

EM

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On the cover: Alyson Oldoini brand presents
Bucato Royale & Marsiglia Musk

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PASSION, CREATIVITY, INNOVATION: 2019, A NEW YEAR WITH **MANE** SUCCESSES

MANE perfumers illuminate 2019 with brilliant scents which combine **MANE's** purest natural ingredients and innovative captives.



Véronique Nyberg created for **TRUSSARDI RIFLESSO BLUE VIBE** a dynamic game of contrasts: hot and cold, rational and emotional, elegant and rebel, sweet and bitter. The fragrance opens with inebriant Rum Pure Jungle Essence™, **MANE** specialty, enveloping Davana Essential Oil and sparkling Yuzu. In the heart notes, Geranium Essential Oil blends with Hazelnut Neo Jungle Essence™ and then encounters the enchanted world of Artemisia Essential Oil. The mysterious and intense base notes of Italian Leather Accord, Amberwood and Tobacco Absolute link the fragrance to the heritage of Trussardi brand and to Italian craftsmanship tradition.

The brilliant character of **FERRAGAMO RINASCIMENTO** is reflected in the deep green of the jus created by Alex Lee. The top is a mix of Italian Mandarin Essence, Basil Essence and Green Pepper Neo Jungle Essence™, for a powerful and sparkling impact. The flowery heart feels like a daring bouquet where the green notes of the Lily combine with the Tuberose Absolute magnetism and the delicate voluptuousness of the Florentine Iris Butter. Sandalwood and Orcanox™ add a sensual touch to the base, while the Vetiver makes it vibrant.



The second chapter of **DOLCE&GABBANA THE ONLY ONE's** iconic signature of Coffee and Violet is reinterpreted by Violaine Collas with powdery Red Roses, the symbol of love and seduction. Top notes of Red Berries, Pear and Freesia are blended with a heart of Red Rose Superessence, Violet and Coffee, lending a warm and sensuous aura to the scent. Smooth, sweet notes of Tonka Bean and Patchouli in the base amplify its addictive quality, lingering on the skin and demanding your return...

Created by perfumer Julie Massé, the new **GIORGIO ARMANI SÌ FIORI EAU DE PARFUM** reinterprets the classical SÌ Eau de Parfum Chypre theme with Neroli, blended with top notes of sparkling Green Mandarin and energetic Blackcurrant, the signature ingredient in every SÌ fragrance. With base notes of Vanilla and White Musk, SÌ FIORI has a grace that is both simple and complex, like a flower, from which it takes its inspiration.



Véronique Nyberg and Julie Massé have created **HALLOWEEN MAGIC** by **HALLOWEEN**, a fascinating and mysterious Chypre Fruity Elixir. Sparkling on top, the essence of Yellow Mandarin mingles with the juicy tones of Raspberry and a Pear Sorbet and invites us into an acidulated and colorful universe. The heart notes unveil a captivating bouquet with Jasmine Sambac Absolute, Freesia and Pink Peony. In the dry down, an astonishing, attractive and oriental wake breaks out from the depths of the fragrance with hints of Patchouli, Vanilla and Tonka Beans.

Even more glamour
and innovation to come...





ALYSON

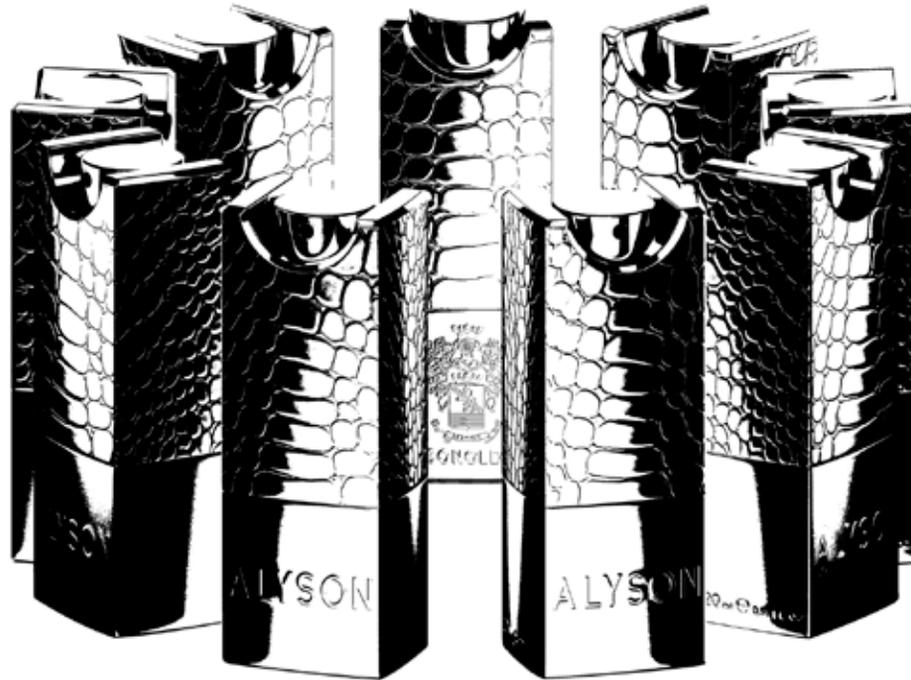
ALYSON

ASK TO HER WHO WASHES AND TO HIM WHO IRONS.

**BUCATO ROYALE & MARSIGLIA MUSK DEDICATED TO THOSE WHO LIKE
WEARING THE WHITE SHIRT.**

ALYSON OLDINI

interprets the new "bucato italiano"



Alyson Oldini, in her quality of industrial designer, projected personally the dress of the perfumes line of the Brand founded by herself. The sketches related to the exclusive designs, necessary to the materialization of the products, come from her intuition. The attention and the awareness of the preciousness of the perfumes recall the need to dress up the bottles according to the concept of exclusivity. Every detail is studied to be perfect. The atomizer of the perfume is realized in order to finely nebulize the fragrance, according to the rules of the artistic perfumery. The customized moulds, realized in Italy, respectively for the 100ml and the 20ml rechargeable format, are patented and registered. Luxury, for Alyson Oldini, is in the simplicity of the line, the high technology of the forms that enclose the exclusivity of the fragrances contained in them.

The engraved coat of arms is the symbol of an history of noble heritage that embodies the Brand ALYSONOLDINI. The line, completely Made in Italy uses precious materials that are highly performing. The Platinum galvanic of the cover of the bottles is matched with the precious packaging of the white and black boxes. In 2019 the collection of perfumes enriches with inedited olfactive notes with unique scent. Breathing intensely the scent of cleanness. The most beautiful sensations will appear in the memories. Dedicated to Her who washes, and to Him who irons. Olfactive memory has a unique ability to bring back, when stimulated, a past and deeply positioned in the memories experience: nothing is more unforgettable than a smell, it is able to resist to the spoiling of

time like no other sensorial data. The perfume and the freshness of the laundry hanged in the sun evoke, in absolute, the concept of cleanness. For this reason ALYSONOLDINI dedicates two new unisex fragrances with a name that reveals specifically their identity card: *Bucato Royale* and *Marsiglia Musk*. A patented formula, unique in its kind, that introduces in the scenery of artistic perfumery. The interpretation of amber and floral notes belong to *Marsiglia Musk*, fruity and aldehyd notes emphasize the fragrance *Bucato Royale*. Two perfumes to be nebulized together, according to the game of layering, or to wear singularly, dedicated to those who like wearing the white shirt.

MARSIGLIA MUSK
BUCATO ROYALE



XERJOFF *Truly Italian DNA, recognized all over the world*

Who knows whether, in the words of Fedor Dostoevskij, "Beauty will save the world"? What is certain is that in the professional career of Sergio Momo beauty has always provided an unfailing reference point.



Sergio Momo's interest in the world of perfumes was neither a matter of chance nor a sudden passion. On the contrary, it was deeply rooted in his own childhood. Momo recalls: "I was born into a perfume-loving family. One of my earliest memories is that of my grandmother showing me her exclusive Lanvin and Coty flacons. My parents, too, owned a carefully selected collection of perfumes. My father was a hard-working man and used to spend long periods of time in Eastern countries, where he discovered a passion

for natural essences like incense and sandalwood". The decision to turn Momo's passion into an elite brand took shape first in 2005, when he made a trip to Grasse, the international capital of perfumery, in order to attend classes on perfume creation and on the cultural-historical foundations of modern perfumery since the 19th C. He was also introduced to natural perfumery and distillation techniques. Hence was born the Xerjoff brand, a name that brings together "Joff" (the nickname given to Sergio Momo by his maternal grandmother) and "Sir", the form of address used by his London colleagues. Though ethereal, disembodied and evanescent, perfumes exert a strong and marked presence as soon as they become part of our lives. By their own nature, perfumes are capable of conjuring up fantastic scenarios and of firing our imagination by means of a sensory "derailment", whereby tones suggest shapes, shapes suggest colours, and colours spaces, in an endless play of synaesthetic connections. This is what most attracts Sergio Momo: "Of all the five senses, smell is the most stimulating from a creative point of view, because perfumes are a means to reach out to places,

situations, people, a means to bring back memories and sensations. Despite being so intimate and personal, perfumes let everyone get in touch and share emotions with anyone close by". Xerjoff's founder has turned this approach into reality thanks to his precious collections, always evocative and appealing to all the senses. The secret of Xerjoff's style, recognized and appreciated in over 60 countries all over the globe, lies in a deep knowledge of the raw materials employed and of their specific extraction techniques. Its international success, however, has in no way overshadowed the Italian DNA of the brand, clearly distinguishable in the meticulous care and constant search for innovation.



XERJOFF

ITALIAN LUXURY PERFUME



UDEN
Overdose

A new line of fragrances by LUCIEN FERRERO

KAON LAUNCHES THE NEW CREATION OF THE MAÎTRE PARFUMEUR LUCIEN FERRERO AND WILL DISTRIBUTE IT IN ITALY AND ON INTERNATIONAL MARKETS



After having dedicated his life to perfumery, the Maître Parfumeur Lucien Ferrero today launches his line of fragrances, the result of his long experience in fine perfumery and his boundless passion and devotion for his work. Par Amour pour Elle, Par Amour pour Lui and Seringa Blanc are his voice, which is strong but delicate at the same time: hymns to love and renewal, understood as forces which move the universe. Fragrances which transcend the 12 senses and which, using the finest perfumed ingredients, design his idea of fragrance in total

creative freedom, His olfactory signature winds through the spring accents of Par Amour pour Elle, to the warm virility of tobacco and spices of Par Amour pour Lui to the luminous dazzle of Seringa Blanc. Par Amour pour Elle is a hymn of love to her. The spring accents of Wild Hyacinth, the bewitching aura of Tuberose from the Indies, the mysterious sensuality of White Jasmine. And the immaculate grace of Orange Blossom and the musky scents of the powerful erotic trail... For a fragrance with an olfactory composition as mysterious as love. The hymn of love to him is Par Amour pour Lui.

The warm virility of Andalusian leather, the honeyed whorls of blond tobacco leaves, the vibrant and luminous colours of oriental spices, the timeless nobility of precious woods, the masculine reassurance of ambery perfumes, of the sensual scents of musk and tonka bean... For a fragrance with an original composition and a virile and deliberately determined virile trail. The first sun in the springtime that brings a good mood: this is Seringa Blanc. The luminous aura of white flowers of May explodes in a spring renewal of a soft, innocent and sparkling green... For a fragrance that speaks of happiness.



Jovoy Rare Perfumes

If you love perfumes and more specifically artistic perfumes, you probably have already heard about Jovoy.

In Late 2011, a first store was opened. At this time in Paris, it was much more frequent to see mono brand flagship stores opening than multi brands concepts. Less than a year later, the main Embassy was opened at 4, Rue de Castiglione and has now become a reference in the much growing microcosm of so called niche perfumery.

Jovoy since then has opened a subsidiary in central London at 21 Conduit Street and successful franchises in Le Mans, France; Dubai and Doha.

Today we would like to focus on Jovoy Qatar who are planning to celebrate the opening of a major store soon in Doha Festival City with 160 sqm entirely dedicated to the crème de la crème of artistic perfumery.

Aside from brands that already signed a strategic partnership with Jovoy in Qatar, such as Fragrance Du Bois, The House of Oud, Jeroboam and more recently the unique Fort and Manle or the irresistible Chris Collins. Some amazing exclusivities are to come soon such as Houbigant signed by the one and only Jean Claude Ellena or again the spectacular Orens Parfums.

Middle eastern countries in general are surprising us every day says Francois Henin, the founder of Jovoy, Qatari for example are traveling a lot. They know the brands, the news, they are very active on social networks and prove a very high appetite to learn and discover. Very frequently I feel as a student learning about perfumes when you listen to some of our best clients! They are highly knowledgeable and extremely curious. This is why our partner is always looking for exclusivities and hard to find niche brands to surprise their highly educated clients.

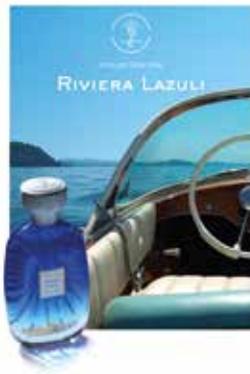
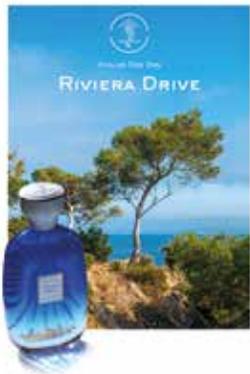
Jovoy Qatar, please kindly write to Mr Atef Hassan atef@jovoyparis.com

**The Perfume
Embassy in Paris
and now, London,
Dubai, Doha,
Le Mans...**



ATELIER DES ORS

Atelier Des Ors takes inspiration from the magnificence of Haute Parfumerie and the desire to create sophisticated, alluring and sensual scents. Craftsmanship, the art of perfumery and the symbolism of gold are key elements of the Atelier Des Ors identity. We put our heritage, know-how and a certain French touch into each fragrance. Founded in 2015, we are based in France and sell our perfumes in over 40 countries. The Atelier Des Ors range is composed of eleven perfumes in two distinct collections. Eight sumptuous fragrances are highlighted in the *Black Collection*, while the *White Collection* showcases an artistic scent triptych inspired by the lifelong search for happiness. At Esxence the new *Riviera Collection* comes to life, consisting of three perfumes with a radiant, refreshing and captivating signature. The French Riviera is front and centre in this new trio, highlighting a beguiling region that has served as an inspiration to artists, writers and musicians for decades. Expansive sea views, azure waters, a vivid palette of colours, varied natural landscapes and the vestiges of old school glamour are the key to these new fragrances. Imagine picture postcards of a bygone era that promise beauty and sophistication along with eternal days and nights.



BOIS 1920

Bois 1920 is a brand that expresses the Galardi family's passion for the art of perfume – making which is handed down from one generation to another. Passion that livens up, inspires and carefully enriches the line of over 30 fragrances. Moreover, the raw materials research combines tradition and innovation, for a harmony of unique and charming olfactory compositions. The story all began in the 1920 when the grandfather Guido Galardi starts experimenting, the first formulas in his tiny workshop in Florence. He began collecting the "Spigo" (Lavander flowers) which ripens on the Florentine hills. His pursuit mixes different expressive features: essential oils, scented solutions, perfumed bags. All these characteristics inspire and shape the brand Bottega Italiana Spigo 1920 (BOIS 1920) which acquires a worldwide importance over the years along with recognised rewards. In 2012 Bois 1920 was selected among the best five olfactory expressions at the FiFi Awards (the Oscars of perfumery) in New York. Today Bois 1920 represents the added value in the niche perfumery sector playing an active role towards new olfactory versions that need to be explored and worn. A role that engages, inspires and harmonizes our senses.



CHRIS COLLINS

'Alchemy of Fragrance' speaks to the divine process of fragrance creation. Individual notes and ingredients, which singularly have very little value, are carefully hand selected to meld beautifully together in the creation of the elixir of life. Harlem Nights, Chris's depiction of Harlem after the sun goes down, tells a story of romance and mystery. It's warm and seductive with notes of boozy rum, dirty patchouli, sandalwood, vanilla and orris. Renaissance Man, explores the rebirth and revival of man; the perpetual evolution of humankind. It's manly and aromatic with notes of spicy ginger, animalic honey, sandalwood, leather and smoky tobacco. The Danse Sauvage, spicy and sexy tells the story of Josephine Baker performances in 1920s Paris. It's very seductive and spontaneous, with notes of boozy cognac, black pepper, chili, plum and cedar wood. Although initially created for men, his fragrances are universal and speak to women as well who love bold, daring scents. Each scent of his fragrance collection is 50ml in size and retail for \$175-\$265.



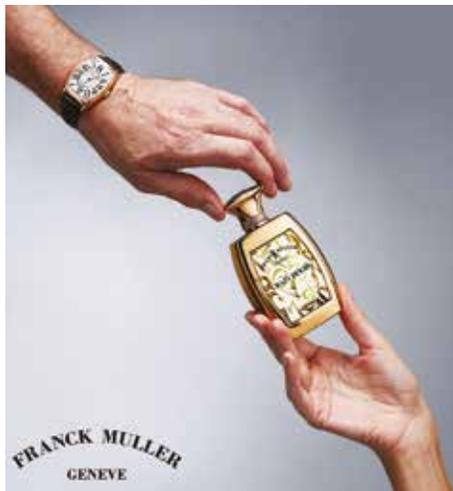
EVODY

EVODY Parfums offers a mood perfumery, images, captured moments. Authentic olfactory compositions created according to the desires of the creators. A mother and daughter and their shared passion were the commencement of Evody's exciting adventure. The name conveyed the idea of evodia, the "tree of a hundred thousand flowers" evoking the hundred thousand scents yet to be created. Searching for new creative talents, Régine and Céline opened their first prestigious "niche" perfumery in 2006 in the heart of Saint Germain des Prés which they called Evody. They were the first in Paris to propose rare, intimate and precious fragrances. Sharing this magical and addictive olfactory environment, they gradually dreamt of creating their own fragrances. The perfumes that they create reflect their personality, their moods and desires... Encouraged by their clients, the first perfumes created by Régine and Céline rapidly became best sellers in the boutique. And so was born EVODY Parfums



FRANCK MULLER PERFUME

We are delighted to be launching Franck Muller Perfume, bringing together two Masters of their respective fields, the union of the most creative worlds' of Haute Horlogerie and Haute Parfumerie. A fitting partnership which also marked the 25th Anniversary of unending development, craftsmanship and innovation and truly represents the identity of Franck Muller.



L'ARC PERFUMES

L'Arc Parfums is a niche perfume house rooted in the love of art and travel. The arch, a structural element that spans an opening between two points, illustrates the ambition of the house: each of its fragrances is an invitation to cross over to another shore, like a wondrous olfactory odyssey. It is also the story of a Master Architect-Perfumer, who left France to reach South America through bewildering travels in search for knowledge, different cultures and artistic exchanges. We discover how on the road, his passion for architecture will be matched by that of perfumes. A man of art and perfumery, brand founder Fadi Al Haddad established L'Arc Parfums in Grasse, a perfume house that creates fragrances inspired from the memoirs of the Master Architect-Perfumer, and beyond. Julien Rasquinet, Jean-Claude Astier, Marc-Daniel Heimgartner and Christian Carbonnel, took on the task to give life to the vision of L'Arc Parfums into two complementary collections: VOYAGE ODYSSEY & MEMOIRE ODYSSEY.



MORESQUE



After evoking elegance, charm, creativity and splendor through the White, Black, Art and Gold Collection fragrances, MORESQUE discloses its secret Collection, the prequel to its existing creations. The SECRET COLLECTION is the result of the very first research MORESQUE undertook. It represents both the foundation of the brand story and the prologue to MORESQUE's olfactory narration so far

unrevealed to the public. With their ancestral and timeless accents, the bouquets of the SECRET COLLECTION announce the alliance between East and West, and reveal precious ingredients combined in a new way. The five compositions retrace the ancient perfume trade routes and each one narrates a story intimately tied to the place which the fragrance is dedicated to. The scent of some of the key ingredients won't stay unnoticed: In the heart of JASMINISHA's bouquet, Indian Jasmine is that of Moreta (White Collection): persuasive, sensual, irresistible. The SECRET COLLECTION is a tribute to the story of MORESQUE, but also serves as an introduction to those who discover the brand for the first time.



NOBILE 1942

Nobile 1942 is a brand with a long history behind it. A story influenced by events, experiences, choices moved by love and passion. From Umberto to Massimo, three family generations. Care and love for detail, pride of presenting a product with purely Italian characteristics all over the world. The fragrances contain essential oils that are obtained from natural distillation, filtering and maceration processes. The use of natural raw materials is the basis of Nobile 1942's creations and each product is marked with a seal to guarantee its originality. Bottling, labeling and packaging are handmade, following a traditional Italian procedure. The Whole fragrances lines is designed following our values and our coherence. These are our strongholds that let us win in 2015 The Fifi Award in Russia, with the fragrance Rudis, and a nomination at Art & Olfaction Award in 2016 with our Fougere Nobile.



In the picture on the side you'll see our novelty for the Premium line: *Shamal - A night in which blows the desert's wind.*

NOBLE ROYAL



The Noble Royale perfume collection was created as a mark of respect for the royal houses and traditions of the past. Each fragrance expresses the character of the most charismatic representatives of the Russian royal families, with different principles and tastes. We created not only aromatic portraits of people, but also an aromatic picture of that time and the life that these noblemen led. Truly royal luxury parks and greenhouses, baths and boudoir, clothes and jewelry, porcelain and fabrics. Exquisitely dressed leather, the softest suede and gorgeous furs.

Transparent batiste, sparkling satin, leather slipping on silk and caressing velvet. Fragrant tobacco, fine wines, delicate chocolate and fantastic desserts. Everything made for royal families was distinguished by the highest quality, refinement, nobility, brought pleasure and satisfied the most subtle taste. Now we want to give our contemporaries this luxury and refinement: our fragrances will make you feel like a special royal blood, for which the most precious and beautiful is intended. "I was fortunate enough to work with the best team and perfumers. We used an exclusive sustainable ingredients and accords. We created a very sensual and unique character for each fragrance. The definition of a good fragrance is the one that strikes you like a flash as soon as you smell it. For me the best one is the perfume which has no pre-existing world and we tried the best creations attached to our concept and emperor's character. We expect you to shore up all your senses with our collection and feel in love with it." ~Olga Korchagina-Yurchenko – the Creator.

OLFACTIVE STUDIO

Olfactive Studio is an encounter between contemporary artistic photography and perfumery; between the eye and the nose. This is the first time ever that perfumers have teamed up with photographers to draw inspiration from their oeuvres. They sense the images to capture their essence. Olfactive Studio has designed an exceptional olfactory world with a powerful and distinctive personality; a world of intuitions and emotions; a world designed for women, men, and all others. Perfumes are angels; they have no gender, but they have a soul. SEPIA, Olfactive Studio's new collection is born: six Extrait de Parfums whose precious and sophisticated compositions highlight the aura of exceptional and highly concentrated raw materials (20%). Each Extrait de Parfum in the Sepia collection preludes with a raw material or an accord. The first trio created by perfumer Bertrand Duchaufour and inspired by the Land Art landscapes by photographer Martin Hill: Vanilla Shot, Leather Shot and Chypre Shot.



The second trilogy is the masterpiece of perfumer Dominique Ropion. Inspired by three Roberto Greco photographs, this floral triptych brings together olfactory and visual universes and features Irish Shot, Violet Shot and Rose Shot.

ORENS



A mesmerizing story of perfume and travel finds a way to turn the lives of four persons strange to each other. Orens was the common word on their bucket lists. Alleged to be a secret garden, Orens was known for its astonishing columns, rare flowers and mystical plants. To uncover this magical place became their quest through hints discovered in the most unexpected places or stories from different encounters. They were eager to share their findings with the world combining their know-how and

passion to recreate "Orens" in a bottle. Orens is an homage to an adventure pursuing a passion for beauty and perfumery. The metallic carved tube, a unique object, represents the Orens pillars and is meant to be a collector's item. The patterns are inspired by clues gathered during the four travelers' adventure and each represent a place and time where memories were made. Orens, create your own garden.



PUREDISTANCE MASTER PERFUMES

Puredistance is one of the most exclusive Perfume Houses in the world that offers only the highest quality Perfume Extrait. Our Master Perfume Collection consists of nine perfumes made by Master perfumers in London, Paris and New York. We are one of the last well known niche Perfume Houses that is still fully independent and 100% privately owned. This gives us the freedom to use the best ingredients and materials while selling only to a very limited amount of perfumeries. If you are searching for a truly exclusive Perfume House it will be our pleasure to show you the timeless beauty of our collection. This year, we have launched our 9th Master Perfume - Puredistance AENOTUS. AENOTUS is a perfume that, despite its high percentage of perfume oil (48%!), is not loud – and after an intense and fresh opening – transforms into a delicate scent, very close to the skin. Only those dear and near will be close enough to enjoy its subtle and intriguing character. If you are curious about our AENOTUS, we welcome you to try it in our stand!



PLUME IMPRESSION



Plume Impression is an artistic niche perfume brand expressing the duality of a feather, being fragile yet very strong. Plume Impression stands for freedom, sophistication and the lightness of being. The creator, Sabine Schaffer realised that we can see fragrances as much as we can smell them. Each scent forms images in our minds, tells us stories, takes us places. As Sabine puts it, "Scents form beautiful

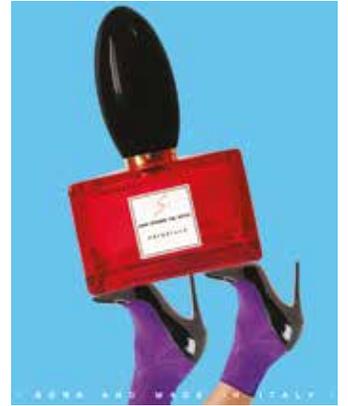
memories and beautiful memories want to be treasured. Plume Impression combines those cherished moments along with our favourite scent in a beautifully crafted picture frame". *The Elusive Spirit Collection:* Murmure d'Été - Eclat de Joie - Etat de Grâce. Delicate yet strong, the fragrances in this collection take you on a journey of sensuality and grace carried by your wonderful imagination.

Royal Spirit Collection: Rivalité Impériale - Dualité Magnifique - Élégance Cuirée. Wonderfully intense, the fragrances in this collection take you on a mesmerizing journey of mysterious luxury.



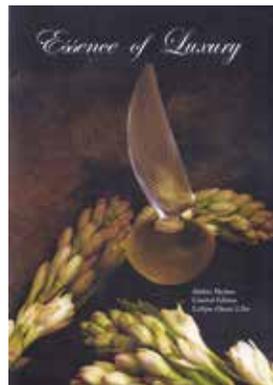
S. STRIKE

"I'm S., nice to meet you!" S. is a real woman characterized by an intriguing personality. She bold, but it's easy to make her the frailest. She is mysterious, but sometimes even a predictable woman. She is an ambitious woman, held back by her fears. She is a dreamer whose rationality can almost clip her wings. S. has always lived in close contact with the world of fragrances. Her grandfather, Aurelio Cerizza, opened the first laboratory to create fragrances in 1946. He soon became very famous in Italy and Europe and his little laboratory became a company. It handed down from one generation to another, perfected and enriched by the work of younger hands that have reinvented it until today. Unique and weird fragrances, interpreting the sides of S! personality. S. STRIKES THE NOTES embodies the values of the family, combined with fashion and Italian modern design. An homage to Italy, where Lady Fashion finds an important home.



SHALINI

Shalini is from the world of Haute Couture; a world of luxurious fabrics and time honored craftsmanship with a reverence for design. Shalini as creative director desired to bring the same sense of luxury and beauty of Haute Couture to perfume when she created Shalini Parfum. Haute Parfumerie. The vision behind Shalini Parfum is to create something of beauty, of lasting value and of the ethereal that will stand the test of time. The Modern Classics. Through the reflection of luxurious couture and infused with the essence of luxury, Shalini uses the most precious oils, florals and notes of the natural world for our parfums. Shalini has created a collection of Pure Parfums, each presented in an exquisite Lalique crystal flacon conveying the inspiration of the fragrance - The Grand Cru. A beautiful collection of Glass bottles is also available. Our parfums Shalini, Jardin Nocturne and Amorem Rose are created by Master Perfumer Maurice Roucel and are in the Pure Parfum concentration. The parfums are listed amongst the top ten most luxurious fragrances in the world and continue to be desired worldwide. Amorem Rose is currently a Finalist for The Fragrance Foundation Awards 2019.



STRANGELOVE

strangelove's beguiling fragrances provoke passion amongst all who experience them. deadofnight, meltyheart, silencethesea and lostinflowers form strangelove's celebrated collection of lush, sensual pure perfume oils and eaux de parfum. Combining the splendor of oud with other rare, precious ingredients, these coveted fragrances have attracted a cult following for their originality. Their special alchemy creates an enduring



and deeply personal effect. Elizabeth Gaynes, founder of strangelove, works closely with creative director Helena Christensen and master perfumer Christophe Laudamiel to create strangelove's distinctive collection. strangelove's perfumes encourage an intimate ritual that enhances one's appreciation of fragrance and its mystical allure.

THAMEEN

Thameen, meaning precious, has been inspired by the world's most enchanting jewels and scents, and the colourful tales behind them. As symbols of status, religion, wealth, beauty and love, both jewellery and fragrance have enjoyed a long and close relationship. From ancient tribes to haute couture, they have both been central to civilisation. Thameen marries the two. Thameen is a niche, English fragrance brand, which combines Eastern opulence with Western refinement. Thameen is born from an obsession with beautiful fragrance oils, teamed with the vision to construct elegant, original and contemporary fragrances. Each central ingredient has been painstakingly sourced to ensure that it is of the most exquisite quality and has been combined to create precious Extrait Parfums of very high concentration.

The perfume structures are pure and simple to let these rare ingredients sing, each applied with elegance and refinement to delight fragrance connoisseurs around the world.



CHABAUD

Nature and authenticity, light and elegance. Chabaud perfumes was founded in 2002 and its creations show the heart of Montpellier unique identity, the sunniest mediterranean city in France and cradle of french perfumery since the XIV century. Today, Chabaud collection include luxury eaux de parfum, eaux de toilette, interior fragrances and candles, bringing forth an entire universe of emotions. Our fragrances are now available across more than twenty countries worldwide from department stores to selective perfumeries and we also design customized scents. In the



house of Chabaud we still believe that a great perfume always has a beautiful story to tell. If a scent makes your heart beat it shows a desire, a dream, an absence. With its evocative power, the past is reinvented, dreams of the future are conceived, an idea is shared. We invite you to discover our latest collection at Esxence, stand BF11 or visit us online at: chabaudparfum.com



THOO

THoO is the new collection from THE HOUSE OF OUD, constituting its artistic exploration. THoO is setting out on its journey through the contemporary world, cross-fertilising between art, styles, painting, beauty, nature and life. As it blends with today's contemporary, it casts a light on creative contagion, its new direction. THoO@Esxence 2019, for the new, fifth fragrance, chooses the Patisserie and

senses merge in a delicious and unforgettable journey. Keep Glazed, fragrance of THoO's new olfactory division, was born in collaboration with Ksenia Penkina, renowned Canadian Patisserie, characterized



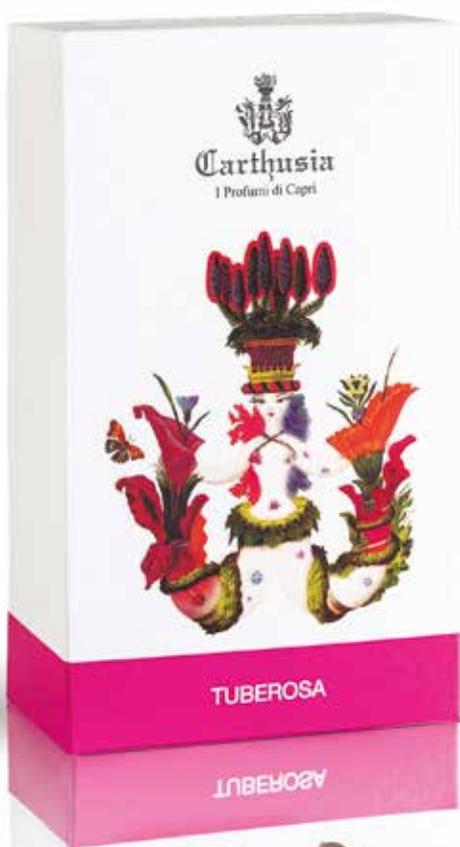
by rigorous and high manual skills and the histrionic founder of the brand, Andrea Casotti. "The perfect recipe? Method, sensitivity and attention to the ingredients", Andrea Casotti believes that there are many similarities between the two spheres, each Confectioner guards the secrets of his recipes as any master Perfumer; both turn olfactory suggestions into mind sensations. www.thoo.it



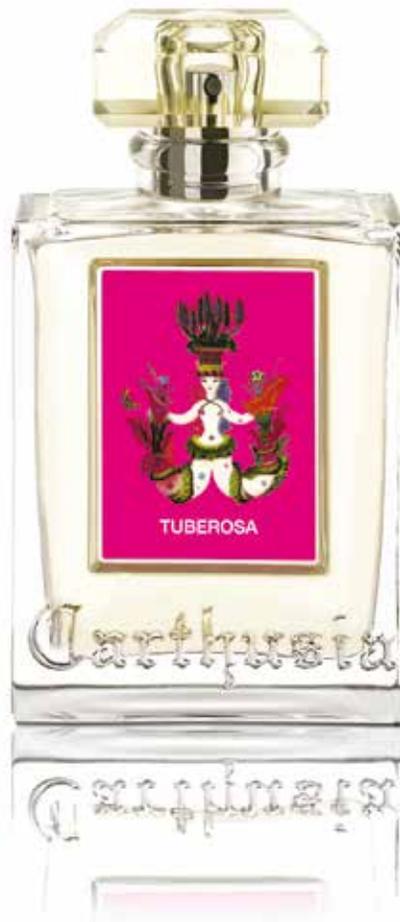
EM
ARTISTIC
PERFUMERY

TUBEROSA BY CARTHUSIA

an intense and sensual floriental



Capri is one of those magical places with a unique beauty, an air of freedom, joie de vivre and where the senses are continuously enchanted, including the sense of smell. It is impossible not to associate Capri with a rich perfumed impression, which mixes in the memory the scents of the flowers and typical vegetation, warmed by the sun that brings out their enveloping harmony. For the first time in its 71 years, Carthusia interprets one of the iconic flowers of perfumery: the tuberose and it does so



in the way most congenial to it, remaining faithful to its playful spirit, where the olfactory imprinting of its roots emerges with an outstanding personality. As Luca Maffei, the nose of the fragrance said at the press conference of the presentation of Tuberosa, "for the first time, this fragrance is not citrus-based, but still keeps all the DNA of the legendary island of Capri and the Mediterranean-ness of the brand: Tuberosa is an exploration of a new olfactory family."

THE CAPRI-BASED FRAGRANCE COMPANY PRESENTS A NEW FRAGRANCE WHICH EXPRESSES ITS IDEA OF SPRING

The flower of the same name as the fragrance takes the starring role in the composition: noble and charismatic, it is given a creamy and enveloping interpretation, surrounded by the solar carnality of Ylang Ylang with vibrant notes of Elemi and Cinnamon, taking on the colours of Plum. In its trail there are the deep and tangible notes of Vetiver, Vanilla, Ambroxan and Musk. A soliflor - the first in the collection of Carthusia fragrances, rich in facets, where the main note is supported by an architecture which exalts it, enriching it with many other iridescent facets. The composition by Luca Maffei is translated into an intense and sensual florioriental, open and luminous, in perfect Carthusia style. The tuberose lives with a new light. It is no longer the lunar light which, precisely because its scent becomes more intense after sundown, contributed to its fame and popularity, especially in Victorian times, but is that of the sun in the springtime on Capri which once again comes into flower, about to live a new season, new experiences, new loves and new emotions.

LIBERA MENTE

by Calé Fragranze d'Autore
The Essence of Essentiality



INTERVIEW WITH SILVIO LEVI, CEO

Libera Mente, like the other fragrances in the collection, will also be accompanied by an original piece of music. We are working with the composer Philip Abussi and of course a Tibetan gong will have a role, albeit a small one, in the composition.

EM: Can you describe the creative encounter between Maurizio Cerizza and yourself for the development of the fragrance?

SL: *We were working on another project when he made me smell some interesting ingredients.*

EXPORT MAGAZINE: The new fragrance **Libera Mente** evokes a garden in its essence, can you tell us something more about this place?

SILVIO LEVI: *Originally it was what are known as Zen gardens that inspired me. Their correct name is Karesansui, which means dry garden, because there is no water but it is evoked by pebbles, islands and bridges over the sand, but precisely its constantly evoked absence leads you to estrange yourself from what is tangible to reflect by sitting down to meditate, in peacefulness and without being distracted by your surroundings. Imagining such a garden in a chaotic city is like having a peaceful and quiet island where we can dedicate to ourselves the luxury of thinking about what really counts for us.*





We decided to try out some combinations to represent an idea of dryness and welcome with a brief in which cherry blossom, cedar, ambery notes and the flow of water between sand and granite had a role. The idea of Libera Mente had not yet completely matured. The tests did not convince me at all and instead of continuing to modify them, I asked him to start all over from the beginning again and we greatly took it apart to evoke abstraction,

the absence/presence of water which, with the essence of Spirulina or blue-green algae, obtained by molecular distillation, took on a perfect connotation for me. A group of top notes, apparently discordant, of rhubarb, ginger, bitter orange and hints of marine notes actually create a curious and unusual harmony, which leads to a beating heart of very delicate floral notes and base notes between the earth and the sea, united by a thread of black tea leaves.

In actual fact the perception is a compact, soft, harmonious and positive ensemble, and there are no clearly identifiable protagonists but it is truly a choral expression.

EM: How do you imagine the woman and the man who will wear Libera Mente?

SL: The choice of the name was also work of simplification. I thought of communicating the evocation of water but in actual fact this absence/presence acts

as a catalyst to make us think of the essence of things, being at peace with ourselves and making others understand that we do not want to disguise ourselves, we are what we show, we are attentive to the details and small subtleties that make experiences and things unique. We observe the world around us with Libera Mente, without preconceived ideas and with the most disarming intellectual honesty. Those who wear this fragrance/non-fragrance, with a discreet presence, but definitely remarkable persistence, is someone who loves life, nature, the essence of things and purity without frills, someone who still smiles at the rain, stops and looks at a flower growing in the cracks of the asphalt, melts when they see a grandfather holding his grandson's hand and is not afraid of measuring up to anyone, because they are aware of their qualities but above all, they know their limits just as well and have no shame in admitting that they still have a lot to learn from life.

C.S.



Listen to the scented music of Calé Fragranze d'Autore in a multisensorial journey between hearing and sense of smell.

After celebrating its tenth anniversary last year, Esxence – The Scent of Excellence, the international appointment with Artistic Perfumery, returns from 25 to 28 April, ready to face new challenges and welcome the international community of business operatives and aficionados.

MORE THAN 200 PERFUMERY HOUSES WILL BE UNDER ONE ROOF FROM 25-28 APRIL, SHOWCASING THE BEST OF ORIGINAL PRODUCTION



The Mall and Villa Quarzo, in the heart of Milan's renovated Porta Nuova district, will be the venue for more than 200 perfumery houses, featuring both well-established names and newcomers. Thanks to the experts on the Technical Committee, who select participants on the basis of the quality of the proposals, criteria of distribution and coherence of their concepts, Esxence offers only the best of original production. This year, the extensive spaces available in The Mall and Villa Quarzo will be hosting the Main Brands (45% of the brand list) and the sector's up-and-coming new names (55% of the total). The majority of these (some 80%) come from abroad, primarily Europe,

ESXENCE

the scent of excellence returns to Milan with the world's best artistic perfumery

but also the United States and the Middle East, a trend that confirms the role played by Esxence as a prestigious setting for launching a name on the international scene. This year's concept is Inspiration Flow, a title that expresses the essence of the event and of Artistic Perfumery.

Inspiration has in common the two Italian words for inspiring and inhaling, which have a strong active bond when we relate to a perfume, plunging us into a flow of emotions, thoughts and memories. Inspiration Flow is the impulse that enables mind and body to conceive and achieve something





develop several billion euros of turnover and give a stimulus to brands that keep faith with their original mission and/or are extremely innovative and committed to research.

The elegant Villa Quarzo, very close to The Mall, will be hosting this year's inaugural session of the Experience Lab. The first event dedicated to the most important

new: it is the instant when thoughts are clear and flow smoothly in the right direction; it is the moment when we experience pleasure at what we do. Different manifestations of creative excellence come together, driven by the same passion and involved in the same activity, focused on the present and at the same time projected towards a shared sense of growth.



independent beauty brands together with the absolute peak of cosmetics and cosmeceuticals, which already numbers more than 30 brands this year. The Experience Lab is the first Italian B2B and B2C event where visitors can discover the most interesting new ideas being developed on the beauty scene at world level, a workshop of ideas where the sector's operatives can learn all about the most innovative advances. The venue itself features wide open spaces, plate glass windows, gardens and terraces,

Esence is where artistic perfumery shares its energy and its inspirations. Regarding Artistic Perfumery as business, at world level, the share of the alcohol-based perfumery market enjoyed by Artistic Perfumery as a whole is approximately 10%. In Italy, the total turnover for artistic perfumery exceeded €250 million in 2017, corresponding to 12% of the turnover in alcohol-based perfumery and 2.5% of the total Italian beauty business. As this sector has the potential to reach 2% of the beauty business turnover in every country, it has a real chance to



with natural light pouring into the villa's four floors, putting the focus on the values of the brands that are the unquestioned stars of this event. The first edition of Milano Fragrance Week is also to be launched from 22 to 28 April. Its aim is to promote olfactory culture and interest in perfume as an art form, while exploring fertile terrains in such fields as art, music and technology. Events will take place throughout the city and will focus on Inspiration Flow, the flow of creativity and inspiration that spreads out from Esxence to encompass the whole city, with exhibitions, installations, travelling workshops, concerts and interactive events.

Esxence's aim of promoting olfactory culture continues with a full calendar of meetings, round tables, workshops and presentations, with international experts, scholars and researchers, this year including Michael Edwards and Annick Le Gu er, while the main



issues to be discussed will be the analysis of foreign markets, such as the USA and Germany, the effects of artificial intelligence on the market for niche perfumery and the role played by social media. There will also be a webinar organized with Les Parfumeurs, and the young perfumier Alex Lee:

a virtual interactive workshop that can be attended both at Esxence and by 300 people on web links all over the world. For the fifth year running, Esxence will host the announcement of the finalists in the Art & Olfaction Awards, the prestigious acknowledgement for independent artistic perfumery.

2019 EVENTS CALENDAR

THURSDAY, APRIL 25th

h. 11.00 a.m. *Olfactive lecture*

The circle of lost or rare raw materials

with Bernard Bourgeois - Perfumer of *Osmoth que*

h. 12.00 p.m. *Workshop*

Designing customer experience using the senses

with Marta Siembab - Senselier, independent smell expert

h. 1.00 p.m.

Announcement of the finalists of the Art & Olfaction Awards

with Saskia Wilson Brown - Founder of the *Institute for Art and Olfaction* (Los Angeles)

h. 2.30 p.m. *Workshop*

Les parfums qui soignent de l'antiquit  jusqu'  aujourd'hui

with Annick Le Gu er, anthropologist, philosopher and writer and Mariateresa Z. Marsi, psychologist and psychotherapist, brand consultant

h. 4.00 p.m. *Talk*

Do experts matter? Experimentation, expertise, and craft culture in the digital age

with Eddie Bulliqi, independent Perfume writer and Saskia Wilson Brown, founder of the *Institute for Art and Olfaction*

h. 5.00 p.m. *Talk*

Why do the Chinese like Osmanthus?

with Chi Wai Tang, Journalist

FRIDAY, APRIL 26th

h. 9.30 a.m. *Panel*

Whispers about Artistic Perfumery: the online audiences perception

by Silvio Levi, co-founder of *Esxence*

h. 12.00 p.m. *Presentation*

AI & Future of Fragrance

with Olivia Jezler - *Future of Smell*

h. 2.00 p.m. *Conference*

Among Greece, Egypt and Rome: the 'scented cities' in the ancient world

with Giuseppe Squillace, University of Calabria

h. 3.00 p.m. *Workshop*

Social Media for niche brands: do's & don'ts

with Merav Vanounou, founder & creative director of *LYP Beauty*

h. 4.30 p.m. *Panel*

The artistic perfumery market in the USA

with Giuliana Simona Abaton, CEO at *Abaton Corporation*

SATURDAY, APRIL 27th

h. 10.00 a.m. *Lecture*

From niche to niche: the evolution of French perfumery

with Michael Edwards, fragrance expert

h. 11.00 a.m. *Talk*

Being landscape - Re-connecting with nature through smell

with Ernesto Collado Sala, perfumer

h. 12.00 p.m. *Workshop*

The German Market: shedding light on a European enigma

with Bodo Kubartz, director of *Passion and Consulting*

h. 2.00 p.m. *Workshop*

Free Inspiration

by Mouillettes & Co with Emanuela Rupi and Sara Ravo

h. 4.00 p.m. *Webinar*

FragranceXperience

with Alex Lee, perfumer

for info and registrations: esxence@equipemilano.com



The Art Perfumery's Event

11th EDITION

25-28
APRIL
2019
THE MALL
MILANO

INSPIRATION
FLOW

inspire
create
express yourself

www.esxence.com

STATE OF MIND

when fragrance encounters tea

State of Mind is the creation of the French-Russian Catherine Laskine-Balandina, in conjunction with the tea sommelier Olivier Scala and the perfumer Karine Dubreuil.

ASSOCIATING TWO TYPICALLY FRENCH SPECIALITIES - GASTRONOMY AND ARTISTIC PERFUMERY - STATE OF MIND ASSOCIATES THE EXPERIENCES OF SMELL AND TASTE



The tea and fragrance ceremonies of State of Mind go far beyond that, appealing to all five senses, as well as a search for harmony, which is the brand's essential value. Each "state of mind" finds its expression in tea, fragrances, home fragrance and a candle.



Catherine's goal was to create a brand that was not like any other on the market, with an idea of innovation and the creation of a complete experience combining all the senses, but above all those of taste and smell, with perfumed tea of the highest quality corresponding perfectly to fragrances. The name of the brand – State of Mind evokes the delicate harmony between taste and fragrance which creates a joint pleasure, The four basic flavours – sweet, salty, bitter and acid – are completed by retro-nasal smelling which is the phenomenon that allows us to have all the nuances of flavour.

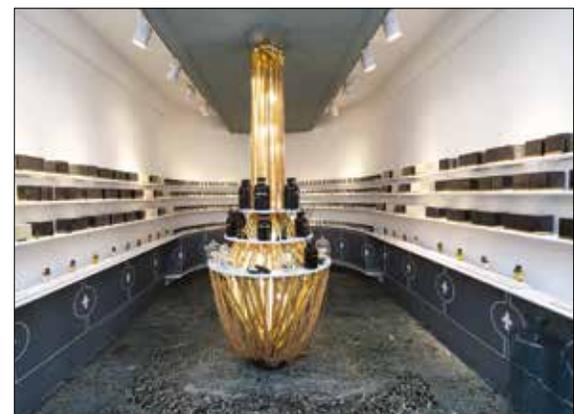




All the products in the State of Mind collection are works of art; from the emblematic tea box with refined finishing inside and outside like a Chinese lacquer contains the bottle of perfume, but it can also be used to burn the candle or as a diffuser. Special attention has been given to the bottle with its 25 manual operations of polishing, its shape which recalls the Art Deco style and its surprise at the bottom with a symbol of the duality of Soul and Spirit, Masculine and Feminine. State of Mind has a worldwide presence: from France to Lebanon, from Italy to Iraq, from Poland to Singapore and from Spain to Saudi Arabia, spreading harmony and pleasurable experiences conjured up by tea and fragrance.

AULENTISSIMA

AulentissimA, a work of art in sixteen fragrances to exalt the beauty of the ethereal. AulentissimA, between magic, mystery and legend, is inspired by an ancient 16th century recipe book, "Notandissimi Secreti de l'arte Profymatoria", the first book in Western history on fragrances and cosmetics in the times of the rulers of the city of Naples and of the Kingdom.



The atelier Aulentissima has opened in Via Calabritto 25, in the part of the city devoted to luxury fashion in the heart of the Naples of the elite. It is a boutique of niche craftsmanship, where as well as finding the collection of AulentissimA fragrances, it is possible to take part in training courses and meet perfumers, great artists and major international noses.

NOT ONLY A PRECIOUS COLLECTION OF FRAGRANCES, BUT A SPACE FOR OLFACTORY ART WHERE THE WORLD OF FRAGRANCES REIGNS SUPREME IN THE VERY HEART OF NAPLES

Here you can create your very own fragrance, translating your personality and mood into liquid form: a fragrance that reveals your very essence. A fragrance can be made to measure for you, to fill you with pleasure and reflect the infinite facets of your personality.

Giovanni Festa, eclectic since a child and with great aspirations, explores the worlds of spices and essences becoming a master of the art of the nose, creator of fantastic masterpieces, the result of magic alchemies that capture and dominate odours. He brings to the light fragrances such as Osan'g di Menditto Rosa, a story between the sacred and the profane and a finalist at Art and Olfaction, he creates masterpieces such as "La Rosa Antica di Pompei", an artistic/cultural project which combines the story of Pompeii brought back to life by the Antique Rose. A charismatic man who through his fragrances declaims sophisticated, refined, learned and sacred poems that exalt in Renaissance or baroque dress the richness of his heart and the positivity of his thought. The vibrant notes of his compositions become themselves instruments of poetic enquiry, not only of the sense of smell but of thought.



✦ AULENTISSIMA ✦

ART PERFUMERY

TAILOR MADE PERFUME



ANGELO CAROLI

the spectacular celebration of the self



A worldwide expert in fitness, Angelo Caroli presents a new line of exclusive fragrances based on a philosophy of global well-being for the individual.

Between myth and reality, these notes made for "COLOURFUL COLLECTION" are designed to recreate the magic alchemy among the finest natural ingredients and the ethereal vibrations that they are able to bring forth. Precious exotic ingredients like Indian incense and Sandalwood.

Raw materials in warm and sensual tones such as Cistus labdanum and the absolute of Tobacco Powder. Strong and determined accords here can create harmonious blends, elegant and highly refined facets able to interpret and enhance the preciousness of the new COLOURFUL Collection. The new line of fragrances "BLACK COLLECTION", is inspired by one of the finest and most refined raw materials in the world of perfumery: OUD WOOD.

A COLLECTION OF FRAGRANCES WITH AN INNOVATIVE AND LUXURIOUS PHILOSOPHY

An ingredient whose secret charm is related to the cultural tradition and Middle Eastern craft and whose rich and sophisticated essence was married here, by the skill of the Grc perfumers, with other fine natural ingredients to recreate an olfactory journey into the secret history of irresistible Arab passions.





These evocative and precious fragrances made from natural ingredients which convey the pleasure of wearing them on the skin, express the new concept of Liquid Beauty capable of giving appeal and harmony to the body. With this innovative line, Angelo transmits all his passion for beauty and well-being by mixing different ingredients which are transformed into perfect balances. These seven fragrances and a fragrant oil for body and hair, a blend of sensual experiences which bring back to life the unique sensations of artisanal processes and a careful selection of ingredients. Liquirizia Nera is a perfume with a strong personality, representing the search for a challenging note.

Amor Nero is for rebels with a strong and passionate temperament. *Sette Agrumi*, a citrus-based fragrance, has been composed for aesthetes in search of the absolute. *Viola* is a fragrance that can give a welcoming and harmonizing wellness with style, elegance and sensuality. *Magnifico Patchouli* is an aromatic fragrance with meditative and heady scents, designed for a free and spontaneous spirit. This aromatic chypre will appeal to both men and women. *Tuberosa Nera* has an attractive and resolute personality that loves to make its mark with a sexy and timeless approach. *Innamorata* is a floral/musky fragrance, for a man or a woman that is hard to forget.

The collection is completed by *Olio emozionale*, an oil perfume that affects the emotional sphere. It contains precious essences from the East and West that together give rise to rich notes and emotional vibrations. The oil texture offers great persistence. It can also be used on the hair and is suitable at any age. The Emozioni collection is a journey towards the imagination through new sensory territories and new olfactory experiences. For Angelo Caroli, perfume goes beyond the physical sphere and also affects our "sixth sense", the emotional sphere. "Therefore my fragrances have been developed to penetrate through the skin and give one and positive energy to the mind, restoring the whole body to its perfect equilibrium."

ANGELO CAROLI SKINCARE LINE

The whole SKINCARE line is a totalizing experience which affects all five senses, goes beyond the physical sphere and also affects the "sixth sense", i.e. the emotional sphere. Therefore all the products have been developed to penetrate through the skin and give new and positive energy to the mind, restoring balance to the whole organism.



THE FLOWERS OF EVIL

a mysterious collection of fragrances

The project finds its creative expression in a mysterious collection of fragrances, all deeply inspired by Charles Baudelaire's volume of poetry "The Flowers of Evil" and with the same desire to shock and the same mysticism, the fragrance intends to "extract beauty from evil". Massimiliano Minorini is the creator of the brand. A creative talent in the beauty & perfumes sector for twenty-five years, he has a strong, multi-faceted character, sensitive and non-conformist. His career is made up of grand gestures and passions, rejection and comebacks, successes and a few falls he bounced back from immediately to live life and its challenges to the full.

THE DESIGN

The bottle design is minimalist and perfectly interprets the contradictions of the fragrance. It fuses diverse elements that together create an enchanting harmony. The clear black bottle with a soft, sinuous logo is contrasted by the humble, porous terracotta. The clean, crisp lines create elegance from their essentiality.

THE FRAGRANCES

The fragrances evoke the concepts of complexity and mutual influence, ecstasy and torment. With their their complex, many-sided structure they seek above all to mystify and capture the senses. Five floral fragrances with pure, reassuring notes, each influencing the other to create discordant harmonies and daring melodies. Unexpected olfactory notes that first unsettle, and then release their full impact, conquering and reconquering with their ambivalence and emotional charge. Luca Maffei is an up-and-coming master maître parfumeur. Young, curious and experimental, he has interpreted the complexity of this new creative challenge with flair and passion. "Rose Narcotique": a dark, deep rose of patchouli and guaiacum wood, agarwood and styrax. Aromatic notes of calamus and spicy touches of cumin create a hypnotic effect. "Violette Lisergique": a black violet with hallucinogenic undertones of wormwood and crunchy rhubarb.



Iris and heliotrope reveal powdered secrets, enfolding the wearer in enigmatic timbersilk and precious ambroxan. "Tubéreuse Maléfique": an extreme, sensual tuberose - a deep hit of ylang-ylang and amber overlays vibrations of bergamot and petit grain. The vetiver sublimates the animal hints and mysterious touches of black amber. "Iris Obscur": an iris as dark as the soil into which it plunges its roots, enhanced by carrot seed, cedar, ambrarome and musk. Cool touches of cardamom sublimate the hot, shocking pimento. "Ylang Addictif": xarnal, inebriating and wrapped in a profound, enigmatic blend of incense and opoponax. Bitter hints of artemisia and soft breath of cashmeran light a new flame among the musk notes.

THE NEW FRAGRANCE
FROM THE HOUSE OF OUD
IS A SWEET TEMPTATION
FOR THE PALATE
AND FOR THE NOSE



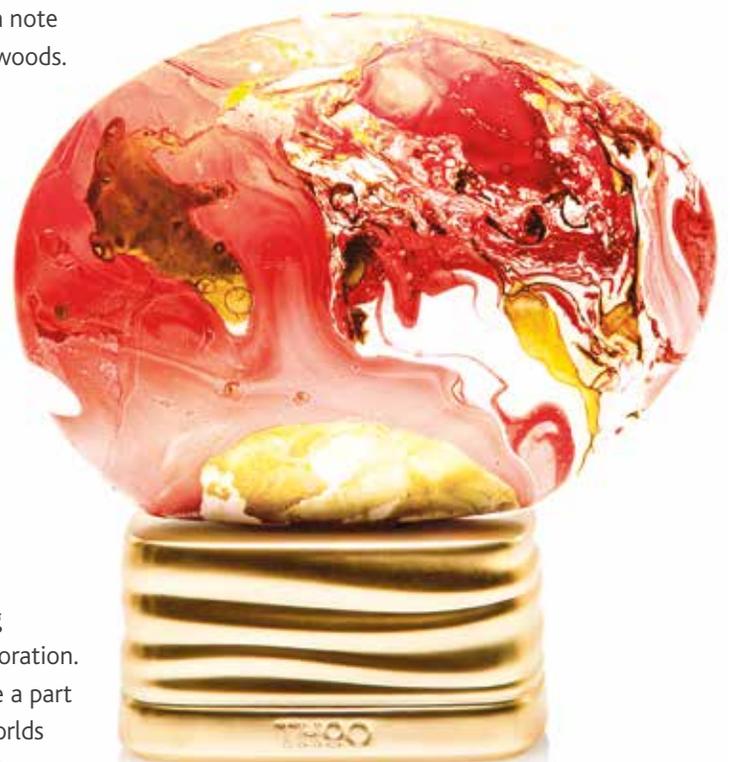
KEEP GLAZED

when the art of pastry meets the art of perfumery

Keep Glazed, the new fragrance from The House of Oud, is the result of the collaboration between the brand's founder, Andrea Casotti and Canadian patisserie chef Ksenia Penkina. According to Casotti, both figures, the perfumeur and the pastry chef, have many traits in common. "The perfect recipe? Method, sensitivity and attention to the ingredients" is applicable to both spheres. This fragrance inebriates us with the bold and delicious scent of tropical fruit, through ingredients like Mango, Coconut, Ginger and Lemon. Thanks to Ksenia Penkina's inspiration, skilfully interpreted by Andrea Casotti and synthesized by the creative genius of Cristian Calabrò, the result is like the experience of a sweet summer tasting in preview, a temptation for the palate and the nose, a "patisserie" fragrance. The scent is lively and solar, in an iconic hand-painted bottle, that suggests with its soft colours and original tones, a fresh olfactory

texture with lively notes and irresistible ingredients. Keep Glazed opens with the perfect union of ice lemon and juicy mango, enveloped by a heart of cream and coconut, crunchy thanks to a delicious ginger crumble. The composition ends with a note of fruity musk and precious woods. The bottle is like a vortex of rotation of gestures, a kaleidoscope of shapes and colours that stimulate the fantasy and taste buds, where the senses merge on a delicious and unforgettable journey. For Ksenia Penkina, the experience was novel and exciting: "Have you ever heard of this idea before? I haven't and it makes it live, modern and refreshing! Patisserie & Perfume coming together in exquisite collaboration. Beyond my excitement to be a part of merging two respected worlds and visions into one, creating

even more meaningful products of a sweet and scented blend. Creating this collection with The House of Oud is a fresh breath to me and my Art, presenting the world of tomorrow for both of us."



ROSA POMPEIANA

Pompeii comes back to life in the fragrance of its ancient roses



There's a piece of the ancient city of Pompeii, buried by the eruption of Vesuvius in 79AD that is coming back to life, thanks to the reconstitution in the laboratory of the ancient roses which with their petals coloured the gardens of the domus and still peep today from the ceilings and the edges of the fountains.

Only in Pompeii is it possible to see all the phases of the production of fragrances artistically shown in a painted frieze: the cupids of the house of the Vettii work diligently, in the miniature pictorial representation, busy, with vases and ampoules, in all the activities of the different phases of preparing and selling



fragrances.

The idea of bringing the ancient rose of Pompeii back to life belongs to a retired engineer, Michele Fiorenza, who worked in Pompeii for many years. He commissioned the research from the Department of Agriculture of the University of Naples, directed by Prof. Matteo Lorito, coordinated by Luigi Frusciante, professor of Agricultural Genetics and Gaetano Di Pasquale, professor of Archeobotany.



The in vitro roses in the laboratory of the University of Naples

Assistance was also given by the Institute of Applied Research of the Archaeological Park of Pompeii, of which the Director, Prof. Massimo Osanna, is the real architect behind the project of replanting roses in the gardens of Pompeii, together with his collaborators Ernesto De Carolis, Adele Lagi and Michele Borgongino.



Michele Fiorenza, creator of the brand, with Michele Borgongino of the Archaeological Park of Pompeii, and the head gardener, Michele Cesarano



The rose plants, identified through the work of the researchers, are raised first in "vitro", in the laboratories of the Department of Agriculture, and then transplanted in large vases, until they are bedded in the lovely gardens of the Excavations of Pompeii and in the bordering areas. From strolling in these mythical places, Michele Fiorenza with the nose/perfumer Giovanni Festa, admiring and smelling the ancient rose of Pompeii, seal in a bottle "Rosa Pompeiana" an inebriating fragrance of a rose that has been reborn from the ashes, rich in history and love.

Main accords: rose, fresh, sweet, musk, amber. *Top notes:* rose, red berries. *Heart:* rose, iris. *Base:* musk, amber.



The special soap made of petal of roses from Rosa Pompeiana



ROSA POMPEIANA

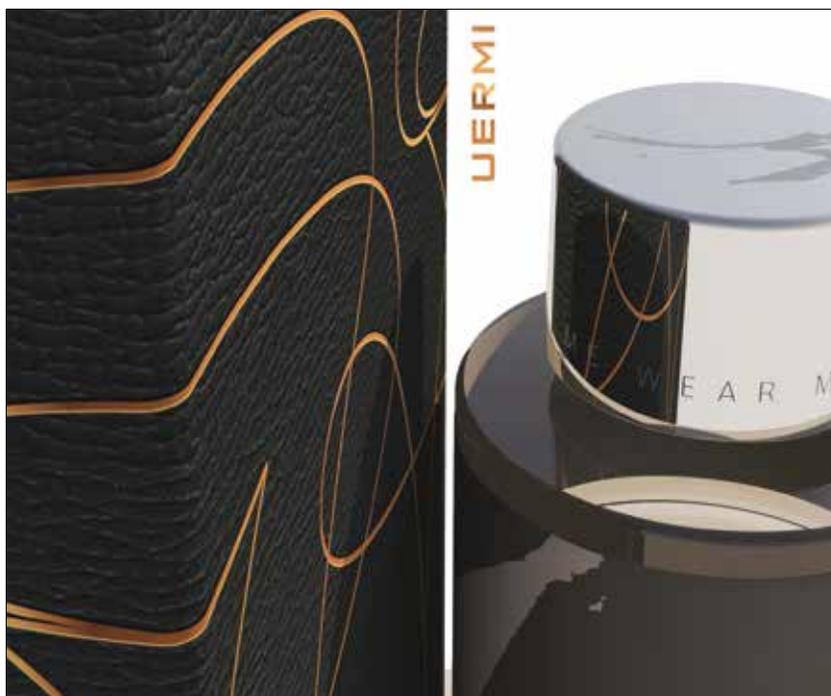
Perfume of the Pompeii Archeological Park



**made with petals
of roses grown
in the gardens
of Pompeii's Ruins**

UERMI *New visual identity, same philosophy*

UERMI, which means WEAR ME, presents a new vision, new bottles, new packaging; therefore what is not changing is brand philosophy: extreme high quality perfumes thanks to the raw materials and compositions chosen by a selection of great international master perfumers: Antoine Lie, Cécile Zarokian, Jean Jacques, Alexandra Carlin, Philippe Bousseton, Maurice Roucel, Luca Maffei. They have created for UERMI beautiful olfactory answers to provocative questions: "If you think of velvet or silk or tweed...what kind of scents comes to your mind?" Each interpretation is always very personal and unique, confirming the brand main conception: perfumes and fabrics share an elective affinity: both are worn on our precious skin, an expression of our personality. Both perfumes and fabrics caress and gratify our senses and evoke our memories. A fabric, just as a perfume, can make us travel through time. We can affirm that UERMI creates an intriguing olfactive wardrobe.



NU LEATHER

Nu leather is the latest fragrance of UERMI portfolio, inspired by this important material. It has been created with the master perfumer Luca Maffei. Main protagonist is sandalwood from New Caledonia; the roots and the heart of the wood are distilled in order to obtain refined boisé notes,

colored with nuances of copahu and cedar wood, enhanced with a touch of fruity, creamy and milky shades. So innovative also the new Leather MD, a natural note obtained by an infusion of real leather and steam of smoked wood. The composition is hued by nutmeg, and in cashmeran are concentrated different intense and balanced sensations; Sichuan pepper will add citrusy, pungent, almost metallic nuances. A fragrance with a superior level of elegant and contemporary determination.

VE VELVET

In this new VE VELVET, also created with Luca Maffei, the protagonists are two vetivers, Haiti and Java together, elegant and timeless, just like velvet is. The fragrance opens with a sunny freshness, luminous and citrusy, wrapped in precious notes of woods and Amber that warm up the rich, complex composition.



AFFINESSENCE

*artistic fragrances
inspired by the
quintessence
of perfumery*



Each fragrance in the collection illustrates the art and the talent of a perfumer,

showcasing his favourite base ingredient.

Each perfumer was free to feel a total "creative affinity"

and was free to choose the base ingredient which inspired him and which resonated with him, and without any constraints.

Sophie Bruneau's objective was to create a new genre of fragrance: daring, "base-focused" and unique perfumes. These purely beautiful perfumes were to be the result of a selection of noble and rare natural raw materials, showcased with audacity. Each one had to be imbued with a precious alter ego and this duo had to be crowned by a halo of other, equally splendid ingredients.

The Base Notes Collection comprises six fragrances: Vanilla-Benzoin by Corinne Cachem, Sandalwood-Basmati by Alexandra Carlin, Cedar-Iris by Nicolas Bonneville, Patchouli-Agar Wood by Nicolas Bonneville, Musk-Ambergris by Henri Bergia and Leather-Turmeric by Alexandra Carlin.

The perfumes are presented in luxurious coffrets of black-lacquered wood with a magnetic closure.

An additional cardboard outer box with matte nude shades contrasts with the intense ultra-shiny black.

The bottle has a sleek design with an Art Deco touch, in a highly refined presentation, ensuring that the fragrance is the star of the show.

The 100 ml natural spray bottle is made of thick glass with a metallic plate and the heavy zamac cap is signed with the Affinescence logo.

Included with the perfume is a cashmere pouch to perfume and slide into a bag to inhale the fragrance every time it is opened. It is also perfect for men, to protect their most valued watches.

Creation and passion are the keywords of this original collection which is dedicated to those who are sensitive, who choose a smell, a fragrance and the emotion it provokes.

BASE NOTES COLLECTION IS THE FIRST ACT OF AN OLFACTORY OPUS BY SOPHIE BRUNEAU

Sophie Bruneau, an expert in all things olfactory, has created an art perfume collection of her own, a selection of the most exquisite perfume creations, made from the most precious ingredients. Base Notes Collection by Affinescence has been created exclusively from essences that are traditionally used as base notes. With their higher molecular weight, these notes are the heaviest in a perfume, which gives them exceptional qualities of intensity, extreme persistence, a particularly sensual warmth of the skin (and on natural fabrics such as cashmere) and an incomparable trail. They are also the notes which touch us most deeply, because they resonate with our deepest egos. Amber, vanilla, wood or animal, these warm, rounded notes are genuine triggers for our emotions: if we find ourselves in "affinescence" with these notes, it is because they form a direct affinity with our senses.





GUUDCURE

GUUDCURE is a brand of H.S.A. S.p.A.
www.hsacosmetics.com - made in italy

GUUDCURE

THE HEALTHY AGEING AND CLEAN BEAUTY SKIN CARE BRAND

A natural and healthy ageing process and the use of “clean” products, with ingredients that pose no hazard to human health nor the environment, makes **GUUDCURE** the good care for skin.



POLLUTION FREE

The complete anti-pollution range with Zeolite protecting the skin from polluting agents and impurities with a preventive anti-ageing action.

AGE BALANCE

The latest generation anti-ageing skincare system with a double action: rebalancing the skin thanks to *pre and probiotics* that prevent ageing, and correcting particular skin damages with targeted active ingredients.



• B O R N A N D M A D E I N I T A L Y •

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