



FRAGRANZE

## PITTI FRAGRANZE N. 17 – 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.

*Iconic perfumes and scents by international maisons, olfactory creations devised by the most prestigious noses, but also lines developed by new talents and independent houses of artistic perfumery.*

**Affinessence** – Launched in September 2015, the Notes de Fond collection is fruit of the work done by Sophie Bruneau together with leading talents in fragrances. The Affinessence brand was accordingly born out of the creator's passion for the "quintessence" of perfumery.

**Alysonoldoini** - A collection that embraces the mind. The galvanized platinum packaging gives the bottles a jewelry feel. 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 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 farmers from around the world, all the creations are developed using a sustainable approach.

**Antonio Alessandria Parfums** - Antonio Alessandria is the creative director and nose of the self-named brand. The line was founded in 2014 and today it offers a catalog of seven fragrances. Pitti Fragranze 17 will be the stage for launching the new fragrance: Dies Auroræ. A perfume that evolves in a sequence of olfactory frames, depicting a dreamlike vision.

**Aqua dos Açores Atlantic Ocean** – An olfactory travel diary, a sensorial story of one of the most beautiful places in the world where history, nature, colors, and perfumes merge together into an indissoluble mix. Its logo is the compass rose, an extremely ancient instrument for navigation, a flower with many petals that is a graphic representation of past and present. **@Spring**  
\_ new entry

**Baruti** – the brand of Dutch artistic perfumery founded by Spyros Drosopoulos, a neuroscientist who decided to direct the focus of his research work towards the world of artistic perfumery. Baruti, which is Greek for "gunpowder", is also a word used to describe something that has bite or edge. Strongly inspired by the visual arts, travel, and rare raw materials, every fragrance has its own distinct personality and character that challenges classic standards in perfumery.

**Boadicea The Victorious** – Although nearly 2000 years have passed since the warrior queen, leader of the Iceni tribe, defeated the Roman legions attempting to drive her out of her territory, her story continues to inspire one of Britain's finest luxury perfume brands. The fragrances are expertly blended in Britain by experienced perfumers before being bottled in the characteristic flacon. Boadicea the Victorious is where ancient history meets 21st century luxury, the perfect combination of timeless values and modern sophistication.  
\_newentry

**Bohoboco Perfume** – A refined collection of fragrances born from the inspiration of fashion designers Kamil Owczarek and Michal Gilbert Lach. The first creation, conceived from the contrast between

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vanilla and pepper notes, influences an entire line that plays around with the harmonies between taste, art, and smell. **@Spring**

**Bravanariz** – A brand that captures the essence of the wild landscapes of Empordà, in northeast Spain, distilling the Mediterranean breeze. 100% natural essences exclusively developed from local *Echinopsis silvestrii* cactus plants gathered by hand. The name of the brand means Wild Nose: the aim is to break free of existing molds while excluding the use of synthetic fragrances. **@Spring**

**Byredo** – International brand of luxury fragrances founded by Ben Gorham in 2006, Byredo is closely tied into creativity, art, and lifestyle. With new creations like Eleventh Hour and Sundazed, it has conquered a unique position on the market thanks to its contemporary and cosmopolitan character.  
\_ **new entry**

**Catherine Omai** – A luxury brand of fragrances from Nigeria of African inspiration, which represents the relentless force, passion, diversity, and mystery of African culture through the world of perfume, offering a made-to-measure service for the most refined consumers.  
\_ **new entry**

**Cinq Mondes** - The brand reunites the very best rituals of beauty from five continents without ever losing sight of nature and the ability to live in harmony with it. Cinq Mondes ensures high quality in its products thanks to rare and fine ingredients blended with an extraordinary level of excellence arriving from carefully selected fragrances conceived by noses of international fame.

**CIRO** – A legend that shines with new splendor, the rebirth of a legend, founded in New York in the Twenties. A bold design that knows no compromise, combining tradition and modernity, while preserving the brand's historic legacy.

**Coreterno** - Lifestyle brand with headquarters in Rome and New York, conceived by a family of alchemists, engravers, saints, rebels and poets. Coreterno takes the symbols of rock'n roll, pop, and underground culture and blends them together with forgotten incisions and old paintings, while interpreting them in a contemporary stylistic key.  
\_ **new entry @Spring**

**diptyque** - diptyque was the first brand to produce scented candles in 1963, becoming a symbol of iconic furnishing. Among its eau de toilettes is the spiced evergreen L'Eau, the extremely popular Philosykos as an olfactory recreation of the fig tree, precious Tam Dao sandalwood recalling the scents of the East, and the most recent Tempo and Fleur de Peau fragrances.  
\_ **new entry**

**Ds Durga** - A brand that believes in the ability of perfumes to summon forth hidden worlds. Everything we love about music, art, nature and design is described through the fragrances that are fragments of only partially remembered legends and of imaginary landscapes asking to be explored.

**Dusita** - The collection of Dusita perfumes is a tribute to the poetry of Montri Umavijani, the father of the Dusita perfumery founder Pissara Umavijani. Inspired by Montri's lifetime quest to find the joy and peace of mind that the heavenly paradise Dusita is said to afford the spirit, the perfumes evoke realms of earthly happiness.

**Flumen** – Complex accords for evoking sensations, states of mind, and intimate portraits of personalities. Flumen respects the use of quality ingredients, natural raw materials, and the exclusivity of the olfactory accord. Nine Parfum Intense proposals, evocative and persistent, a Special Edition



with an essence concentration that arrives just under 48% and a Gold Edition embellished by 24kt gold petals.

**Fragonard** – Heir to a long tradition, the Fragonard maison is now an institution in the world of fragrance. The name Fragonard pays tribute to the legendary painter from Grasse, Jean-Honoré Fragonard. The historic factory, located in the heart of Grasse, is one of the oldest in the area and to this day, it continues to produce perfumes, cosmetics, and soaps on a daily basis and in full respect for tradition. Since 1926, in fact, it has proposed a wide range of high quality products, flanking family artisanal methods with modern production techniques.

**Francesca Bianchi** – 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. Plus, the most recent Memoirs of a Lover. **@Spring**

**Goutal** – Ever since it was founded in 1981, the Maison Annick Goutal has become a prominent reality in the market of High Perfumery. A French maison that today with the name Goutal has skillfully renewed its own DNA, which is synonymous with savoir-faire, excellence, and the elegant art of living the French lifestyle. Today, the brand's ambassador is the founder's daughter, Camille Goutal.  
**\_ new entry**

**Heinrich Bart** - Heinrich Barth was a pioneer of intercultural dialogue, one of the few explorers of his time to approach indigenous cultures without prejudice: the brand bearing his name is synonymous with high quality products for body care dedicated to a passion for travel, to the desire to explore and intimacy.  
**\_newentry**

**Hermetica** – Is the new brand of modern molecular fragrances with a unique and patented formula, and alcohol-free approach, for creating long-lasting and moisturizing perfumes. Just like the Medieval Florentine art of alchemy, where there was an attempt to turn metals into precious materials and create an elixir of life, the Master Perfumers of Hermetica have transformed traditional ingredients into new and modern molecular perfumes.  
**\_newentry**

**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.

**L'Arc Parfums** – A maison of niche perfumes rooted in a love for art and travel. Fragrances like an invitation to land in another dimension, similar to an olfactory odyssey. Julien Rasquinet, Jean-Claude Astier, Marc-Daniel Heimgartner and Christian Carbonnel gave life to this vision in two complementary collections: Voyage Odyssey and Memoire Odyssey.

**L'Artisan Parfumeur** - Leader in artistic perfumery since 1976, creator of fragrances for personal use and the home, for L'Artisan Parfumeur, perfume is an olfactory picture inspired by nature. Artisanal creativity is combined with imaginative fragrances that can delight and shock. L'Artisan Parfumeur has capably evolved by proposing an extensive and complete range that today includes the most recent Cologne and La Botanique collections.  
**\_ new entry**



**Laura Tonatto**\_Essenzialmente Laura represents the most intense and conceptual collection of Laura Bosetti Tonatto, the Italian “nose” who over the last 30 years has created a unique pathway in the history of perfumery, which culminated with the granting of the Royal Warrant by Queen Elizabeth II for the creation of her very own customized fragrance. This collection of 46 fragrances, skin care products, and Spa products illustrates the deepest sense of creative expression of an artist who has capably expressed her art through perfumery.

**Les Parfums de Rosine** – Brand created in 1991 by Marie-Hélène Rogeon, an internationally recognized cultivator of roses. Through rare elegance, quality, and beauty combined with the tradition of French Haute Couture, M-H. Rogeon has lit up the panorama of perfumery with notes and a design that are bright, transparent, fuchsia and gold.

**\_ new entry**

**Lucien Ferrero** - After having dedicated his entire life to perfumery, the master perfumer Lucien Ferrero launched his own line of fragrances. Par Amour pour Elle, Par Amour pour Lui and Seringa Blanc are his strong, yet delicate, voice: odes to love and renewal, understood as the forces that move the universe.

**\_newentry**

**Menditorosa** - The name behind great classics in artistic perfumery like Le Mat, Sogno Reale and Osang. The art of Menditorosa continues to develop a blend of universal philosophy and interpretations of metaphysical personal experiences as only the owner and creator Stefania Squeglia is capable of doing.

**Miller Harris** - Brand born in 2000, it is the expression of a bold and eclectic style from modern London. Its olfactive signature is characterized by a love for natural raw materials and innovation. A perfect blending of English tradition and French savoir-faire that is constantly discovering new terrains of olfactory inspiration.

**Olivier Durban** - A collection of elegant refined fragrances, which give shape 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.

**Omorovicza** - The story of Omorovicza has many layers, evolving over time to create a skin care product that duplicates the effects of the healing waters found in the city of Budapest, in collaboration with the head of a Nobel Prize-winning Hungarian dermatology laboratory famed for discovering vitamin C.

**\_newentry**

**Parco1923** - The fragrance of centenary 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, Honeysuckle and Spanish Broom. **@Spring**

**Patyka**- The brand is born during the roaring twenties in Paris when a young Hungarian pharmacist moved to the French capital and began distilling an exceptional secret to beauty, an elixir that lights up the skin and favors its regeneration, l’Huile Absolue. Ever since, its unique vision of beauty has been characterized by an inseparable combination of effectiveness, ethics, and aesthetics.



**Peccato Originale** – Fragrances suspended between “the world of smells” and the “world of perfumes” like Galenic formulas. Tintura Spiritosa is an anti-irritability tonic. A fragrant perfume that delights the skin with Currant, Nutmeg, and Hedione sweetened by Damask Rose and Maté, to then evolve into Labdanum and Karanal notes.

**\_newentry**

**Pekji** – An underground spirit, sometimes rough, which touches the senses with its bold approach: by founding the brand Pekji, the Istanbul perfumer Ömer İpekçi gave life to an independent and authentically Turkish reality destined for small circles of perfume enthusiasts. RE:COLLECTION, the launch collection, is comprised of 5 perfumes representing a return to conscious awareness of something temporarily forgotten, recovering reason or resolution, gathering what is scattered, and coming back to oneself. Natural and synthetic materials, rare and common, affordable and costly, come together in these eclectic, new, and multilayered compositions.

**\_newentry**

**Penhaligon’s** – Founded in 1872 thanks to William Henri Penhaligon, the brand preserves its British spirit. Creative, eccentric and rich in humor, its perfumes are for modern dandies and dynamic women who are not afraid to express their personalities. With its Portraits collection, a gust of vitality and the first olfactory fiction has made its appearance in the world of niche perfumery.

**\_ new entry**

**Prosody London** – British brand of fragrances created by Keshen Teo and Paul Vinogradoff, launched at the beginning of 2018. Keshen Teo, perfumer and creative director, creates a fragrance like a poet composes a sonnet or a painter puts the finishing touches on a canvas. The inspiration arrives from the beauty of nature, which sets fire to the imagination. **@Spring**

**\_ new entry**

**Sana Jardin** – A pioneer among the maisons of luxury fragrances with an eye to social issues, Sana Jardin sees perfume as a vehicle for social change, reinforcing the economic empowerment of women through the Beyond Sustainability™ Movement project. Eaux de Parfum that emanate the most exotic scents in nature, while making the most of the curative properties of plants with a high concentration of essential oils.

**Step A Board** - Art, fashion, and urban culture blend together in the label of a one-hundred percent Milanese new perfumery experience that is the result of research onto intuitive perfumes: a product capable of combining functionality, graffiti design and olfactory emotions. Five imaginary stops on the metro translate into five fragrances: Georgiana and Daniele "bottle" the spirit of Milan's most special places. **\_ new entry @Spring**

**Stéphanie de Bruijn** - Known in the artistic perfumery world for the fragrances “sur mesure” created in the small workshop in the heart of Saint Germain, Stéphanie presents 10 creations that express her delicate and personal signature but also her passion for travel. An exquisitely French attitude, with a touch of Parisian red.

**Teatro Fragranze Uniche** – Just like in a new Florentine Renaissance, a group of women brought together by their shared love for the art of perfumery have given life to Teatro Fragranze Uniche. An exclusive and experimental fragrance project that is completely “Made in Italy” which today presents a new bottle characterized by simple lines made exclusive by an embossed monogram.

**Timothy Han** – The brand born from the creativity of Timothy Han, a multifaceted talent with a background contaminated by fashion, architecture, beauty, literature and art. On stage are three



fragrances that embody these concepts, presenting a new way of experiencing perfume as a vehicle for different art forms.

**\_newentry**

**Via dei Mille** – independent perfume brand that creates perfumes of the finest quality inspired by the nature and culture of Sicily, traditional Sicilian fragrances, and by the brand founders family history in perfumery. Quality, passion, creativity, and a love for our roots are the values inspiring our work.

**Washington Tremlett** – Creating men's fragrances since 2005, as an authentic olfactory celebration born from the genius of master perfumers. A line that reflects the expertise with which Washington Tremlett, shirtmaker since 1870 and inventor of the "seven-fold tie", first in Paris and then in London, established itself in the world by dressing European royalty and the international jet set.

**\_ new entry**

**Welton London** – The perfume: the luxury accessory par excellence. Exquisite, timeless, it is an invitation to travel. During his trips to the Middle East, John-Paul Welton fell in love with the local culture. His latest collection is an invitation to take an olfactory journey. Each one is tied into a place, a magical experience, the emotions awakened by unique scenery, by the twinkling of a light, a nod to pure beauty captured from Italy, Spain, Egypt, and the Middle East.

**\_newentry**

**Widian Aj Arabia** – Hili is a new fragrance dedicated to the floral gardens of the historic Hili, where the first signs of civilization were found in the Abu Dhabi area. Bergamot, Pink Pepper, Coriander, Cinnamon: a floral, powdery and sensual fragrance that falls into the oriental spicy category.

## **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 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.

**@Spring**

**8 faces** – By now an established cult, Boundless Solid Oil by 8 faces is a special oil for skincare made from the Amla Berry, a super fruit rich in vitamin C with a powerful and proven antioxidant effect.

**\_ new entry**

**Activist** – All the formulas are made using Mānuka honey, an extremely valuable resource from New Zealand. It is the mantra of Activist, the beauty brand that looks to construct a sustainable business by celebrating beekeeping.

**\_ new entry**

**Antica Barbieria Colla** - 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.





**Björk & Berries** – From a small project born in the Swedish forests to a well-renowned skincare and fragrance brand. The protagonist is “the Swedish Secret”: natural and organic fragrances, and formulas that are clean and kind to the skin and the environment.

**Coola Suncare** - Pure and eco-aware products that protect the skin. A line of suncare products using many natural, organic, and sustainable ingredients of local origins. Coola products are 97% certified organic and all the formulas contain luxurious moisturizing bases, while guaranteeing broad-spectrum UVA/UVB sunscreen protection.

**Ecooking** – Brand of natural cosmetics formulated with the purest organic ingredients in full respect for the environment and the skin. Founder Tina Søgaaard conceived it all directly in her own kitchen as a remedy to skincare problems (acne, dehydration, wounds and wrinkles). Each new cream formulation, either serum or oil, was produced daily and conserved in her refrigerator, using old jars of marmalade as containers. Produced and developed in Denmark with consideration for individual health and the environment: 100% ecological and natural oils, 100% paraben-free and almost completely vegan.

**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". He 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, which today is appreciated and followed by a long list of celebrities.

**Henua** – Formulated into a base of Nordic active ingredients like birch sap, the premium treatments of Henua get their strength from best naturals like berries and plant extracts.  
\_ **new entry**

**Insium** – Innovative line of vegan and high-tech skincare products that are *Made in Italy*. Creams and serums with a powerful anti-ageing effect thanks to a mix of high-tech biotechnological ingredients and the purest, highly concentrated active ingredients working together to prevent and reduce the already-visible signs of aging.

**JULISIS** – Between nature and alchemic formulas, the bio-botanicals of JULISIS take life through floral essences and botanical stem cells, combined with liquid gold, silver and precious stone essences.  
\_ **new entry**

**Le Prunier** - The Plum Beauty Oil of Le Prunier helps to restore, refresh and balance the skin. The patent blend of plum varieties is an excellent source of antioxidants, polyphenols, fatty acids, and vitamins.  
\_ **new entry**

**Marine + Vine** – Focus on the natural oils of Marine + Vine, devised to regenerate and maintain the skin, developed between the beaches of Los Angeles and the countryside of southern France.  
\_ **new entry**

**Nuori** – A brand that focuses on the freshness of its products, which are prepared every 10-12 weeks in small lots, using only fresh ingredients, in the productive laboratories of Denmark. The result is treatments that are extremely rich in natural vitamins, essential fatty acids and amino acids.  
\_ **new entry**



**Radice** – Under the spotlight are the masks of Radice, the third-generation Italian brand that relies on age-old Italian recipes and ingredients like rosemary, sage, Tuscan lavender, Helichrysum italicum, juniper, thyme, and St. John’s-wort.

**\_ new entry**

**RéVive** – Founded by Dr. Gregory Bays Brown, the brand is already famous for the progresses made in caring for skin that has been burned or damaged. In a revolutionary formula, it combines the technology discovered by Nobel Prize-winner Rita Levi Montalcini with other active ingredients.

**\_ new entry**

**Själ Skincare** – A unique approach that combines eastern medicines with the latest progresses made in western biotechnology and quantum physics. At the heart, a focus on balancing energy within the mind, body and soul as fundamental to nurturing beauty and well-being.

**UBUNA Beauty** – Already considered a cult product, the UBUNA Beauty serums are developed with natural AntiBody Technology that uses unfertilized ostrich egg yolks obtained via a humane and sustainable process that causes no harm to the animal.

**\_ new entry**

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