



The Story of the IPBA Logo

IPBA member Rod Baer created the first design for the logo with a line drawing. Member Shari Maxson Hopper created a photographic version of it. Here they explain their parts in designing the IPBA logo.

From Rod:

As avid perfume bottle collectors, my partner Randy Monsen and I looked everywhere for new treasures for our collection. We searched antique shops, flea markets, and antique malls locally and throughout the US and Europe. We connected with other collectors, but there were just never enough "finds" to satisfy our collecting dreams. It was the late 1970's, early 1980's - before the common use of the internet. Without that, we had to figure out how to best use our other options. We placed "Wanted to Buy" ads in the Antique Trader, a national weekly trade publication that contained many pages of want ads for antiques to buy, and as many pages of ads to sell them. Then we thought of adding drawings of perfume bottles to our ads to make them stand out. Even though I never had art training, I drew bottles from our collection and I also looked at photos of perfume bottles for inspiration to create sketches. We developed some ads showing different perfume bottles. Through these ads with the drawings, we broadened our buying market and vastly increased our collection.

In 1988, the International Perfume Bottle Association was formed. A friend of ours, Madeleine France, was their first president. She wanted a logo for the newsletter and other membership materials. The logo needed to represent the collecting interests of the members. She had seen our ads in the Antique Trader and knew that I drew them, so she contacted me about creating a logo. I went through my portfolio and chose drawings representing the main collecting categories: Commercials, Atomizers, Lalique, Czech, Victorian, and Crown-tops. I used some drawings I already had and added some new ones to fill in missing categories. Using these drawings, I experimented with placement to develop an arrangement that was visually interesting. I sent several sketches to Madeleine. The logo you see now, 25 years later, is the one that Madeleine chose. If you look very closely on some printings of the logo, you will find my signature, "RB 89" (hint: it's on the Czech bottle!).

Over the more than 25 years history of the IPBA, the organization has continually grown and changed. I'm proud that the logo I created has been one constant in that history, that represents an organization so many have loved!



Rod Baer

From Shari:

I became involved in this project when I wanted to create a new brochure for the Member-Get-A-Member program. I thought the brochure should be as attractive as the Perfume Bottle Quarterly magazine. To attract potential members, we needed a new brochure with beautiful pictures of the various types of bottles we collect. I thought it would be a good start to have the actual bottles that are pictured in our logo drawing. In preparation for creating a new full color brochure with pictures of the fabulous bottles we collect, I found the actual bottles represented in Rod's logo and photographed them.



*Shari
Maxson Hopper*

On the following pages are examples of perfume bottles of the categories represented in the IPBA logo. Those followed by an asterisk are from the IPBA Virtual Museum.