

## PITTI FRAGRANZE N. 16 – Novelties and Curiosities

### THE FRAGRANCES OF ITALY. THE GREAT FRENCH TRADITION. THE ENGLISH HERITAGE. THE LUXURY OF THE MIDDLE EAST. ESSENCES FROM AROUND THE WORLD.

*Timeless perfumes and scents by international maisons that unite the class conferred by history with the freshness of modernity, but also by new talents and independent houses of artistic perfumery. Among researched raw materials, pure artisan tradition in processes, and extremely sophisticated fragrances exalted by exceptional bottles and packaging.*

**Abel Vita Odor** – Abel was founded in Amsterdam by New Zealander Frances Shoemack with one goal: to create the world's best natural perfume. Created by master perfumer Isaac Sinclair, each fragrance is composed of a highly concentrated mixture of natural oils. The packaging design was developed in collaboration with Atelier Joachim Baan. The result is a collection of chic, modern, and dynamic natural perfumes that last all day on your skin.

**ALYSONOLDOINI** - A collection of fragrances that embrace the mind and reawaken the senses. The galvanized platinum packaging gives the bottles a jewelry look. Alyson Oldoini has a historic-artistic cultural background, and its creations are based on passion and pursuit of beauty. In synergy with Alyson Oldoini, famous perfumers have interpreted a sensorial journey worth following.

**Anima Vinci** – A new collection of perfumes designed to emotionally awaken the mind, heart, and spirit. Between science and nature, each scent invites you to undertake a journey of the mind: from Bliss in Bali to Wood of Life and Rose Prana. In collaboration with independent suppliers and farmers from around the world, all the creations are developed using a sustainable approach.

**Calé Fragranze d'Autore** – The eau de parfum collection created by Silvio Levi presents an original musical journey conceived in collaboration with composer Philip Abussi. Unusual musical compositions are created in the wake of the feelings that every single fragrance communicates to the sensitivity of the artist. A collaboration that adds value to the olfactory perception and invites the visitor to experience a new expressive dimension of Calé Fragranze d'Autore.

**Caron** – To reinvent Infini in 2018 and embody modern femininity with freshness and sensuality, William Fraysse conceived a fruity accord of pear and orange, reinforced by spicy notes of pink peppercorns. A frivolous gourmand enhanced by vanilla and enriched by a blend of benzoin and musk, which sets the stage for a whirlwind of sandalwood and jasmine.

**Carthusia** – The origins of Carthusia date back to 1380 and the visit to Capri by Queen Giovanna d'Angiò to whom the Father Prior of the Certosa di San Giacomo gave a gift of the island's most beautiful flowers. The water they were placed in ended up smelling like *Garofilium silvestre caprese*, and this water accordingly became the first perfume of Capri. The inauguration of a sixth flagship store on the island, the Carthusia Café in the private port of Capri, and the opening of Carthusia Suites, both join the brand's line of new products.

**Ella K Parfums** – Ella K is the new brand created by the famous nose Sonia Constant and is dedicated to her two passions for travel and fragrances. A tribute to the most adventuresome women of all time and from around the world, translated in a unisex collection of extraordinary olfactory memories: like Baiser de Florence, which recalls the incense of churches, the irises of the hills, but also the scent of antique stone in Florence.

**Essenzialmente Laura** - The Essentially Laura collection is composed of 9 new fragrances presented in the unique eau de parfum format of 50 ml. Perfumes of great character that decode in an unmistakable way the style and art of Laura Bosetti Tonatto. Among the most harmonious fragrances is Focu Meu: the wonder and surprise of a warm and irresistible blend to be worn with silk and cashmere that enhance the saffron and rose notes. Plus, the La Spa collection by Essenzialmente Laura presents a complete range of products for the face, body, and home perfect for proposing in the most renowned Spas worldwide.

**Floris** – With almost three centuries of history behind it, Floris is synonymous with English Perfumery. 1927 is the name of the new fragrance that brings to mind the Roaring Twenties. West End dance halls filled with couples dancing to the rhythm of the Swing and Charleston, among rivers of champagne, feathers, and sequins used to embellish cocktail dresses and men in fashionable tights. Highlights of an era of splendor and high spirits told by the new unisex eau de parfum by Floris.

**Fort And Manle** - Fort & Manle is an independent artisan fragrance company based in Melbourne. The brand philosophy is to create an individualist, eclectic, luxury fragrance. Fort & Manle was founded by Rasei Fort, who meticulously mixes artisan oils, extracts and the finest oud that exists in the world to take the client on an olfactory journey to the most exotic locations.

**Francesca Bianchi Perfumes** – Francesca Bianchi is an Italian nose based in Amsterdam. After Angel's Dust, The Dark Side, Sex and the Sea, Under the Skin is a new fragrance that confirms the passionate and sensual DNA of the brand. The animal theme is interpreted in a velvety, elegant way, with an enveloping exotic note created through the use of Tonka bean, vanilla and a variety of woods. At Pitti Fragranze 2018, she will present her fifth creation, Memoirs of a Lover.

**Francesca Dell'Oro Parfums** – Perfumes that make complex and faceted individuality a reality, in a play that spans from light and frivolous, to seductive and dense, contradictory and irreverent, but always with a bright spirit. These are the origins of Ambrosine, White Plumage, Lullaby and Francine, followed by the fragrances of Envoutant, Fleurdenya and Page 29. There are then the unique gourmand scents, Voile Confit and Rubia Sucrée. In 2017, the Limited Collection Black Series joined their ranks.

**Gallivant** – A London Fragrance House founded by Nick Steward, Gallivant stands for urban exploration. It picks upon the vibes of the world's hottest metropolitan destinations. ISTANBUL, created with Karine Chevallier is an amber-tinged, woody, spicy scent: where two continents and two cultures meet. It has a fresh and aromatic opening with notes of bergamot, cardamom and red thyme. This segues into a woody heart and then a base of sandalwood, vanilla, Tonka bean and other precious ingredients.

**Grandiflora Fragrances** – The great sensitivity of Saskia Havekes, a highly acclaimed flower designer from Sydney, is now part of the Calé world. Enamored of flowers and their fragrances, she has created an eau de parfum collection steeped in sophistication, a visionary spirit and non-conformist elegance. Interpretations of the magical emotions of bouquets artistically devised by Havekes, take life thanks to collaborations with famous Master Perfumers, like S. Videault, B. Duchaufour and M. Roudnitska.

**Ideo Parfumeurs** - Ludmila and Antoine Bitar first met in Paris around 15 years ago or so. After their marriage, they decided to move to Beirut, the birthplace of Antoine, for the founding of Ideo Parfumeurs. Ideo Parfumeurs is founded on the unique creative energy of the city of Beirut and its wonderful contradictions, producing fragrances that are both elegant and rebellious. The creations of the brand are divided up into fragrances for the body, lingerie, and scented candles.

**J.F. Schwarzlose Berlin** – Founded in 1856 in Berlin by J.F. Schwarzlose, among the past illustrious clientele of this *maison* are the royal courts of Prussia and the Austro-Hungarian Empire. In 2012, the brand was revitalized, presenting a collection of perfumes of absolute quality, where tradition meets modernity, in an ideal dedication to the city of Berlin. All this is presented in bottles and packaging that merge the sophistication and minimalism of Lutz Herrmann.

**JUL ET MAD Paris** - French "savoir-faire", united with unconditional luxury, are magnificently expressed by the "Haute Parfumerie" house, JUL ET MAD Paris. Their artistic perfumery has set the stage for a fairy tale: the love story of the two founders, Julien and Madalina. The Extraits de Parfum of the line, reunited in two exclusive collections, "Les Classiques" and "Les WHITE", are composed in collaboration with renowned perfumers.

**Laboratorio Olfattivo** – Vanhera, signed by the nose Luca Maffei, is a journey around a unique ingredient. It's a vanilla scent indeed, but not a fragrance in which the sweet notes of vanilla are enhanced. An enfleurage absolute of Madagascar vanilla, which stands out in a universe of ingredients including pepper, cardamom, and cinnamon.

**Laurent Mazzone Parfums** – A Baroque beauty lives inside Sensual & Decadent. Mingled bodies, decadence, golden sequins and the fascination of Baroque: with a touch of modern sensuality, this perfume plays with the skin and the senses. Top notes: Lisylang, Rhubarb. Middle notes: Heliotropium, Labdanum. Base notes: Oud, Vanilla Infusion, and Spicebush.

**Meo Fusciuni** - An Italian artistic project of olfactory research and creation of memories held inside perfumes that dates back to 2010. The offices of Giuseppe Imprezzabile and Federica Castellani were the birthplace for alchemy between aesthetics and olfactory study, poetry and communication. Pitti Fragranze will see the presentation of "Little song", the first chapter in the new cycle of metamorphosis. This is the first time Meo Fusciuni has explored the bold notes of Coffee and the soave hints of Turkish Rose.

**Mizensir** - Alberto Morillas, Maître Parfumeur and author of unforgettable pages in Modern Perfumery entrusts Calé with the distribution of Mizensir, his most intimate and private creation. An essence of complete expressive freedom, without limits or conditions, told by perfumes and scented candles taking their inspiration from his memories, trips, and unforgettable encounters. Among the places imprinted in his memory is the garden of his youth in Andalusia, where he felt the first stirrings of his vocation for perfumes.

**Molinard** - In the Les Eléments collection, VANILLE Eau de Parfum is gourmand and sensual, an invitation to voluptuous exoticism. The flowery notes convey all the many different facets of the nobility of this tropical bouquet. A deliciously transgressive journey through the senses, in homage to the sweetness of the Orient. Top notes: Vanilla flowers. Middle notes: gourmand Vanilla, Caramel, and Vanilla pods. Base notes: Vanilla, Spicebush.

**Morph Parfum** - Created for the luxury market, Morph was founded when a group of young designers and entrepreneurs put their heads together. Originality is the leitmotif of all the Morph fragrances, resulting in a true Luxury Essence Experience. In particular, Axum is an intense blend of spicy and woody notes together with white musk, vanilla and ambergris. Malaga is a bouquet of violet leaves, freesia and cyclamen, accompanied by white lily and vanilla.

**Naomi Goodsir Parfums** – The spirit of Naomi Goodsir fragrances rides the wave of indie perfumeries. The perfumes are created by talented and independent noses, who are free to give full reign to their expression. Among them are names like Julien Rasquinet, Bertrand Duchaufour and Isabelle Doyen. Nuit de Bakélite by Isabelle Doyen is an interpretation of the nocturnal flower: it hints to the premise of a narcotic lady.... Green, obsessive, and addictive.

**Oliver & Co** - Oliver & Co. is an independent brand of fragrances founded in 2009 in Madrid by the self-taught perfumer, Oliver Valverde. The search for something new and unknown is more important to Oliver than anything else. Curiosity is the key to entering the brand's realm and discovering its ingenious, moody, and unexpected scents.

**Olivier Durbano** - A collection of elegant refined fragrances, which give substance to the intangible, mysterious force of stones and of their symbolism. Rock Crystal, Amethyst, Black Tourmaline, Jade, Turquoise, Rose Quartz, Citrine, and Heliotrope stand out in a unique pathway featuring fragrances rich in precious ingredients and unique accords.

**Omanluxury** – Inspired by the ancient tradition of incense and spice commerce in Oman, Omanluxury tells a one-of-a-kind story. Every bottle reflects the elegance of olfactory creations: Rosa Ristretto, Bois De Fouet and Boswellia Sacra. In particular, the first is a rich blend of Damask rose, Taif rose, bergamot, and patchouli, from which the sweet combination of vanilla, caramel, and bourbon notes, emerge, sealed by a base note of coffee.

**Parco1923** – The fragrance of centenary trees and old-growth forests that tower above delicate and rare flowers in the mountains of Abruzzo National Park: local botany, together with the nose Luca Maffei, have faithfully reproduced the vitality of these plants. The heart of Parco1923 is composed by Laburnum anagyroides, lethal to man and beneficial to animals, and Juniper Berries sweetened by intoxicating Honeysuckle and Spanish Broom.

**Parfumerie Générale** – With Felanilla, Pierre Guillaume proposes an "adult" vanilla, not cloying, not alimentary. A nectar expressed by three absolutes sublimated in an oriental composition. A feline vanilla, under a mantle of Iris and Saffron.

**Parle Moi de Parfums** - Michel Almairac, the master perfumer behind the olfactory identity of so many great fashion houses (from Dior to Burberry, from Chloé to Bottega Veneta), is now the exclusive nose for Parle Moi de Parfums. From its lab in the heart of Paris, Parle Moi presents a collection of 10 fragrances, which explore the great classic ingredients in a contemporary way. From vanilla to rose, iris and neroli.

**Peccato Originale** - Silvia Monti proposes five types of "curative" Vanilla. The rebel Vanilla of Gas Antisociale has the power to counter the influences of "malign narcissists". The vertical Vanilla of Iniezione di Morfina gives a boost to the soul of the wearer. The tonic Vanilla of Essenza Miracolosa is a jus with enveloping effects. The aphrodisiac Vanilla of Cantaride. The essential Vanilla of Polvere di Etere, her latest and finest creation, combines the secrets of nature with the search for human and celestial scents.

**Scent Bar** – For vanilla-based scents, Scentbar has created a sequence associated with a woman's life: 103: candy floss. A girlish woman. 107: adolescence. Growing up, uncertainty, being undefined. 109: A woman in the prime of her life. Her heart and body speak the language of welcoming and caring for others. 600: gastronomical alchemy. 800: sensual alchemy. The nocturnal side of woman.

**Tauerville** – Speaking of Vanilla Flash, Andy Tauer says "I wanted to create this vanilla for myself, putting everything I love: spices, roses, patchouli, tobacco and much more, and then a lot of vanilla, even Bourbon vanilla. Among my best perfumed creations".

**Teatro Fragranze Uniche** – In a spirit similar to that of a new Florentine Renaissance, a group of women brought together by their love for artistic perfumery gave life to Teatro Fragranze Uniche. A project of exclusive and refined *Made in Italy* fragrances. The world of Teatro Fragranze Uniche presents itself with a new bottle characterized by simple lines and made exclusive by an embossed monogram.

**THE HARMONIST**- THE HARMONIST is the first Maison de Parfum to be inspired by the five elements of Feng Shui: Fire, Water, Wood, Earth, and Metal. Using rare botanical oils meant to instill energetic power, a collection of ten elixirs leads to a wonderful equilibrium in specific areas of our lives: Status, Wisdom, Socialization, Creativity, Prosperity, and Seduction.

## **FACE AND BODY CARE PRODUCTS**

*Specialty products for beauty and personal care - creams, oils and soaps for face and body, anti-aging serums, shaving products - that combine tradition and research, the curative properties of plants and a medical-scientific approach.*

**3LAB** – More than 10 years of research and collaboration with the very best dermatologists have led Erica Chung to develop an anti-age line of products that contains the first bio-engineered human growth hormone in the world: Bio-Engineered Renewal Complex. Chung was also the first to introduce Apple Stem Cell Technology for skin care, which uses the stem cells of rare Uttweiler Spätlauber apples that are rich in phytonutrients and active cells.

**ambuja** – ambuja makes avant-garde skincare products for urban pioneers. Its two lines, Couture and Empire, are in line with the times and the needs of men and women today. Product design and formulas are by Legart Forschungsatelier, the German creative laboratory and company. ambuja amalgamates the purest essences for unique organic skincare.

**Antica Barbieria Colla di Franco Bompieri** - is the most famous barbershop in Milan. Its one hundred-plus years of history are embedded in the collection of colognes and products for beardcare and haircare. Traditional formulas include herbal conditioner, egg and rum shampoo, apricot hull aftershave, and strengthening anti-hair loss lotion made of capsicum and menthol.

**BAKEL** - BAKEL represents a revolution in traditional cosmetics that strips away the superfluous: BAKEL is 100% active ingredients. BAKEL is 100% active ingredients, ZERO useless substances and synonym of absolute quality, safety and transparency. All BAKEL products are dermatologically tested to guarantee maximum delicacy even on the most sensitive skins, they are nickel and heavy metal tested, gluten free, cruelty free, vegan, kosher and 100% *Made in Italy*.

**Ciatu - Soul of Sicily** – The scented cosmetics line with natural Sicilian essences – orange, lemon, almond, and orange blossom – Ciatu, does not test its products on animals and ensures they are manufactured with maximum respect for the environment. Olive oil is the leading ingredient in all its products. Elegant packaging is characterized by lively illustrations created exclusively by Sicilian artists, who design archeological findings and works of art belonging to the island's cultural heritage.

**Coola Suncare** – The research of Coola is aimed at creating pure and eco-aware products that protect the skin. The company has chosen to develop a line of suncare products using many natural, organic, and sustainable ingredients of local origins. Coola products are 97% certified organic and are manufactured using solar energy. All the formulas contain luxurious moisturizing bases, while guaranteeing broad-spectrum UVA/UVB sunscreen protection.

**Deage** - Deage is 100% clean, vegan, gluten-free beauty, a mix of dedication and cutting-edge science. Its composition is based on 6 sophisticated "skin enchanting" agents, with a symbiotic biomimetic formula, molecular and organic structures. An individual system suitable for any skin type, climate and lifestyle.

**D.R. Harris** - Founded in 1790 and operating in St. James Street in London ever since, the D.R. Harris pharmacy has kept the antique Galenic art of expert medicinal plant use alive. Among its top customers are included Her Majesty Queen Elizabeth II and The Prince of Wales, as confirmed by the crests of the two Royal Warrants gracing the retro line of bottles.

**Edward Bess** - After an initial stint as a model, at just 20 years of age, Edward Bess created his first line of lipsticks. "The lip wardrobe", ten lipsticks and five lip-glosses presented in an elegant box. Edward then expanded the collection, introducing eye makeup and face products as well as a line of skincare and haircare products. "Less is more" is the motto of the brand, appreciated and followed by a long list of celebrities.

**L'ODAITÈS®** - Pharmaceutical expertise joins forces with grandmother's home remedies. A line of treatments scented by Neroli and composed of anti-age Crème Sensationnelle face cream, anti-aging replenishing serum Élixir Bonheur, the Sève Divine de Dattes radiance mask, the gentle polyphenol exfoliator Pépite de la Palmeraie, the water-based makeup remover Pure Merveille d'Aloe Véra and the nourishing balm Secret Nomade.

**Sûrface** – A unisex range of natural skin care products developed to protect the skin of city dwellers. In the heart of all the formulas is Camellia Japonica with its purifying and anti-aging properties, which provides protection from harmful environmental elements and contrasts the effects of smog.

## **PERSONAL, HOME AND BATH ACCESSORIES**

*Fragrances for the home – from vaporizers to diffusers to candles – create a unique atmosphere and add original decorative touches to every room.*

**Acca Kappa** - It all started in 1869, when a Prussian in love with Italy settled in Veneto to make the world's finest brushes. The story continued with a collection of natural, refined fragrances, the outcome of a world of experience, culture and style. Icon products: Eau de Cologne White Musk and Eau de Parfum Black Pepper & Sandalwood.

**Atelier Oblique Berlin** – The designer Mario Lombardo is the founder of the Atelier Oblique Berlin-based fragrance house. In 2015, he launched a collection of scented candles: "The Alphabet Collection", in collaboration with Robertet from Grasse. Each candle is associated with a unique story, celebrating the moment and filling the room with feeling. Created using the finest ingredients and an exclusive design, the candles have become a popular classic.

**Bougies Rigaud** – Under a layer of crunchy caramel and vanilla, GOURMANDISE fills the home with its exquisite gourmand aromas. Top notes: mandarin, orange and peach. Middle notes: jasmine and orange blossom. Base notes: caramel, vanilla, sandalwood and amber.

**Les Bains Guerbois** – Created in 1885, Les Bains Guerbois quickly became the Parisian temple of beauty, where writers and artists like Manet, Proust, and Renoir would meet. In 1978, the landmark underwent a transformation into one of the most famous international nightclubs, and then, in 2015, it became a 5-star hotel. In 2016, Jean-Pierre Marois reinvented Les Bains Guerbois by launching a first signature Cologne and a perfumed candle.

**Noble Isle** - "Britain in a bottle": gooseberry, willow, and samphire rock are some of the unusual and natural extracts chosen for their active ingredients and selected from regional producers in England, Scotland, Wales, and Ireland. The new Tea Rose collection takes black tea leaves, with their soothing and protective properties, and combines them with the natural oils of Hampshire rose that locks in the skin's moisture.

*We wish to thank the exhibitors that made it possible to publish this press release.*