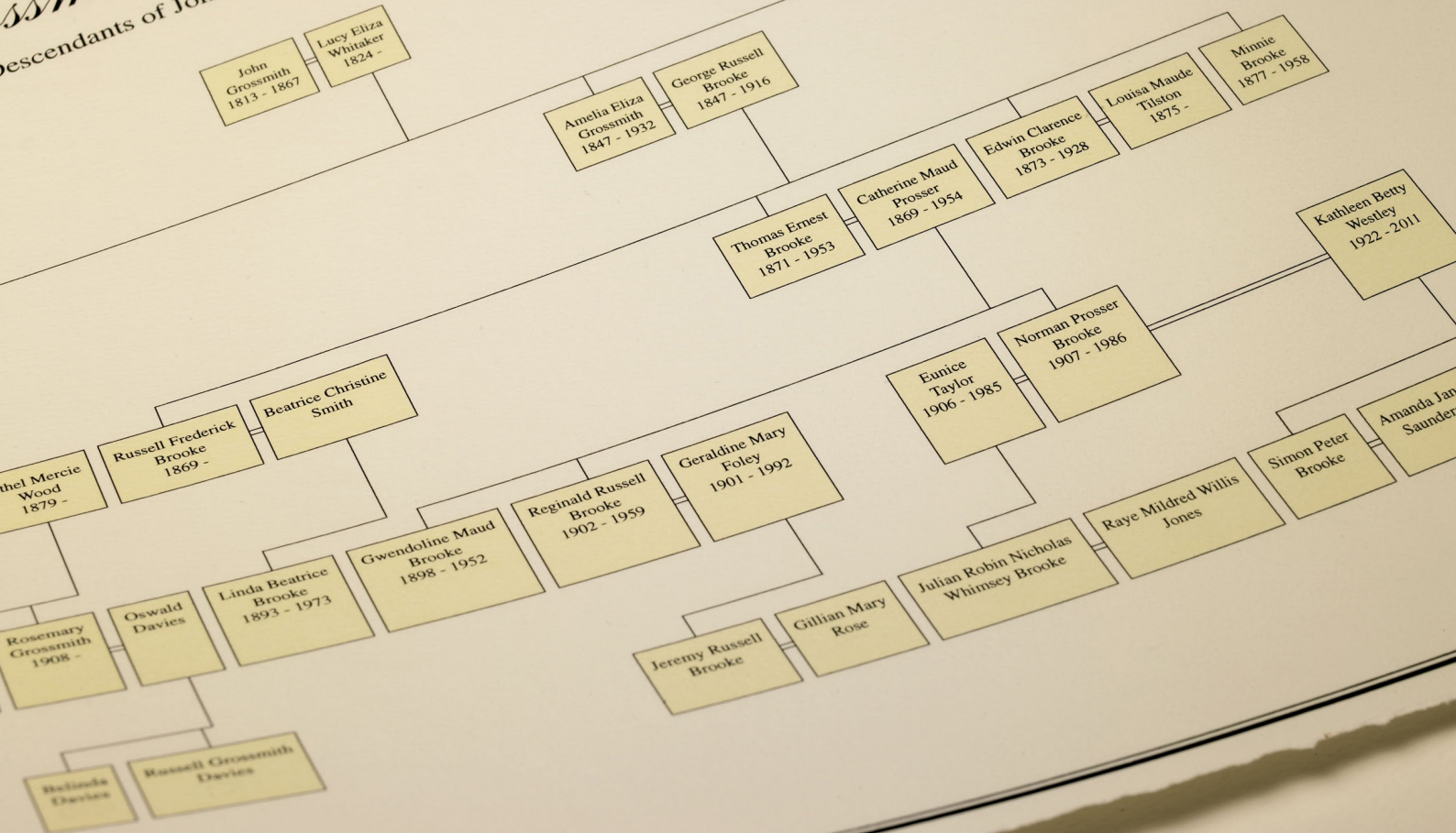
Grossmith has been restored to its former glory with the recreation of three of its iconic classic perfumes, the development of fragrances associated with royal events and the creation of new, modern fragrances for the twenty-first century.

**Above left to right:** John Lipscomb Grossmith (1843-1921), Amelia Brooke née Grossmith (1847-1932), The Brooke family (Clockwise from top left) Simon, Eleanor, Kate and Amanda.



# Grossmith Family

Descendants of John Grossmith - 1813 to 1867





## DISCOVERY

This is the story of the Brooke family's meticulous, detailed research.

Simon Brooke, the great-great grandson of the founder, John Grossmith, knew nothing of the Grossmith story – his family had never spoken of it. His interest in genealogy led him to discover he was descended from an old English farming family who founded the perfume house. Further research revealed the establishment of the perfume house, its roots as a grower and supplier of perfumery oils, its significant royal connections and, most fortuitously, a cousin with two of the formula books.

The family takes great pleasure in seeing the story continue to evolve. The generous contributions of memories and artefacts from people connected with Grossmith's past have enriched the narrative further.

**Previous page:** *Grossmith family tree connecting to Simon Brooke*

**Above:** *St. Peter's Church, Bishop's Waltham, Hampshire, the churchyard where Grossmith ancestors are buried*



## J. GROSSMITH & SON: HERITAGE

Grossmith is one of England's longest established perfume houses, founded in the City of London in 1835 by John Grossmith. John's son, John Lipscomb Grossmith developed the firm into a leading perfume house, manufacturing a wide range of perfumes, essential oils, fine soaps, face powders and toilet preparations including hand creams.

As long ago as the mid-1800s Grossmith was known as the 'Court Perfumers' and at the Great Exhibition in 1851 J. Grossmith & Son was the only English company to win a prize medal for perfumery.

Grossmith developed a reputation for producing beautiful perfumes using natural ingredients, imported from Grasse, some of which were bottled in Baccarat crystal flacons.

**Left:** Grossmith perfume bottle from 1870s - 'Court Perfumers'  
**Above:** Medals awarded to Grossmith for excellence in perfumery









## CREATIVE PERFUMERY

John Lipscomb Grossmith's creations were designed to evoke travel, to transport the wearer in their imagination. They were rich and complex floral ambers, among the first fragrances to go beyond the market of the time for single florals – this was the dawn of creative perfumery.

Phul-Nana, launched in 1891 and still on the market in 1975, was one of Britain's most successful and popular fragrances.

Grossmith's factory at 29 Newgate Street was described as 'The Laboratory of Flowers' by a journalist in the 1890s.

**Previous page:** *Hasu-no-Hana, Shem-el-Nessim and Phul-Nana, c. 1908*

**Above:** *Grossmith premises, 'The Laboratory of Flowers', 29 Newgate Street, 1901*



## ROYAL ASSOCIATIONS

Grossmith has a long tradition of celebrating royal events.

To mark the marriage of the Duke of York and Princess May in 1893 Grossmith created Betrothal and in 1897 Victorian Bouquet recognised Queen Victoria's Diamond Jubilee. In 1902 Grossmith launched 'Regal' to mark the Coronation of King Edward VII – 'truly a royal perfume'.

Strengthening these associations, Grossmith made personal presentations to members of the Royal Family. In 1895 a bottle of Phul-Nana was presented to the Prince of Wales, who became Queen Alexandra, at the Orient Exhibition held at Olympia. John Lipscomb Grossmith hosted a visit by King Edward VII to Grossmith's premises in Grasse in 1903.

**Above:** Betrothal bottle, 1893

**Right:** Victorian Bouquet, 1897, photographed for Kensington Palace's 2012 exhibition 'Jubilee: A View from the Crowd'







BY APPOINTMENT TO HER LATE MAJESTY  
QUEEN ALEXANDRA.

Established 1835. Highest Awards at all principal Exhibitions commencing 1851.



BY APPOINTMENT TO  
HIS MAJESTY THE KING OF SPAIN.



BY APPOINTMENT TO  
THE COURT OF GREECE.

# J. GROSSMITH & SON Ltd



OFFICES AND SHOWROOMS



FACTORY AND WAREHOUSES

## PERFUMERS & FINE SOAP MAKERS

### WHOLESALE & FOR EXPORTATION

#### Manufactory in Bond

WAREHOUSES:

19, 20, 21, IVY LANE, 2, 3, 4, DUKE'S H<sup>o</sup> PASSAGE, 24, 27, PATERNOSTER SQ. E.C.

TELEPHONES: CITY { 3226.  
3227.

INLAND TELEGRAPHIC ADDRESS: GROSSMITH, CENT, LONDON.

FOREIGN " " GROSSMITH, LONDON.

CODES

5<sup>th</sup> & 6<sup>th</sup> EDITION, A.B.C.  
& BENTLEYS.

## NEWGATE STREET, LONDON.

REGISTERED TRADE MARKS:

HASU-NO-HANA PHUL-NANĀ  
SHEM-EL-NESSIM WANA-RANEE  
FLORODORA BETROTHAL  
VERUS-NATURE VICTORIAN  
FLORISIS, ETC.



## ROYAL WARRANTS

Royal Warrants may be awarded to individuals or companies who have supplied goods or services for at least five years to the most senior members of the Royal Family. The Warrants acknowledge excellence and quality, and are highly prized.

Grossmith's Royal Warrant was granted by Queen Alexandra (1844-1925), the wife of King Edward VII. The company also held Warrants from the Royal Courts of Greece and Spain.

**Previous page:** *Grossmith notepaper with Royal Warrants from HM The King of Spain, the Royal Court of Greece, and Queen Alexandra*

**Above:** *Portrait of Queen Alexandra by François Flameng, 1908*





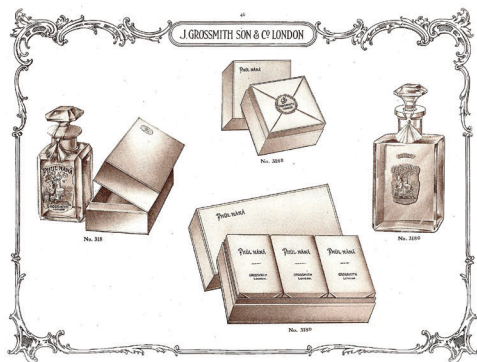
## FORMULAE BOOKS & BRANDS

John Lipscomb Grossmith (1843-1921), the son of the founder, was trained as a perfumer in Grasse. Following his training he returned to London to combine his creative and progressive perfumery skills with a pioneering recognition of the significance of expanding product ranges and creating brands.

The formulae books held by the company are likely to have been written by John Lipscomb Grossmith himself and they contain original formulae for over 300 products including 96 perfumes, 23 eaux de toilette and colognes, 10 essential oil blends and 82 soaps which were marketed through more than one hundred separate brand names.

**Left:** Formulae books

**Above:** Pages from formulae books



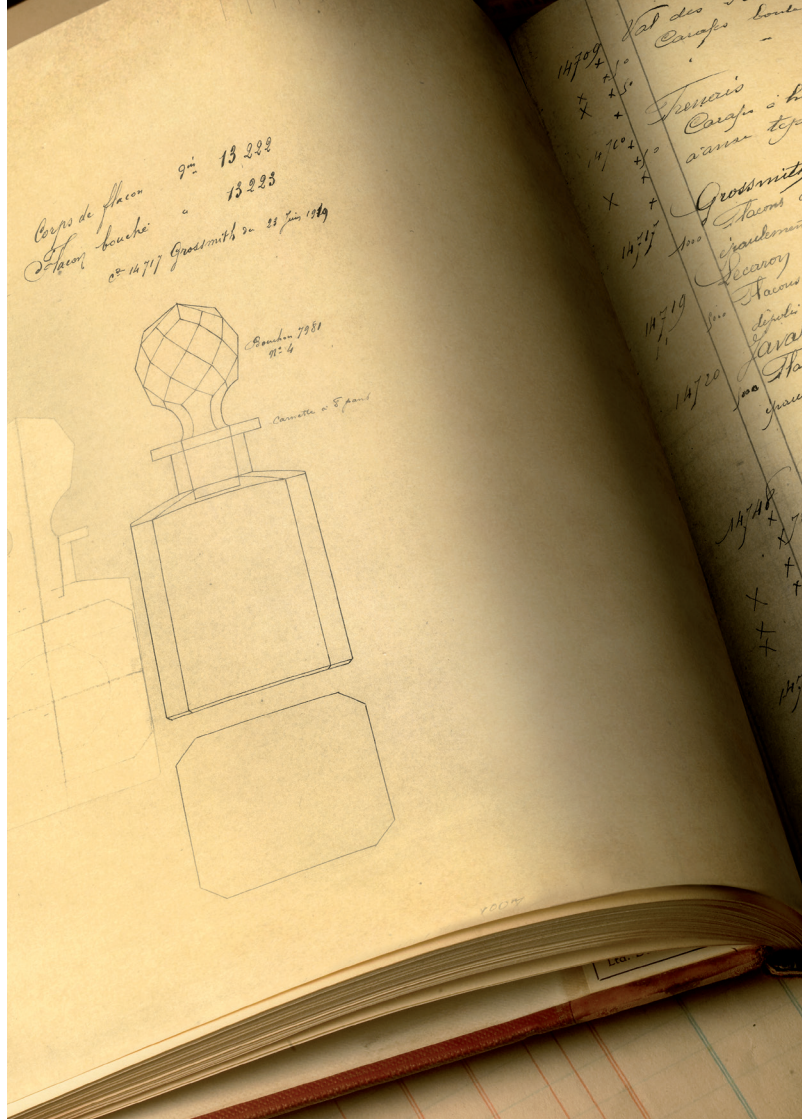
## MAISON BACCARAT & GROSSMITH

In the early 1900s John Lipscomb Grossmith commissioned hand blown and polished Baccarat crystal flacons and created special fragrance formulae for Grossmith's new 'Serie de Luxe'.

Grossmith's decorative Victorian and Edwardian bottles and packaging gave way to a new, more fashionable, minimalist style of presentation.

**Above:** Page from Grossmith catalogue, 1921

**Right:** Grossmith order and drawing of flacon from Baccarat ledger, 23rd June 1919





## THE DECISION: A NEW BEGINNING

The discovery of the dormant house with its astonishing heritage, original formulae, Baccarat flacons and strong royal associations made a revival irresistible.

In order to achieve this, the Brooke family assembled a team of designers and suppliers from among the best in their fields.

The family and their team of experts have restored Grossmith to its rightful place as a prominent classic English perfume house that once again is producing the finest perfume in the world.

Bottles and packaging were redesigned for the modern market making reference to Grossmith's beautiful Victorian and Edwardian styles and decorative patterns.

*Left: The Classic Collection perfumes: Hasu-no-Hana, Shem-el-Nessim and Phul-Nana*







## REVIVAL: THE PERFUMES

Grossmith invited Robertet, the Grasse-based fragrance house specialising in the highest quality natural materials, to 'remaster' three classic fragrances, Hasuno-Hana (1888), Phul-Nana (1891) and Shem-el-Nessim (1906) using the original formulae and keeping natural materials wherever possible, irrespective of cost.

The remastered versions of these fragrances are true classic English perfumes, comparable to the greats of French perfumery, produced by Guerlain and Houbigant.

**Previous page:** *Gas chromatographic analysis of perfume sample*

**Above:** *Perfume scientist at work, photograph courtesy of Robertet*

# HASU-NO-HANA

The scent of the Japanese lotus lily

A bright, radiant composition with pronounced Chypre and Amber facets on a woody, dry, very sensual base.

Hasu-no-Hana hailed the dawn of modern creative perfumery. Originally created in 1888, this scent has a timeless quality which comes from its pioneering spirit.

## TOP NOTES

Bergamot  
Bitter Orange

## HEART NOTES

Rose  
Jasmine  
Ylang Ylang  
Iris

## BASE NOTES

Vetiver  
Patchouli  
Oakmoss  
Cedarwood  
Sandalwood  
Tonka Bean





## PHŪL-NĀNĀ

Hindi for 'lovely flower'

A fresh, sweet Floral composition with aromatic Fougère overtones on a soft, warm, woody base.

Originally created in 1891, this scent is a rare marriage of the herb garden with the flower garden, unusual in a feminine fragrance. It paved the way for the 'modern' fragrances that were to follow.

### TOP NOTES

Bergamot  
Orange  
Neroli

### HEART NOTES

Geranium  
Tuberose  
Ylang Ylang

### BASE NOTES

Patchouli  
Benzoin Siam  
Cedarwood  
Sandalwood  
Opoponax  
Tonka Bean  
Vanilla Bourbon

## SHEM-EL-NESSIM

Arabic for 'smelling the breeze'

Florentine Iris, known for its rarity and expense is truly at the heart of this fragrance.

Originally created in 1906, this rich, luxurious fragrance typifies the Edwardian era with its warm floral powdery character.

### TOP NOTES

Bergamot  
Neroli

### HEART NOTES

Geranium  
Rose  
Jasmine  
Ylang Ylang  
Orris

### BASE NOTES

Musk  
Patchouli  
Cedarwood  
Sandalwood  
Heliotrope  
Vanilla







Dedicated by Special Permission to  
H.R.H. THE DUCHESS OF YORK  
(PRINCESS MAY).



## THE BETROTHAL

The original Betrothal fragrance was created by Grossmith in 1893 to celebrate the engagement and marriage of the Duke of York and Princess May who later became King George V and Queen Mary.

Launched to celebrate the Royal Wedding in 2011, Betrothal was the first of Grossmith's Royal Collection of contemporary fragrances. It was inspired by the original formula and news of HRH Prince William and Catherine Middleton's engagement.

**Left:** Kensington Palace, photograph by Nell Gwynn

**Above:** 'Victorian Bouquet' advertisement from 1897

## BETROTHAL

Betrothal opens with a burst of lively citrus notes, leading to a ravishing floral bouquet combining Rose de Mai and Jasmine from Grasse. It dries down to a rich sensual base.

Betrothal is a magical, resolutely modern scent with elegance and sophistication. The fragrance – made with the finest materials – is perfectly matched for a contemporary royal love story.

### TOP NOTES

Bergamot  
Neroli

### HEART NOTES

Rose de Mai  
Jasmine  
Ylang Ylang

### BASE NOTES

Vetiver  
Patchouli  
Cedarwood  
Sandalwood  
Vanilla  
Musk





## 'THE ROYAL PERFUME'

In 1897 Grossmith created the fragrance Victorian Bouquet – 'The Royal Perfume' – to celebrate Queen Victoria's Diamond Jubilee.

Described in 1897 as 'A tribute of fragrance in commemoration of Her Majesty's Reign... A rare collection of exotic odours culled from the flora of the British Empire', the only known bottle of Victorian Bouquet was exhibited during 2012 in Kensington Palace in an exhibition commemorating Queen Victoria's Diamond Jubilee.

Following tradition, Grossmith created a new modern fragrance for the Royal Collection, Diamond Jubilee Bouquet, to celebrate the occasion of the Diamond Jubilee in 2012 of Her Majesty Queen Elizabeth II.

**Left:** Buckingham Palace, photograph by Jim Jordan  
**Above:** 'Victorian Bouquet' advertisement from 1897

## DIAMOND JUBILEE BOUQUET

Diamond Jubilee Bouquet opens with lively citrus notes of orange and lemon, highlighted by soft nuances of lily of the valley and narcissus.

Its elegant floral heart is comprised of rose, iris, jasmine, violet and heliotrope, balanced by a hint of smoky vetiver, on a warm, sensual base of vanilla, tonka bean, hawthorn, amber and powdery musks.

Grossmith's tribute to Her Majesty Queen Elizabeth II is a floral tapestry for the twenty-first century.

### TOP NOTES

Orange  
Lemon  
Lily of the Valley  
Narcissus

### HEART NOTES

Rose  
Iris  
Jasmine  
Violet  
Vetiver  
Carnation

### BASE NOTES

Vanilla  
Tonka Bean  
Hawthorn  
Amber  
Musk







# “Regal”

TRULY A ROYAL PERFUME

## CORONATION CREATIONS

Grossmith celebrated the Coronation of King Edward VII in 1902 by launching a fragrance called Regal.

In the early 1800s John Grossmith, the founder, farmed lavender, thyme and rosemary in Banstead, Surrey, for use in perfumery and flavourings. Grossmith always had lavender products in its ranges, from a collection of lavender colognes in the mid- to late 1800s to the well-known Old Cottage Lavender toiletries sold from the early 1900s until the 1970s.

We know of King Charles' love for his Highgrove garden and that lavender and thyme are found in abundance there.

In keeping with tradition, Grossmith launched King's Salute, an aromatic fougère, on 6 May 2023, to mark the Coronation of King Charles III.

**Left:** Coronation Emblem

**Above:** 'Regal' was launched to celebrate the Coronation of King Edward VII in 1902

## KING'S SALUTE

A celebratory fougère with an opening of bright citrus and bold lavenders, King's Salute dries down to a heart of iris and thyme with nuances of black pepper and cardamom. The lavender note is sustained throughout, supported in the base by subtly sweet musks and amber.

King's Salute, the third member of Grossmith's Royal Collection, celebrates the King's passion for plants and gardening while renewing Grossmith's historic connections to lavender.

### TOP NOTES

Bergamot  
Elemodor  
Blackcurrant  
Black Pepper

### HEART NOTES

Lavender  
Lavandin  
Thyme  
Iris  
Cardamom

### BASE NOTES

Oakmoss  
Amber  
Cashmeran Accord  
Musk  
Coumarin







## BACCARAT

Using the original moulds from the early 1900s, new Baccarat crystal flacons have been hand blown and etched in pure gold using decorative motifs from the Grossmith archive. Special extrait perfumes fill the flacons which are tied with a golden silk thread.

A new decorative design was created for the Diamond Jubilee Bouquet flacon referencing the exquisite metalwork of the gates at Buckingham Palace.

**Previous page :** *Hasu-no-Hana, Shem-el-Nessim, Phul-Nana, Betrothal, Diamond Jubilee Bouquet Baccarat flacons, 2009-2012*

**Above:** *Base of the first newly-created flacon, Number '0001'*





## BLACK LABEL COLLECTION

The Black Label Collection encapsulates Grossmith's ambition: to continue to use the highest quality materials to make the finest fragrances with a contemporary aspect.

The fragrances of the Black Label Collection share the complexity, quality and understatement of the Classic and Royal Collections and enrich the modern Grossmith fragrance palette.

John Lipscomb Grossmith's ethos and legacy live on through this Collection.

*Above: Black Label Collection presentation*



## FLORAL VEIL

An enchanting white floral with an underlying cool aspect. The beauty of this fragrance echoes the air of mystery and sophistication created by a veil.

Vibrant citrus notes and green accords combine attractively with the rich floral heart of geranium, rose, ylang, tuberose and vanilla orchid. The composition rests on a warm, smooth base of cashmeran, amber and musk. An intriguing creation, with contrasting cool top notes and a warm, opulent floral heart.

### TOP NOTES

Citrus  
Lemon  
Green Notes  
Cassis

### HEART NOTES

Geranium  
Rose  
Ylang Ylang  
Tuberose  
Vanilla Orchid

### BASE NOTES

Musk  
Cashmeran  
Amber

## AMELIA

This feminine scent was created in honour of Amelia Brooke, Simon's great grandmother, who was the key to his discovery of the lost perfume house. Amelia's father was the founder, John Grossmith.

Amelia is a soft and elegant chypre which opens with enticing notes of neroli and osmanthus, and develops into a smooth floral heart of rose, peony and jasmine, supported by warm amber. Patchouli, sandalwood, vetiver and cashmere musks form the long-lasting and rounded base.

### TOP NOTES

Neroli  
Osmanthus

### HEART NOTES

Rose  
Peony  
Jasmine  
Amber

### BASE NOTES

Patchouli  
Sandalwood  
Vetiver  
Cashmere Musks





## GOLDEN CHYPRE

A bright and contemporary interpretation of the classic chypre, Golden Chypre conjures images of autumn sunlight shimmering on golden leaves.

Spicy notes of cardamom and nutmeg are blended into the opening bright citrus accord. Notes of rose, geranium and heliotrope provide a beautiful balance to the vibrancy of the opening, while the patchouli lends a warm, earthy quality. Dry, smoky vetiver leads seamlessly into a sensual base of woods, amber and musk.

### TOP NOTES

Bergamot  
Orange  
Cardamom  
Nutmeg

### HEART NOTES

Rose  
Geranium  
Heliotrope  
Patchouli  
Vetiver

### BASE NOTES

Woods  
Amber  
Labdanum  
Musk

## SAFFRON ROSE

A complex Woody Amber fragrance combining saffron and rose to create a wonderfully rich and opulent scent.

This striking composition entices with spicy notes of saffron and cinnamon, supported by a beautiful rose. The heart is comprised of myrrh, oud wood and tobacco, which lend a stunning smoky quality to the fragrance, developing into a luxurious base of creamy woods, labdanum and dark animalic accords.

### TOP NOTES

Saffron  
Rose  
Cinnamon

### HEART NOTES

Myrrh  
Oud Wood  
Tobacco

### BASE NOTES

Castoreum  
Sandalwood  
Labdanum  
Amber  
Guaiacwood





## FORTNUM & MASON EXCLUSIVE

Grossmith has much in common with Fortnum & Mason. We share long histories, tradition, quality and Englishness. We also share contact with distant shores through Grossmith's use of rare and natural materials particularly in our Classic fragrances and Fortnum's sourcing of their teas and coffees and indeed their customers from all over the world.

We've created a fragrance which celebrates and blends all these aspects. Its theme is English woodland and its name is Sylvan Song.

*Above: Sylvan Song presentation*

## SYLVAN SONG

Made exclusively for Fortnum & Mason

A vibrant floral ambery composition comprised of velvety rose and jasmine upon a smouldering base of smoky incense, resins, woods and musk. An effervescent accent of bergamot in the opening lends an uplifting balance to this seductive perfume.

### TOP NOTES

Bergamot

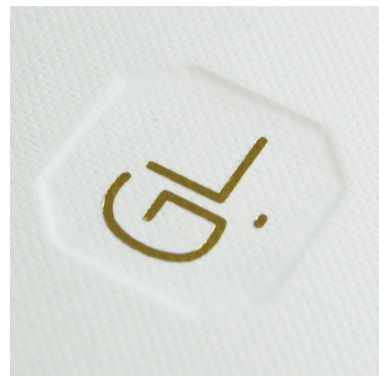
### HEART NOTES

Jasmine  
Rose  
Ylang

### BASE NOTES

Patchouli  
Vetiver  
Guaiaac Wood  
Benzoin  
Musk  
Incense  
Tonka Bean





## PRESENTATION

The family acts as brand guardian, managing design in-house in close collaboration with suppliers.

Grossmith's handmade, elegant display boxes, iconic reeded bottles and distinctive overcaps are all unique and all make subtle reference to our heritage. Our bottles are filled and packed by hand at our production facility in Gloucestershire.

Grossmith values and respects the words 'Made in England'.

**Left:** Hasu-no-Hana in the Classic Collection Eau de Parfum presentation  
**Above:** Grossmith gold foiled monogram on a Perfume presentation box







## GROSSMITH: THE FUTURE

The perfume house is now owned and run by the fifth and sixth generations of the Grossmith family, direct descendants of John Grossmith. Having re-established Grossmith as an influential, iconic perfume house, the family is developing the business around the world.

Grossmith fragrances are sold only in the best perfumeries, where staff truly appreciate their quality and authenticity and bring the story and fragrances to life for customers. Family members have met nearly all stockists and trained their staff: the personal approach is very important to Grossmith.

**Previous page:** *The Brooke family (clockwise from top left) Simon, Eleanor, Kate and Amanda.*

**Above:** *Grossmith Black Label Collection bottle cap with Grossmith monogram*

Respecting the scents of the past while creating those of tomorrow..

More than 185 years of heritage and family pride are encapsulated in each bottle.



