




MADE IN ITALY
UMPV SRL 20124 MILANO
STORE@PARCO1923.COM





*“Strong and gentle” as the poet
Primo Levi called the land: it is in
the same manner that the senses
discover the olfactory nuance of
PARCO1923.*

Ancient forests where trees are protectors of delicate flowers that only grow in the National Park of Abruzzo.

Its history begins in the late 800s to stop the extermination of the Marsican Brown Bear, and it was officially instituted in 1923 when the royal family created one of the oldest parks in Europe.

Preparatory experts who have studied these woods for centuries have distilled the vitality of ancient plants and enraptured the fragrance of wild blossoms in an exquisite botanical essence.

The olfactory pyramid

Juniper berries
Wild celery
.....

Honeysuckle
Laburnum
Spartium
Iris
.....

Beech wood
Tree moss



The heart of the fragrance is composed of the essence of mysterious and unique laburnum, lethal for men and beneficial for animals, along with inebriating Honeysuckle and intensity of Spartium.

These are complemented by the beneficial and therapeutic effects of Wild Celery, Iris and Moss.

Its notes close with Beech, the tree that best characterises this area as a symbol of the Park and its ancient traditions.



Juniper: it grows wild in the mountains of Abruzzo, and is used in the local cuisine and traditional medicine. It makes an immediate impression with its aromatic and balsamic strength.



Wild Celery: a flower with a bitter and pungent aroma. In past centuries it was believed to extend one's life; it is for this reason that it was searched for along the streams that descend the mountains of the Park.



Honeysuckle: it was featured in Art Nouveau due to its elegance. A medicinal flower with a sweet and delicate perfume, was placed on the pillow of young girls to encourage dreams of love.



Laburnum: called golden rain for its shape; the heady scent is a poisonous plant for humans but not for animals. It was used by witches in magic rituals.

Spartium: with its rich and opulent fragrance, it grows densely and is highly visible, thanks to its warm, golden hue; it is reminiscent of honey and beeswax both in color and fragrance.



Iris: a now rare flower that fragilely grows in mountain pastures. Just gently smelling it will have you lost in its sweet and persistent scent and our memories.



Beech wood: covers over 60% of these forests with entire woods of ancient plants. It is clearly present in the final notes, lending the perfume's closing its strong and impressive touch.



Tree moss: with its sensual and enveloping underbrush, it evokes strength and confidence as the benevolent protector of our plants that brings us inside the Park.





The *Eau de Toilette* is presented in a sleek and attractive bottle. The exquisite bear golden seal lies on the greenery of woods, immediately evoking the nobility of the mountain.

The cap is designed in Beech wood and "Pietra Gentile": a soft stone used for centuries in this area for the construction of noble palaces and beautiful churches.

Upon each spray, the stone's porous nature jealously captures the molecules that would otherwise be lost in the environment. Once the bottle is empty, the removable stone ring can be saved, which continues to release its fragrance and prolongs the experience of PARCO1923.



The Room Spray is perfect to bring the scent of the woods into your home and office.

You can immerse yourself in the paths that lead into the forests in only a few sprays. You can feel the presence of deer and hope to catch a glimpse of the Bear Bruno Marsicano, shy and peaceful, always a symbol of these territories.



The Home Fragrance recalls the notes of the Eau de Toilette bringing its unicity into the domestic ambient.

The bottle evokes the green colour which characterizes PARCO1923 product line and it is embellished with a Gentile stone ring.

It is perfect to beautify an elegant living room as well as a modern office.



The Gentle Body Wash is developed from a traditional apothecary recipe, used in preparations of hot baths for those returning from a long walk in the woods. A delicate foam that cleanses without drying the skin.

The Juniper and Birch extracts, known for their sebo-balancing properties, promote purified skin and pores. The Angelica, Honeysuckle and Water Mint extracts have refreshing and decongestant properties that contribute to the relaxation of the muscles and toning of the skin.



Exfoliating Hand Wash:
Inspired by a purifying bath in a mountain spring, comes a liquid soap that regenerates and protects, for very soft hands.

The exfoliating action of the gentle Stone stimulates the cell turnover and prepares the skin for the active ingredients.

The Angelica and Honeysuckle extracts has calming properties that help against irritations and redness. The Iris and Tree Moss have astringent properties to promote long lasting purified skin.



Nourishing Hand\Body Cream: The therapeutic properties of our botanical extracts, all in one hand\body cream that nurtures the skin.

The Rose Hip extract is one of the best natural sources of Vitamin C. This actively contrasts the skin ageing process. The Linden extract is rich in polysaccharides with filming properties that help reduce dryness. The Hawthorne, St. John's Wort and Angelica extracts have calming and astringent properties which help reducing redness and irritation.

The Scented Soap is the entry level product to our collection, which is gentle on the skin and rich in natural essences.

It can be offered as a small gift to a friend, be used for a personal moment of pleasure or serve as a souvenir of the woods. It is a small, exquisite object, protected in an aluminum box with a golden seal.



The Perfume of Parco Nazionale d'Abruzzo forests, travels with you in a sophisticated leather pouch, handmade by local artisans. Soap, Shampoo, Body Wash and Cream in elegant bottles of 40 ml.

PARCO1923: the essence of your journey.





Hand Sanitizing Gel: an alcohol-based recipe formulated to sanitize your hands without drying out your skin. With purifying properties it acts effectively in the absence of water.

An ideal product to ensure always clean and scented hands. It guarantees a pleasant freshness and cleanliness with PARCO1923 scent.



The Forest Fragrance Sanitizing Gel is available in a pocket size of 100ml.

An exclusive product to have clean and fragrant hands at any time of the day.

SCARPETTA DI VENERE

The Olfactory pyramid

Wild Blueberry
Rosehip

.....
Laburnum

Scarpetta di Venere

Iris

Red Lily

.....
Beech Wood

Tree moss



Scarpetta di Venere is a wild orchid that blooms in the mountains into the Park between May and June. Its flowers are only in few weeks and this is the reason why the Scarpetta is even more precious. We need to be lucky and choose the right moment to go and look for it in the woods. The name derives from the Greek "Paphinia" the goddess of Paphos (city of the island of Cyprus). Aphrodite and "pedilon" which means sandal or shoe, due to the particular shape of the flower, which precisely resembles a woman's shoe. In Greek culture Aphrodite is called Venus by the Latins and is the Goddess of love and beauty. Legend has it that Venus, during a walk together with Adonis, was surprised by a violent storm. The two sought shelter, but the small space of the place where they found shelter and the desire to stay close, as well as providing mutual pleasure, made the divinity lose a shoe. After the storm he looked for the shoe, but they did not find it because in the meantime it was stained by a "mortal" who had run to collect it. Before it was possible to collect the shoe of Venus, it turned into a flower of which the central petal or the "labellum" was shaped into a shape of a shoe, also including the color of gold with which it had been made.



Wild Blueberry: wild blueberry or black blueberry, is a plant of the Ericaceae botanical family that gives us its small fruits at the end of summer. These berries are highly valued for their beneficial properties and have always been part of popular medicine. Because of the beauty and elegance of the flower, the Greeks thought it was born of the gods.



Rosehip: spontaneous species belonging to the Rosaceae family. Thanks to its anti-inflammatory and avoiding properties, it was used as a traditional remedy for respiratory problems. It constitutes a natural source of vitamin C.



Laburnum: called golden rain for its shape; the heady scent is a poisonous plant for humans but not for animals. It was used by witches in magic rituals.



Scarpetta di Venere: rare and precious the Scarpetta di Venere is a wild orchid that blooms in the mountains into the National Park of Abruzzo between the months of May and June. Its flowers are only in few weeks. The Venus slipper is also known for its phytotherapeutic properties, it is in fact used as a natural method to counteract anxiety thanks to its sedative action.



Iris: a now rare flower that fragiley grows in mountain pastures. Just gently smelling it will have you lost in its sweet and persistent scent and our memories.



Red Lily: showy plant with large red and orange colored flowers facing upwards. It lives along the meadows and sunsets up to considerable altitudes. It owes its name to the presence of small round bulbs at the insertion of the leaves.



Beech wood: covers over 60% of these forests with entire woods of ancient plants. It is clearly present in the final notes, lending the perfume's closing its strong and impressive touch.



Tree moss: with its sensual and enveloping underbrush, it evokes strength and confidence as the benevolent protector of our plants that brings us inside the Park.



Scarpetta di Venere is the new fragrance by PARCO1923. It is sweet but strong, inspired and precious as the flower from which it takes its name: this beautiful plant stands out for its charm, elegance and rarity, as it completes its life cycle over a period of two months. Its petals inspired the colour of the bottle, a noble red bordeaux with an ancient and refined taste.

The olfactory pyramid of Scarpetta di Venere is a floral bouquet that recreates and emphasizes the original environment where the flower lives and the spring period in which it blooms: you can easily perceive the pungent but sweet flavour of Wild Blueberry combined with Rosa Canina. They protect the wild Scarpetta di Venere (lady slipper) orchid, the real heart of the fragrance. The Golden Chain, together with the very rare Giaggiolo and the noble Red Lily, exalts the delicious floral aromas; the woody-scented bottom obviously comes from the Beech, the representative tree of the Abruzzo National Park and its traditions. It covers 60% of the territory's woods, accentuating its green floral character and extending its wake.



Purifying body wash
Scarpetta di Venere: with the delicate scent of Scarpetta di Venere, the Bath Foam cleanses without attacking the skin and it is ideal for a relaxing bath.

Wild Blueberry and Rosehip extracts, natural antioxidants, help to fight free radicals.



Exfoliating hand cleanser
Scarpetta di Venere: the
scrub soap, a tribute to the
rare flower Scarpetta di
Venere, regenerates the skin
thanks to the Gentle Stone
micro-granules, for a deep
cleansing and velvety hands.

The exfoliating action
stimulates the cell turnover
and prepares the skin for
the active ingredients of the
Lily that help soothe irritated
skin.



Moisturizing body milk
Scarpetta di Venere: inspired
by the delicate flower of
Scarpetta di Venere, the
Body Milk moisturizes the
skin gently thanks to the
phytotherapeutic properties
of precious botanical extracts.

The Rose Hip extract is
one of the most powerful
natural sources of vitamin
C; combined with Wild
Blueberry extract it helps to
combat skin aging.



EAU DE TOILETTE
100 ml



GENTLE BODY WASH
500 ml



EXFOLIATING HAND WASH
500 ml



NOURISHING HAND/BODY CREAM
500 ml



EAU DE PARFUM
100 ml



PURIFYING BODY WASH
300 ml



EXFOLIATING HAND CLEANSER
300 ml



MOISTURIZING BODY MILK
300 ml



AMBIENT PERFUME
250 ml



HOME FRAGRANCE SPRAY
500 ml



RECHARGE AMBIENT PERFUME
250 ml



SOAP
80 GR



TRAVEL KIT



HAND SANITIZING GEL
500 ml / 100 ml



FLAGSHIP STORE

The first PARCO1923 boutique has opened in an old aristocratic manor in Pescasseroli, in the heart of the Abruzzo National Park.

The second boutique has opened in the historic center of L'Aquila, one of the most beautiful towns in Italy.

The chandelier made of deer antlers, the furniture is antique and the materials are precious: it features a unique style that tells of the elegance typical of these mountains.

Addresses:
Pescasseroli – Via Principe di Napoli, 1
L'Aquila – Corso Vittorio Emanuele, 13

Flagship Store Pescasseroli



Flagship Store L'Aquila



Part of the proceeds support the flora
of the Abruzzo National Park.

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