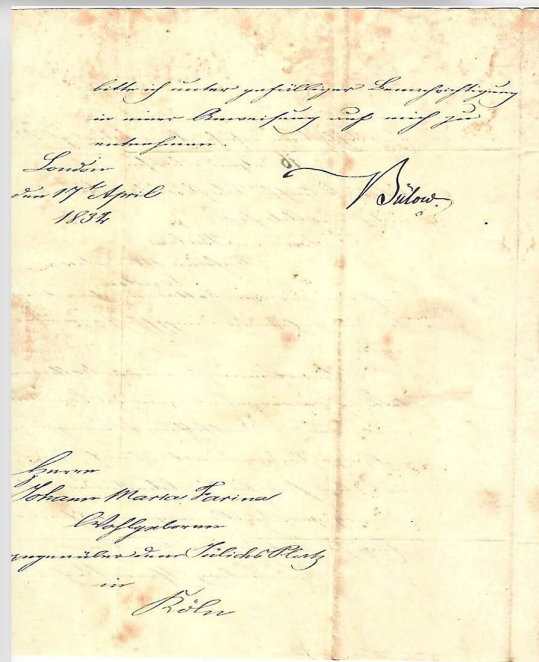
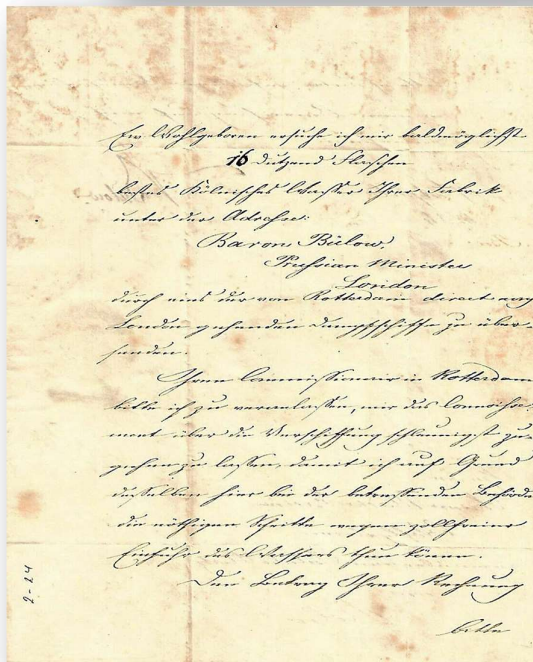
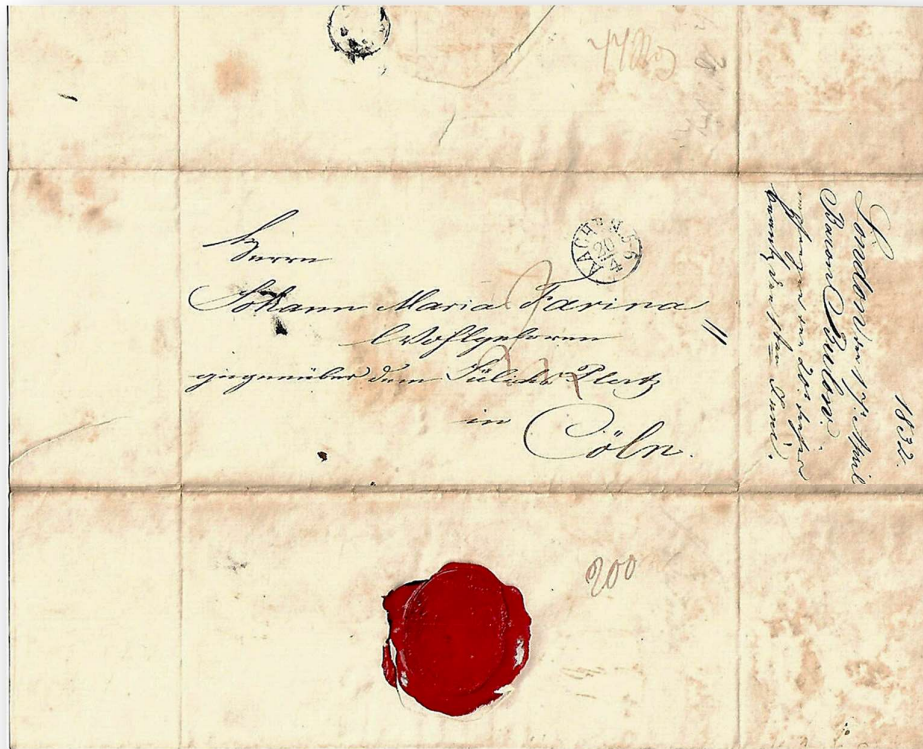


Johan Maria Farina

With this letter from 1832, Heinrich von Bülow, Prussian statesman and son-in-law of Wilhelm von Humboldt, ordered 16 dozen bottles of Eau de Cologne for the London court from the exclusive producer Johann Maria Farina in Cologne.



APPLIED PHILATELY NO. 67

On the one hand, the letter documents the longing for refreshing bergamot and Italian flower essences in the fog of the early industrial world metropolis. On the other hand, it documents the emergence of the modern brand. In 1709, the perfumer transferred the address of his house to his product in the then customary rococo scrollwork. Thus, high-proof Eau Admirable became the personally marked perfume of Johann Maria Farina across from Jülichplatz. As Eau de Cologne, it conquered the world, and countless imitators such as 4711 followed. For good reason, the unique signature with the founder's address still characterizes the Farina brand today. The only thing that has faded is the Italian scent of spring, which was added to many a letter by a delicate hand in those days.



Literatur / Quellen:
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