

Such stuff as dreams are made on

LES ÉTOILES: SCENT OF A STAR

Swan-inspirations for perfumer Laura Bosetti Tonatto and Haute Couturier Roberto Capucci

PITTI FRAGRANZE: HAUTE COUTURE OF PERFUME. THE TUTUS OF ROBERTO CAPUCCI AND THE FRAGRANCES OF LAURA BOSETTI TONATTO INSPIRED BY THE WHITE SWAN AND BLACK SWAN OF LES ÉTOILES
17 SEPTEMBER, 3 P.M. – FLORENCE, STAZIONE LEOPOLDA, SPAZIO CONFERENZE
TALK BY RESERVATION: RSVP@PITTIMMAGINE.COM

Does it take a nose to make a ballet? Sure.

According to Italian ballet producer **Daniele Cipriani**: “Diaghilev grasped that the magic of his ballets depended on an alchemy of the senses; these were stimulated not only by choreography and music, but also by scenery and costumes. Great artists – choreographers, composers, designers, costumers, couturiers – contributed to the golden age of the Ballets Russes. Ballet, in the highest sense of the word, blended together all of their arts. So I thought to myself: why not also add smell to all this? I approached **Laura Bosetti Tonatto**, a “nose”, a creator of perfumes who knows how to transform artistic suggestions into fragrant masterpieces for the most unusual of the senses, and I asked her to create a perfume for “**Les Étoiles**”. We wish to celebrate the return to the stage (after two years’ absence caused by the pandemic) of the Daniele Cipriani Gala **Les Étoiles, 30-31 January 2022 (Rome - Auditorium Parco della Musica, Sala S. Cecilia).**”

In the ballet *par excellence*, Tchaikovsky’s *Swan Lake*, Prince Siegfried dances with the beguiling “White Swan” Odette and, later on, with the dark and bewitching Odile, known as the “Black Swan”. The two swans, representing opposites of the human temperament, have inspired **Laura Bosetti Tonatto**’s unisex fragrance “**Les Étoiles**” which, therefore, comes in two versions: “**Les Étoiles White Swan**” and “**Les Étoiles Black Swan**”. These two new fragrances are being presented (let’s say, are making their offstage “début”) at the **19th edition of Pitti Fragranze (17-19 September 2021)**.

Dance becomes a perfume, perfume becomes a dance. “*Les Étoiles White Swan*” and “*Les Étoiles Black Swan*” will be the olfactory leitmotiv at *Les Étoiles 2022* where the ‘notes’ won’t just be of a musical kind. The “White” version features floral ‘notes’ which suggest purity, beauty, supreme elegance; the “black” version instead contains inebriating ‘notes’ of amber and musk, suggesting seduction and bewitching charm. Spectators will get a total experience.

Does it also take needle and thread to make a ballet? Naturally.

On this occasion it is none other than the king of haute couture, **Roberto Capucci**, who has followed the scent of the White and Black Swans in order to create two extraordinary tutus. A living legend in the world of fashion, Capucci’s first-ever costumes for the dance were for Daniele Cipriani’s *Les Étoiles 2020* (followed, again at Daniele Cipriani’s invitation, by a collection of phantasmagorical costumes for *The Creatures of Prometheus – The Creatures of Capucci* at the Spoleto Festival 2020). These dreamlike tutus will be the first of Capucci’s long career and will be worn by the stellar ballerina who is to dance the White Swan Odette and the Black Swan Odile at *Les Étoiles 2022*. Both tutus will be sprayed with Laura Bosetti Tonatto’s fragrances: the stars have indeed aligned to create a new, unprecedented, synergy.

To request further information, photos and interviews, please contact:

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