



SUPER Trends FW 2020

The collections and brands selected by Super dictate the women's fashion trends for the coming winter season. Here are some of the fashion inputs for the new women's wardrobe:

Sparkly night & day

Ironic, pop, and irreverence for the night. To stand out in a crowd, sequined outfits and metallic effects that are enriched by sparkling appliqués. Radiant filaments insinuate themselves into luxury knitwear making it bright and irresistible. Extravagant amounts of gold in accessories: from suede gloves to the boot covered in glitter. A desire to exaggerate knows no end and continues throughout the day with a cascade of sequins also on the most classic knitwear and with metalized effects that throw new light onto urban down jackets. Fuchsia glitter and Swarovski crystals complete sparkly daily outfits.

So Romantic

Corolla-shaped skirts, long dresses with ruffles and mini-dresses that reveal a new delicate and dreamy femininity. Research onto fine materials favors silk and cashmere, while a contemporary spirit is revealed in prints with flowers and butterflies, along with inserts in an unusual play of contrasts. Plus, there are forays into vintage. The FW20/21 season cites the 50's, folk flair from the 30's, while gothic atmospheres are expressed with matchings between antique rose and black. Knitwear is characterized by small embroideries, contrasting stitching, jacquard tapestry and multiple stripes. Accessories seem taken from the trunk of grandmother: micro-bags and jeweled clutches, velvet headbands, brooches decorated with beads, and topping it all off, eco-fur for princesses.

Maxi volumes and patterns: workwear is inspired by Japan

New workwear in a feminine version is ageless, chic and functional. It is made up by iconic items, ideally suited to all seasons, thanks to the choice of basic colors and natural materials proposed in blends: wool, cashmere, cotton and silk. There is also a nod to fleece and nylon to guarantee a relaxed fit. In trousers, the lines are basic and comfortable with over-cuts that become geometric plays. Capes, stoles, and mantles recall the elegant sobriety of Japanese taste, traditional, yet always cutting-edge. Graphics are architectural details that serve to create an equilibrium between forms and materials. The combination seems designed to create outfits with a distinctive, contemporary, style that can be interpreted in accordance with the wearer's personality.

Life & style

From luxury sex toys to irreverent snow globes, from extremely fragrant sanitizers to keep in your purse to the coolest power bank: Super turns the spotlight on some of the most interesting creative proposals from the international lifestyle universe. Among pop revampings, ultra-technological inspirations, and functionality with a touch of fashion, a selection of objects and accessories that make life easier, ironic, and fun. Beautiful to see, pleasurable to use, and above all, extremely stylish.

Relaxed elegance: eco & sartorial

For the fall winter 20/21 season, classic elegance takes on a contemporary façade. Traditional fabrics, which seem to recall British masculine strictness, become the protagonists of stylistic experimentation that advances the same concept of sartorial elegance, while moving it to the informal segment. The result is collections that reply to the need for simplicity, relaxed elegance, but also sustainability and sartorial charm. Formally impeccable outerwear, but with an easy spirit and an exceptional versatility of use. Rain jackets that recall fishermen's jackets, but with extremely lightweight structures that are accordingly easy to wear. Or in a hybrid version, matched with down. The use of limited surface areas coming from production leftovers and recycled materials signals a change in direction towards eco-

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sustainability, embellishing the collections of limited-edition items.

Let's discover some of the collections at Super:

Afterlabel_ A young brand that has already made headway on the international scene, proposing high performance creative luxury outerwear – thanks to technical materials and finishes of first-rate quality – to define looks of sure impact and character. The style of the new winter collection was entrusted to the emerging talent-designer Alberto Premi, winner of the Vogue sneaker award starting from his very first collection. Relentless research, from the perception of forms to the details of communication of every item, defines quality garments projected towards the future.

Be You - Géraldine Alasio_ The Made in Mongolia cashmere knitwear has all the energy of a faraway land steeped in history. Inspired by nature, this collection reinterprets the classics with a contemporary attitude. The strong point of BE YOU - Géraldine Alasio is definitely the close and intense relationship with the land in which the collections were born: Mongolia, with its nature and people who are so distant in terms of culture and customs. This is where an entrepreneurial project came about that, on one side has been able to involve local communities in an exchange of knowledge and expertise and, on the other has created a new way of experiencing cashmere, respecting this precious raw material with new creative and contemporary content.

Blui_ Scarves, stoles, ponchos and capes in fine natural fibers like cashmere, wool, silk, linen, cotton or sophisticated state-of-the-art viscose – all 100% *Made in Italy* and crafted by hand, making each item unique.

Chpo_ Eyewear made from 100% recycled materials and watches with vegan leather straps. But the commitment of this Swedish brand goes beyond eco-sustainability. Chpo was set up in 2013 by a multi-talented team of artists, skaters and snowboarders. The basic idea: to reject any form of discrimination and incentivize different types of talent, interests and styles. The social commitment is blended with the creative experience that, in each collection, launches eyewear and watches in new shapes and new materials: in fact, the proceeds go to projects by nonprofit associations.

Circolo 1901_ The brand, renowned on an international level also thanks to its iconic sweatshirt jacket, reinforces the concept of Easy Outfit, with which it expresses its own style and feeling of ease in any daily situation. The perfect blending of an elegant, classic, and original style, enriched by the use of non-conventional materials for the classic part (like fleece, jersey, and piquet) and treatments and processes of unique and exclusive prints.

Closca_ Borosilicate glass bottles for water that is always pure and odor-free, covered in anti-slip silicon that allows it to be attached to backpacks or even a bike. A resealable cap with a design inspired by architecture, has been created for those who use bikes or push scooters to get around and who are not willing to forego an elegant look and ease-of-use.

DOTZ_ This Brazilian brand of unisex footwear combines craft workmanship with social responsibility, fashion, art, design, and innovation, by using sustainable materials and processes, promoting an ethical business eco-system and respecting workers, while also involving some of the most vulnerable local communities.

E'ST - Ely's Thread_ The FW 20/21 collection of the brand of bags is inspired by the abstract artistic scene. A visual language of forms, colors, and lines that gives life to a sophisticated and basic accessory, which, just like modern abstract art, places the form at its center, exalting it in its each and every feature, whether it's perfect or imperfect, and in all of its beauty. The collection is comprised by models inspired by primary aesthetics, soft and pure shapes, in perfect equilibrium with bold and more defined lines. From the daily bag to the clutch, E'st re-proposes an understated femininity through timeless objects with a contemporary style.



Eribé_ The most traditional eco-friendly knitwear from Scotland. For this historic brand, only natural yarns are permitted to become part of collections that, every year, are revamped with an eye on comfort. Since it was founded, in 1986, the Eribé brand has been creating luxury knitwear with an eco-sustainable spirit. The influences of the iconic Scottish design are clearly evident. The inspiration for the typical patterns that decorate the soft, warm cardigans and sweaters in Shetland and Merino wool come from the deep North and, more precisely, Fair Isle.

Frei Und Apple_ Vitamin colors, unusual matchings, geometric and symbolic prints, and fantastical animals that fill the visuals of the t-shirt with a versatile and decidedly non-conformist elegance. The stylistic research of Frei und Apple stands out for its originality. It starts from the study of antique books and materials, and ends by paying tribute to freedom of expression and personal creativity. Thus, it is possible to interpret every piece of the collection in accordance with an individual style and frame of mind, whether it's a simple colored insert or a strong element characterizing the entire outfit.

Gaynor Bongard_ For the coming winter, the brand proposes a line of accessories that evolve to suit the most diversified needs, ranging from the most urban look to a leisure time mood, all the way up to special effects for parties or ceremonies. Magnificent capes, embellished by fringes and trim, which conform to the silhouette with an extra-luxury effect. Lace ponchos enriched by sparkling appliqués.

Gelso Milano_ The brand from Milan produces apparel, accessories – from night masks to head wraps – and high-quality silk bed linen, combining Italian sartorial tradition and innovative technology. Extravagant prints, vivid colors, *Made in Italy* handmade production and all the benefits of silk expressed in precious and exclusive collections.

GMG_ Jewels conceived and entirely made in Milan, which however tell the tale of faraway lands. The new collection recalls the precious jewels of grandmothers revamped in a modern key with an ethnic touch and mixed together with unique vintage pieces. The materials range from raffia to metal, from fabrics to wicker, from glass to crystals, and ex-voto worked by hand piece-by-piece. Yellow gold is used for chains that are halfway between good-luck charms and piety.

I Isabella Clementini_ Basic items, which however are sophisticated in their volumes, materials, colors, and details. The base colors of the collection are butter and black, which are flanked by green, rust, grey tones, and denim. Tartan skirts and dresses, wool crêpe garments with checks and suits in military green, matched with sweaters, sometimes even with tricot effects. Overcoats in solid color double wool, but also in macro herringbone or in wool fabric. Exclusively *Made in Italy* with raw materials processed in Italy.

Jekca_ An amusing collection of brick sculptures to construct house pets, tropical fish, parakeets and dinosaurs of life-sized dimensions.

Jimmy Crystal New York_ This brand from New York is specialized in the production of sunglasses and reading glasses artisanally constructed with original Swarovski crystal appliqués. The 2020 collection presents a perfect blending of warm and soft colors and flash or mirrored lenses, ideally suited to women who want to stand out.

Karpet Diem_ If sneakers are an essential element of the modern wardrobe, these sneakers are beyond every definition. Starting from their story. East meets West in the collections of Karpet Diem, the new *Made in Italy* brand that merges footwear with the most traditional element of home décor: the carpet. The idea arrives from the photo of a child taking his very first steps on a Persian rug. Today, that child is the designer responsible for creating not only a line of sneakers, but also open-toe shoes with stiletto heels, pumps, loafers, backpacks and holdalls, all of which are made from original carpets in a thousand different variants.

Lelo_ The multi-award-winning brand of sex toys, leader in the market for its design, innovation, technology, and reputation, presents its products at Super for a luxury pleasure experience. Between sophisticated rabbit vibrators with dual-stimulation, oral sex simulators, and remote-control vibrators



for couples, Lelo uses state-of-the art technology to combine pleasure with design and performance with product in a unique way.

Les Tricots d'O_ Luxury and easy at the same time, soft and silky to the touch, yet resistant. Alpaca is the cult yarn of this brand that has the most creative and vast knitwear proposal in its very own lookbook. Like a warm embrace, Les Tricot D'O maxi sweaters with stripes bring color and softness to every season. In Antwerp, Belgium, the collection is strictly handmade by women who would not normally have access to the job market, and is comprised by the finest yarns: in addition to alpaca, there is kid mohair and silk for a shiny effect.

L'Impermeabile_ Meticulous research onto fabrics without compromising on the original style of the brand. Compact and straightforward, the original English Cover reinterprets the fisherman's jacket with its structure in extra weft shot wool. Like Worsted, it restores the versatility of use of English museling-free wools to clothes. Historic items are re-proposed, revamped in the light of new research onto materials and processes. Standing out are two street capsule collections and Half&Half, where rigorous style meets radiant colors on the inside of garments, or is matched with down or with fabric patchwork, while always remaining faithful however to the brand's identity, which now uses 95% recycled denim fabric from jeans to create workwear coherent with the brand's world and tradition.

Ma'ry'ya_ For the fall-winter 2020-21, the *Made in Italy* brand Ma'ry'ya once again confirms its formula of unisex knitwear for all ages. The concept remains that of a simple, natural, elegance that manages to combine comfort and practicality. The materials used are cashmere, silk, organic cotton, organic wool and linen; an excellence of materials that conveys a touch of luxury to the collection.

Maurizio Massimino_ Thanks to his experience and creativity, Maurizio Massimino revolutionized with his *Made in Italy* brand a classic and casual item like jeans, giving them new life and transforming them into a one-of-a-kind, cutting-edge, high quality garment. His collections reflect his ideals and style, which are inspired by the 60's but with a modern cut.

Melip_ The collection of this Italian brand of leather bags is reflected in the aesthetic, rigorous, and geometric proportions of the architecture and design, but also in the anatomical forms. Some characteristic elements in fact bring it close to the contours of the female body, in a soft and reassuring mix.

Mojipower_ A power bank for all tastes does exist. In the shape of a unicorn, pizza, heart, or with the likeness of Frida Kahlo or Queen Elizabeth: Mojipower dresses up technological objects with pop colors and amusing shapes. Made to attract attention, like small desktop toys, Bluetooth speakers become adorable little animals, USB flash drives are lollipops and a glazed donut becomes a delicious cable guard.

Nam Josh_ The retro appeal of smooth velvet – matched with embroideries, strass, and appliqués – embellishes hairbands and headwraps with a vintage style. Flowers and animals stand out on blue, ochre, and deep green tones. Nam Josh is a super glam Indian brand. Specialized in hair accessories, ranging from velvet to satin, but always with an unmistakable style, between vintage and contemporary. Unique pieces, beautiful ideas for wearing on the head and collecting.

NiMA 1708_ Between knitwear and fur lies an exciting, timeless affair. NiMA 1708 chooses soft and enveloping materials such as cashmere and baby alpaca, combining them with hand-crafted fur edges. Protagonist of the collection is a beret, in wool and fur or entirely in fur, which becomes a sophisticated yet relaxed cult item.

Ninni_ Pink fuchsia stovepipe boots do not pass unnoticed. They are reptile printed and laminated, representing the key piece of the new collection by this original Neapolitan brand. Ninni, which was founded in Naples in the Nineties as a boutique, quickly became a point of reference for the city's fashion addicted. Today, it is a brand that focuses on capsule collections of handmade footwear,



produced by Neapolitan and Sorrentino artisans with a preference for reptile prints and laminates. For the coming season, the creative focus is on stovepipe boots and limited edition Texan boots in python.

Ore quo _ “Ore quo” in Latin means border, a dividing line between past and present. And there is nothing more retro than a foulard, the most charming of accessories. The brand, founded in 2018, transforms it into a precious and timeless cult item. In silk and cashmere twill, obviously *made in Italy*, for the FW20/21 season, the Muse and Urbana collections open a new chapter in history.

Qeeboo _ For Qeeboo, Stefano Giovannoni reinterprets the teddy bear, transforming it into a table lamp. This new pop icon, cute and amusing, was designed in two versions, Boy&Girl. Teddy Boy takes its cue from old toys with an irreverent attitude, mixing the features typical of this stuffed animal with almost “humanlike” traits. Teddy Girl, timider and more delicate, leads to the discovery of a feminine spirit, holding a small bright sphere. The teddy bear light accordingly extends the range of the great Qeeboo family made up by out of the ordinary objects that play around with colors and different finishes.

Revertissu _ Featuring ebony black, off-white tones and coral red, the brand’s creations are the brainchild of designer Beatrice Battistini. At first, it was just jewels. Then came the scarves, the micro, maxi and shopper bags, and – for next winter – the padded stoles and the neck warmers. The common denominator: geometric graphics that balance shapes and materials.

RUN OF - Runarchy Attitude _ The brand of ingenious *Made in Italy* sneakers with an international vision makes transparency and an ethical and sustainable approach its key strengths. Sneakers are in fact made using warehouse leftovers and byproduct livestock leathers, making them 100% biodegradable, while even the box is made from 100% recycled cardboard. The other advantage lies in the brand’s complete transparency: on the company’s website, in fact, it is possible to discover where, how and even who – in Italy – is in charge of creating each component of the product, from the laces to the box and final sale.

Salce 197 _ Bags and accessories with a sophisticated design and modern soul, for an unconventional style that is strictly *Made in Italy*. Soft leathers, which are combined with rigid shapes and macro details, give life to the FW20 collection. Nappa leathers, suede, patent leather, and soft paddings combine with macro trim and hard shells giving life to a collection with a basic design. Making the line even more contemporary, is the “197” maxi logo with gold finish. The volumes proposed for this season include both clutches, like Squeeze, and bags of medium/large dimensions.

Santhonoré - Something Out of the Blue _ Between sacred and profane, between female empowerment and devotion, the icons of the most important Italian saints are transformed into vibrant protagonists of contemporary lifestyle. Over 20 iconographic subjects, all female, are illuminated with bright colors and hyper-detailed backgrounds. Saints and mystics like travel companions, with reddened cheeks and very colorful outfits. Luminous miniatures, wooden trays and pop icons to carry around all the time, for playing with tradition, like “holy pictures” but in a fashion version.

Scaglione _ The FW20-21 collection evokes a metropolis like New York in the 80’s, where sensuality and playfulness blended together into an inseparable whole. The result is a warm and natural image, with clothes characterized by an authentic, artisanal, and genuine look, thanks to precious natural materials, but also soft, yet sensual, volumes perfect for wearing every day. The collection emanates a fresh and spirited atmosphere, thanks to the palette of grey, cream and beige tones that are animated by touches of intense colors like red, yellow, and aqua green. The Hybrid Cashmere capsule collection presents simple and sophisticated pieces, made from partially recycled and completely cashmere yarn.

Shaft Jeans _ Denim with a feminine mood is not willing to sacrifice agender details in a workwear style, but also expresses itself through urban cowgirl outfits and ensembles that recall the Sixties. Without ever renouncing the brand’s identity, Shaft Jeans renews itself with each season thanks to



international collaborations that push research onto materials and washings towards new horizons. The rigor and creativity of Made in Italy merge with the great tradition of American denim in creating unique outfits that conquer international markets.

Shake It Baby_ Shake it baby is the name of the brand of snow globes and, at the same time, an invitation to enjoy the snowstorm that falls on the fashion icons (Jean Paul Gaultier, Anna Wintour, Karl Lagerfeld, and Coco Chanel) and their most famous motivational phrases. The idea is by Marie-José van den Ende, a designer based in Amsterdam, who has conquered the world of lifestyle, borrowing one of childhood's most magical objects.

Shirtaporter_ A collection conceived to overcome the boundaries of seasons, made in fine materials, while making silk an emblem of accessible luxury, dedicated to women who appreciate and recognize its value. Evocative patterns and *Made in Italy* processes, with an almost artisanal style. A classic femininity that seems recovered from furniture found in the attic, but also from the 50's and from folk flair of the 30's, in embroideries, jewels and trimmings. Modernity translates into over prints, unusual stratifications and game of contrasts with a strong character, united in metropolitan style.

STMA_ The brand continues its journey, first begun last season, among the scenes of 1950-Hollywood films, and chooses a horror movie as its stage... or almost, *The Little Shop of Horrors*, among carnivorous plants and a freaky magical atmosphere. The collection's message is to no longer be afraid, with knitwear and items in satin prints. In a historic moment when certainties and hopes for the future no longer exist, and fear slowly takes root in our hearts, life accordingly takes on the likeness of a horror movie, which however is terribly chic and fashionable at the same time.

Touchland_ Aloe vera, lime, vanilla, watermelon, mint. These are the irresistible scented notes of Touchland waters which sanitize hands, hydrating them and making them smell good. The business idea was born in 2010 in Barcelona with the intention of revolutionizing the sanitizing products industry, making them as beautiful, colorful and attractive to display as a perfume and to be used joyfully. Goal achieved! And now the customized and business versions are ready.

Trovelore_ Between Arizona and New Delhi, here is a brand that has managed to combine the beauty of very delicate jewels with the solidity of ancient traditions and the ethicalness of the production. An atelier of brooches, clasps and jewels, a magical place in the heart of the great India, where local craftsmen work using very ancient techniques. The Trovelore project goes beyond the production of these valuable objects, placing respect for the Indian craftsmen and the local communities where they live at the center, guaranteeing protected and sustainable working conditions and contributing to their cultural and social development.

Urbanista_ A love for music guides the steps of this brand that easily moves between art, fashion, and urban culture. For this, there are speakers, earphones, on-ear headphones that take the names of cult cities: Sydney, Milan, Paris, and Tokyo are among the inexhaustible source of inspiration and contamination for the Scandinavian design at the origin of Urbanista. Colors, shapes and styles do not follow trends but are the fruit of collabs with designers, musicians, fitness influencers and foundations that promote social projects.

Vicino Venezia_ Mood luxury, eco fur passion. The sophisticated and soft embrace of fur becomes ecological, for a conscious and ethical fashion in all its expressions, without compromising on style. Vicino Venezia presents the new collection of ecological fur with an innovative design: unusual color combinations, hooded sporty lines in addition to more glamorous and sensual models. All are made in Italy, after careful research of the best materials and with great attention to the craftsmanship of the processes.



And in the special SUPER TALENTS area:

Acchitto (Italy)_ A collection of standout pieces that combines elements of different cultures and eras: a historic inspiration that looks to the future. Acchitto is also technology, experimental study aimed at the creation of a new mechanism, which allows interchangeability between the various pieces of the collection. A product of artisanal origins and industrial production typically connected to the savoir faire of *Made in Italy* in its entirety. Acchitto positions itself in the range of fashion jewelry, recapping in its product the universality of genres and cultures.

Helena Bajaj Larsen (France) _ For the half-Indian, half-Norwegian designer born and raised in Paris – after obtaining a degree in Fashion Design at Parsons School of Design – the focus was on textile design and the exploration of surface design through various mediums. She chose in particular khadi, an Indian homespun cotton cloth often referred to as “the fabric of social change” due to the crucial role it played in the Indian Independence movement led by Mahatma Gandhi. The fabrics come from India and are hand-painted using acid and pigment dyes on a variety of silks and other materials. In parallel, Helena began exploring metalwork at school and decided to present a jewelry collection focused on surface alterations as a part of her thesis.

IINDACO (Italy)_ Two “i’s” like the number 11: the month of November when Pamela Costantini and Domitilla Rapisardi were born. A *Made in Italy* idea of luxury that reflects a specific concept: indigo, the “blue hour”, the time of day when women pass from their daily routine towards the evening, an aperitif, a party. IINDACO is not only a new brand, but is also and above all a challenge, a new idea of expressing fashion: its mission is to innovate luxury by experimenting with a circular economy model that can become a reference for the sector and create a community of women who promote an idea of lifestyle made up by products, spaces, concepts and values.

Juárez Camacho (Mexico)_ Brand of high-end leather goods born from a strong passion for leather and crafts workmanship. Juárez Camacho reflects Mexican culture and traditions, and aims to adapt classic artisanal techniques to the contemporary era. Through a continuum of silhouettes and materials that identify the brand’s accessories, the new collection recollects elements typical of the Mexican countryside: brown, black, and burgundy tones give life to an idyllic scene that characterizes bags, jackets, and leather accessories.

Malaga4 (Italy)_ The Malaga4 atelier is a special place, where fabrics, ribbons, and drawstrings – fruit of the passion and of research onto all of the world’s markets – take shape and give life to two different bag styles. The inspiration arrives from the *passamanterie*, a combination of fabrics for tapestries, trimmings, fine linings, colored fringes and nappa leathers, and from the creative experience of the brand’s two founder’s: Monica Dolfini, stylist and fashion director for Italian and foreign magazines, and Elena Vannucci, former model and producer of ad campaigns and fashion services in the United States.

Worn (Switzerland)_ The new collection plays around with the concept of the plastic bag (shopping bag) reinterpreting its function, form and dimensions with clutches, shoulder bags and cross body bags, which are flanked by a line of small leather good items. All the pieces are designed in Switzerland by a team of women and made in Italy from Tuscan leather. Inspired by the themes of travel and migration, the accessories can be layered and mixed: the mini bag becomes an accessory for the bigger version, the oversize hat can be transformed into a key ring, the electronic cigarette holder is attached to a bag, in an infinite number of possible combinations.

Zyne Official (Morocco)_ Zineb Britel is a Moroccan designer born in Casablanca, who together with her best friend and commercial partner, Laura Pujol, founded Zyne Official with the mission of introducing the ancestral Moroccan footwear known as the “babouche” and its traditional craftsmanship into the 21st Century. Born in the 90’s, the two designers propose a style anchored in the laid back multi-cultural vibe made popular by their generation.



The Special Project in collaboration with CAMPOMARZIO70:

Alexandre.J_ A French artist with profound links to his country, Alexandre.J explores other cultures to find creative paths that his imagination also transforms into perfumes. Each creation examines a wide range of olfactory notes that are combined with a unique design and a composition in which refined and valuable raw materials meet in perfect equilibrium and are then enclosed within exclusive bottles, of crystal glass, leather and wood.

Cire Trudon_ A wax-producing factory rooted in its excellent past at the service of the court of Louis XIV and Napoleon which, to this day, still carries out the luxury production of scented candles by hand. Trudon candles are the result of preeminent research into the technical quality of each individual component (wax, candlesticks, wicks) and a long and conscientious collaboration with celebrated perfumers.

Escentric Molecules_ A cult phenomenon that has revolutionized the world of modern perfumery with a fragrance that is not a commercial blend or even a perfume, but a clinical dose of a single chemical aroma. It is the brainchild of the multi-talented perfumer, Geza Schoen, who presents the fragrances as binary pairs – Escentric and Molecule – which explore an aroma-molecule in two different ways, creating modern classics.

Familia Familia_ Unisex Fragrances that speak a contemporary language and emphasize the idea of sharing – of family as a network of emotions and affinities – on which the brand is based and inspired. Familia-Familia seeks out the involvement of Italian artists and artisans as a unique value of belonging to a tradition to be respected and valorized, creating olfactory identities which draw heavily from the territory of Italy.

Hermetica_ A collection of molecular perfumes with a persistent trail that draw inspiration from the ancestral Florentine practice of alchemy. Hybrid formulas that blend natural and synthetic ingredients and are based on a unique patented technology – Inoscent™. These alcohol-free formulations, delicate on the skin and with moisturizing properties, instantly reveal the central notes of the fragrance thanks to the green chemistry of the ingredients and renewable molecules.

L'Objet_ Aromatic compounds for perfuming the environment, nourishing the body and raising spirits. In collaboration with traditional European artisans in the field of cosmetics, L'Objet uses ancient techniques without renouncing innovation, always exclusively using natural ingredients. In order to guarantee a long-term effect, the formulations are packaged in dark purple glass bottles protected from UV rays. Perfect for transforming everyday rituals into pleasant escapes from the ordinary.

Parle Moi De Parfum_ The exclusive perfumer of Parle moi de parfum is Michel Almairac, the famous “nose” who has created perfumes for Dior, Burberry, Gucci and Chloé, among others. Everything takes place in the laboratory-store in the center of Paris where it is possible to discover the work process and the different phases that lead to the creation of a fragrance, with an authenticity which is both a show and a display of trust at the same time.

Xerjoff_ The Italian perfumery *maison* Xerjoff presents a collection – the V collection – which celebrates velvet. A delicate and precious material with a soft and intense radiance that lends elegance to iconic perfumes such as "Accento" and "Erba Pura". These fragrances with floral and fruity notes are recognized and appreciated all over the world, and have now been added to the Xerjoff portfolio.



We would like to thank the companies that contributed to this press service