

27th JULY 1979



This elegant horse-drawn brougham with its liveried coachman was used by Taylor of London, the English perfumers, to deliver their English floral perfumes and traditional fragrances. It is now the subject of a documentary film, 'Delivered in Style'.

Timeless fragrances of Taylor of London

"THE secret is in the oil" said Mr. Ross Duncan, a director of Taylor of London at the factory in The Dean, Alresford.

But the oil he was referring to was not that which causes us to spend hours queuing to fill our petrol tanks.

Mr. Duncan was referring to the heady smells of yesteryear which are emitted from the products made by Taylor of London, perfumers. The scent of an English garden and of nostalgia.

The secret is the original formula of John Noakes Taylor, whose handwritten "recipe book" of floral perfumes dating from 1887, is safely guarded under lock and key in Sloane Street, London.

John Noakes Taylor was a chemist who found he could combine his knowledge of pharmacy and love of flowers to create natural perfumes.

From a laboratory behind his shop in Mortimer Street, then the heart of London's fashionable 19th century carriage-trade district, he created a series of products that soon had the cream of not only London, but of Continental society, knocking on his door.

He ceased pharmacy, and founded Taylor of London.

Taylor of London's reputation became firmly established as Englishmen from abroad sent to Mortimer Street for their colognes, ladies from the country sought his floral perfumes, and many crowned heads of Europe insisted on his Gardenia Bath Essence. Toiletries were supplied to Edward VII.

In 1920, Stanley Taylor succeeded his successful father and continued his father's traditional standards of distilling and bottling every fragrance by hand, and maintaining the exclusive quality of elegance and perfection.

Mr. Michael Stewart-Smith took over the business in 1963 and he moved the shop to Sloane Street, the area of London to which the fashionable shoppers had gravitated.

Trade expanded to the extent that the workshops behind the premises were not large enough, and a small factory was acquired in the lovely country town of Alresford, Hampshire.

It is in Alresford that the traditional fragrances continue to be made, using the same natural materials and the same methods devised by John Noakes Taylor.

Because of the English climate, flowers are brought in from the South of France, Yugoslavia and Morocco to add to our own host of flowers

such as marigolds, poppies and lavender.

These flowers, in their dried state, have little scent, and it is the secret formula oil of English flowers added to them, which produces the fragrance.

Such is the strength of this exclusive oil, that Taylor of London confidently guarantee their pomanders for fifty years use. All pomanders are of bone china, supplied by Wedgwood, Coalport, Crown Staffordshire and Royal Grafton, resulting in lasting and beautiful gifts. Pendant and clove pomanders are also included in the range.

In recent years there has been a distinct revival of interest in English smells and dried flowers, and some thirteen years ago, Taylor of London were quick to take note of this tide by re-introducing Pot-Pourri and Pomanders.

The result has been that Taylors now have a major hold on the home market, with 90 per cent of their production being exported to countries such as the U.S.A. where English nostalgia runs high, Japan, Australia, New Zealand, South Africa and Europe.

The Alresford factory has 30 workers, but to that number can be added 120 outworkers from two hospitals. One is Tichborne Down House Hospital at Alresford, which caters for mentally handicapped men, and the other is a hospital for spastics at Basingstoke.

Acknowledging that today's younger generation is as much in love with natural floral fragrances as were their Victorian ancestors, Taylors of London are now presenting their best loved fragrances in bottles and packs adapted from their original Victorian designs and colours. Their toilet waters for instance are presented in elegant gift boxes covered in velvet flock paper lined in white with an embossed gold "T" on the inner lid. The bottle itself is shapely with gold-coloured screw caps and with a velvet ribboned bow around the neck which matches the label and box. The packaging of the talcum powders, soaps and foaming bath seeds are a delight.

Sachets are presented in every conceivable form for hanging in wardrobes and placing in linen, to the traditional embroidered and lace sachets and pillows and the very beautiful Dolly-Bag. Neither are the gentlemen forgotten, with their toiletries packed in more chunky, masculine type bottles.

Meanwhile, the retail centre continues to be the most English of English establishments in Sloane Street, and

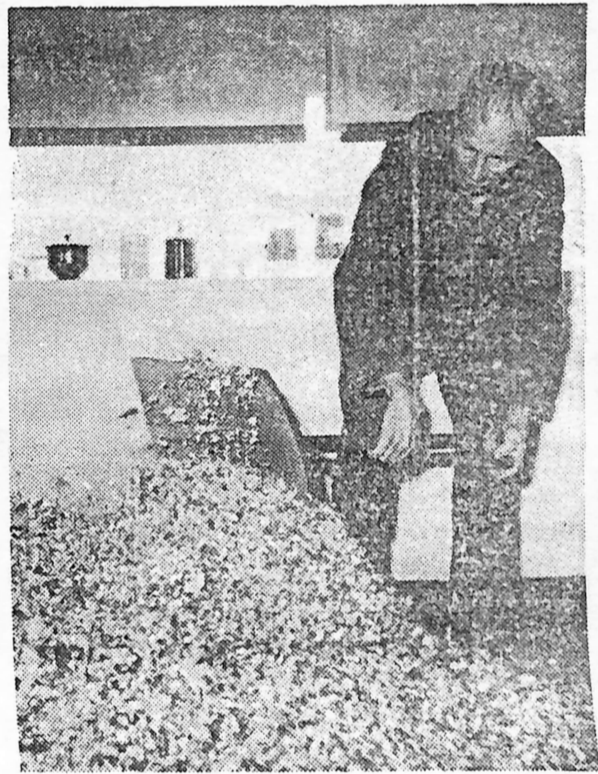
their method of deliveries from the premises to the West End has become one of the sights of London.

Symbolising their quality and tradition, an elegant horse-drawn brougham, with liveried coachman is their transport, thus establishing without much doubt, Taylors link with the past. This horse-drawn coach is used in their advertising and sales literature.

A documentary film has been made of the coach, entitled "Delivered in Style" and depicts a typical day of the coach on its rounds past the historic sights of London. Without commentary, but with an original score to accompany the clip-clop of horse's hooves, this film received The Silver Award at the U.S. Industrial Film Festival in Chicago in 1977. On application, Taylor of London make this film available to schools, societies and clubs.

Apart from their own Sloane Street premises, the products can be purchased from departmental stores, chemists and gift shops.

The waft of timeless fragrance can greet you from bowls of dried flowers in such places as the Glynbourne Opera and the Stately Homes of England. — as timeless as Taylor of London itself appears to be.



Len Pearce at the Alresford factory, mixing the pot-pourri, using a special wooden spade.



Pam White, Betty Sadler, Muriel Raymont (supervisor) and Kath Petchell, gift packaging the pot-pourri.