



PITTI FRAGRANZE 2023 – Novelties and Curiosities

A JOURNEY THROUGH RESEARCH AND TRADITIONS

From the excellence of international artistic perfumery to the most innovative beauty projects. Between contemporary luxury and a green spirit, Fragranze presents a unique selection of olfactory creations developed by prestigious noses: leading names, established participants, new entries, and returns.

19-69 – Johan Bergelin, Swedish artist, photographer, and product designer has his own motto: “bottle the counterculture.” 1969 represents a period of freedom, tolerance, and counterculture as well as being his birth year. Bergelin refuses to distinguish between fragrances for men and women, his scents are genderless; they can be interpreted on different levels which all lead to an impassioned statement of... green!

Acqua Delle Langhe - Acqua delle Langhe was born from the suggestions of an area known for its excellent wines. The innovation for 2023 is *Monviso* – a home fragrance that evokes mountains, streams and rocky peaks. Notes of ice meet hints of flowing water and pine, along with mosses and lichens. A fresh, persistent fragrance that is perfect for every room in every home. A tribute to the mountain called Re di Pietra.

Anthologie by Lucien Ferrero – The byword is inclusion. That is behind the company’s choice to have packaging written in Braille. Based on breaking down barriers, the brand aims at launching a message of universal love. An innovative concept that respects the ideals of social sustainability. Packaging created in cooperation with the *Unione Italiana dei Ciechi e degli Ipovedenti*, the wording is raised. A choice creating a balance between an elegant font, similar to old anthologies, and a recycled and minimalist package.

Emil Élise – A provocative brand offering niche unisex fragrances. Bold and unconventional, it focuses on fresh fragrances dedicated to those who face life with determination. Inspired by the motto "Unlike Anyone," each fragrance tells a story of emotions and memories. The iconic fragrance, Hangover Meditation, is an eau de parfum with powerful musk notes enriched by aquatic scents.

Essenzialmente Laura – L. Bosetti Tonatto – Laura Bosetti Tonatto created FOROF, an essence inspired by the rituals celebrated in the Basilica Ulpia, when slaves recovered their dignity. The FOROF ESSENZA Season will recount this part of Roman history with contributions from Andrea Purgatori, Susana Pilar Delahante Matienzo, and Silvia Giambrone.

Fragonard – Already comprising four eaux de toilette and soaps - Belle d'Arles, Belle de Grasse, Belle de Paris and Beau de Provence – and the Rêve d'Arles, Rêve de Grasse, and Rêve de Paris diffusers, the Fleurs du Parfumeur range is expanding still. Created by Daniela Andrier, the latest addition to the family, *Bel Oranger*, offers a new interpretation of the orange blossom. Inspired by Sicily’s most fragrant citrus fruit, it is a genderless scent.

Kajal Perfumes – Hypnotic beauty that seems to capture the peoples’ desires. Purity that knows no boundaries, like love destined to sparkle. Almaz, the Arabic word for diamonds, was created by perfumer Rania Jouaneh, who is famous for her sensual fragrances creations. It opens with a fruity combination of bergamot and black current, a fresh mixture with a spicy touch.

Mad et Len – The fragrance of memories comes back to life in crafted bottles and experimental scents. Nature surrounds this atelier in the southern French Alps. Perfumes and candles in organically shaped but raw packaging. A return to early perfumery with simple formulas, made on a small scale,

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reinterpreting the early herbalists' art. Rolled, hammered, fired-blackened chased steel.

Mayme? – This is the first fragrance brand founded by a flight crew. In September they will present the new theme “Labels are what society puts on us, please remove them and hang them on your luggage.” An interactive project with suitcases next to fragrance collections in ecological packaging. From the effervescent *Just Berried*, to the luxurious *deScent*, from the nostalgic *Smoky Ice*, to the fresh *Pardon My French*. Designer-look 100% recyclable packing.

Olivier Durbano - Olivier Durbano is accustomed to finding stories in gems. According to Durbano, each of his fragrances creates a contact between the wearer, whoever admires the perfume; and a precious stone: *Cristallo di Rocca*, *Tormalina*, *Ametista*, *Quarzo rosa*, *Giada*, *Turchese*, *Citrina*, *Eliotropio*, *Pietra Filosofale*, *Prometeo*, *Lapislazzuli*, *Labradorite*, *Aram*, and *Quartz Quantic*.

Ohtop – This Franco-Korean brand was founded in Paris by Romeo Oh. Ohtop explores the connections between fashion and beauty. Fragrances and beauty products, the result of personal research. An invitation to undertake a sensory journey of oniric, yet minimal scents with touches of French savoir-vivre. Romeo works with the world's best noses and emphasizes originality and harmony – all blended with the identity of every skin.

Optico – Sophisticated and classic, bold and contemporary. Optico combines craftsmanship and experimentation focusing on the bond between olfactory and visual art. There are four scents in the Home Fragrance Collection: Olokun, protectress of the seas; Dionisio, the god of ecstasy and wine; Tucano Toco, the symbol of tropical birds; and Lignum Vitae, the precious essential oil.

Pernoire – Pernoire, the Basel-based niche perfume *maison* creates edgy, limited edition fragrances characterized by their innovative and sustainable design. The aim is to express different personalities via scent using surprising combinations of premium ingredients. Each facet is reflected in the fragrance, and it is all 100% Swiss Made.

Rajani – It is the time to breathe color. Rajani opens to colors to combat the lack of contact and sociality. Raffaella Tarana focuses on the luminosity of bright colors in the name of a desire for freedom. Elegant black is always present, while colors illuminate the olfactory trail like spotlights in the dark.

Somens - Somens is synonymous with people, art, and passion for culture. It was born with the intention of explaining its origins through the history of perfumes. The journey begins with the Reminiscence line that makes it possible to find a link with one of the fragrances for a past memory or in light of the person we are about to become. Arena, Seda, Jade, and Aria are part of the evolution of people willing to travel.

Source Adage Fragrances – Elite fragrances born in New York and reborn in Italy. A scent studio nestled among Tuscany's gentle hills, vineyards, and olive groves. The result is a no-compromise collection that reflects the brand's ethic. The European launch includes three of the brand's most popular gender-neutral eaux de parfum. All the scents will be available at Pitti Fragranze for the first time ever.

Step Aboard – Step Aboard was founded in Milan which is the inspiration for a line of hair and body fragrances. Totally contemporary from the practical and versatile spirit thanks to cutting-edge delivery technology. The audience is ageless and genderless, but wants an intuitive method of use that is compatible with hair and body. Urban culture is the leitmotif for a product that combines function, graffiti design, and emotions.



The Gate Fragrances – There are four essences in the Caravan Collection dedicated to the unknown. Each fragrance is inspired by desert winds, indigenous spirits, or tireless nomads. Rich Oriental motifs and a combination of classic Middle Eastern harmonies with an extra whiff of freshness. All this – and more – in a journey along the Silk Road.

Toni Cabal – A niche brand from Barcelona, Toni Cabal represents the founder's passion for science, classical music, and travel. A minimalist package meets a delicate selection of raw materials. Italian bergamot, Arabian jasmine, and Tunisian orange blossoms create complex and long-lasting fragrances. The new design will be previewed alongside of new items such as Ischia Supreme.

Ulrich Lang New York – A fusion of fine fragrances and contemporary photography. The novelty, Suncrest, is represented by photographer Will Matsuda with an abstract image of Oregon. Fiery red foliage inspired by Japanese Hanafuda playing cards. Suncrest refers to American West Coast fishing. Its notes emanate optimism: fleshy fruits and cheerful sunny flowers like jasmine on a base of blond woods.

Unique'e Luxury Fragrances – A Turkish-American niche brand designed in California. Powerful blends and fragrances in luxurious packaging. The collection comprises 17 unisex scents that are handmade using quality ingredients. This year, 2023, marked the launch of "Mashumaro" (marshmallow in Japanese) followed by "Mangonifiscent" that evokes a juicy mango. The next launches will be Zen'gi and Woud & Mood Absolute.

SPRING

Fragrant creations developed by young talents and independent houses. Debuts for new generation artistic perfumery aimed towards the future and just waiting to be discovered.

Acqua di Noto – A project celebrating "made in Sicily" through the bond between past and future. The latest - Aqua Lustralis – mixes exotic atmospheres and Eastern cultures in an Oud fragrance. Noto's Arab origins highlight the luminous aura of this ancient essence. Seduction encounter purifying water in a voluptuous mist. Vibrant notes for hypnotic harmony that opens with notes of bergamot and Taif rose, revealing amber accents.

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Calaj Perfume - "La Prima Edizione" is a collection of three limited-edition fragrances that brings tradition and craftsmanship in to the limelight. Each bottle is individually prepared by one person, each package is hand-sewn. Spirit joins hands with passion in the creation of each perfume.

Carola fra i Trulli – Eight botanical fragrances for the home, an olfactory tale of childhood memories. Created by Milanese architect, Carola Altamura, they are a tribute to the Itria Valley, a land of *trulli* and autochthonous flora. Her roots in Puglia mix with happy summer memories when she played in the garden creating perfumes and picking jasmine flowers. Love of nature meets olfactory memories, memories of the heart.

Ciatu - Ciatu is synonymous with Sicily, a unique cultural heritage. A line of cosmetic products that call up the fragrances, passions, and mysteries of Sicily. Everything is handmade with natural, organic, and autochthonous raw materials: olive oil, wildflower honey, and natural essences such as orange, lemon, almond, and orange blossoms.



Coreterno – This lifestyle brand with headquarters in Rome and New York is the child of a family of alchemists, engravers, saints, rebels, and poets. Coreterno brings together symbols of rock'n'roll, pop and underground culture in a contemporary key along with forgotten engravings and old paintings.
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Essensitive – A journey through the myths and symbolic places of Sicily. The debut of the Balarm collection: perfumed candles and handmade ceramic room diffusers in shapes that recall the island. This is the beginning of a journey into the heart of the Mediterranean, punctuated by floral and botanic illustrations, natural nuances, and geometric contours.
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Estoras - Founded by Paul-Anton Esterházy, the brand is a contemporary tribute to his grandfather, Prince Antal Esterházy. The passionate pilot undertook a tour de force a century ago across the Sahara. It was the era of great explorers and fearless adventurers. Today, nonchalance, class, audacity, and elegance are reinterpreted in a contemporary key by Estoras fragrances.

FUMparFUM – Aistis Mickevičius, artist and DJ makes fun of Lithuanian skepticism regarding the local creators with the Alchemist Charlatan line. Within, Sleeping Quechua is an animalier fragrance that takes you to the Argentine pampas. Yerba mate, angelica, and white pepper evoke a hunter dreaming of *mate*. Purified fragrances that combine synthetic molecules with the soft touch of tradition.

Lila Franklin – The new crystal diffusers in the *King* collection that can create a unique olfactory atmosphere are true decorative accessories. The pure crystal is hand-cut by master glassmakers; each piece has a soul of its own. The diffuser is the ideal way to spread fragrance evenly and constantly. The scents are developed to create a sensory journey to activate olfactory memories of carefree and relaxing times.

Nissaba – A combination of natural extracts from a single source selected amongst the most valuable *terroirs*. Each fragrance embodies the lands where aromatic plants grow. Nissaba of Geneva aims at reducing the environmental impact of their products: from the glass bottles to the FSC certified wood stopper – there is no plastic or metal. And, there are projects dedicated to silviculture, such as supporting local farmers to plant trees.

Petite Amie Skincare – This Taiwan-based independent beauty brand specializes in sheet-facial masks. The focus is a sustainable and responsible approach for a wide range of products known for their effectiveness at the service of beautiful and healthy skin. A skincare routine developed by a cruelty-free certified brand.
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Rito – A sensory experience in a luxurious Italian embrace. A sense of identity that becomes ritual comes across in a blend of art, research, and technology. A bond between gestures and emotions. The facets of the bottle envelop the essence, the black and white protect it from light. The stopper is a fascinatingly geometric jewel. An evolving journey, *Rito* takes you to unexplored lands.

Sora Dora - Antoine Soradora turned to Portugal for scents of water, lavender, and freshly mowed grass. Today, the Universal collection mixes olfactory authenticity and classic perfumery. The new line, *Irréel*, plays with molecules and techniques of the future. Here is *Mallow*: pink pepper, raspberry, and sugary vanilla that becomes a crystal. And *Jany* combines baked apple, apricot, and cinnamon, to continue with notes of puff pastry, osmanthus, and walnut.

Spirium Paris – This is a brand that turns to the old wisdom to transcribe the secret language of fragrances and harmonize body and soul. *Numerus* is the first collection inspired by numerology and



the symbolism of numbers. Carriers of an impalpable cosmic power, numbers influence all aspects of life: they are talismans that calm, inspire, energize, attracting protection and good luck.

Tobba Parfums - Jasper Li see perfume as a work of art: transposing the visual into olfactory with a variety of ingredients to build layers, add depth and evoke memories. Jasper's paintings are often defined by the juxtaposition of figurative and abstract. And this happens with Tobba, where the contract between natural and synthetic ingredients opens the door to subjectivity.

Versatile – Not only a summery fragrance, but the quintessence of the south of France. This region's ingredients come together in the classic core of the orange blossom (Neo Neroli) combined with singular harmonies. It is a sunny fragrance a blend of the refreshing side of pastis, the fruity richness of green figs and the deliciousness of torrone. Alcohol-free, made in France it combines naturalness and skill.

Voskanian Parfums – Founded by Tsovak Voskanian, the *maison* expresses age-old perfumery traditions: rare fragrances of Armenia's nature. Each essence embodies the author's inspirations – from his childhood's alchemical experiments to interpretations of Nietzsche's philosophy. *Histoire d'une rose* starts with fresh notes of bergamot, tangerine, lime, citron, ginger, and angelica root. Then Damask Rose comes through accompanied by lavender.

Wesker – Not only pleasantly scented liquids, but complex cores that guide unforgettable journeys. Starting from Eau de Mystique, creators Mayki Wesker and Kristijan Berta combine artisanal mastery and the art of high perfumery in grandiose handmade bottles. Fragrances that create a symbiotic relationship with the wearer.

BEAUTY & HOME FRAGRANCES

Skincare oriented towards the future yet rich in experience. Cutting-edge products that combine research and ancient recipes. Products formulated for increasingly personalized care of face and body skin. Furthermore, the Home Fragrances universe evolves: design candles and diffusers, beautiful to look at and delightful to smell, for an environment tailored for comfort.

&Goodies – Formulations that ensure not to strip the hair of its natural oils and to stimulate its growth. The products do not contain parabens, sodium lauryl sulfate, synthetic dyes, artificial fragrances, alcohol, silicone, or phthalates. They focus on simple and clean ingredients with powerful regenerative properties. The scents are delightful, so the hair always smells good.

Apotcare – French dermo-cosmetic laboratory Apotcare produces a range of serums (for the face, eyes, lashes, and brows) with clean and customizable formulas. A cosmeceutical collection based on concentrated active ingredients, designed by Antoine Le Galloudec to treat skin imperfections and preserve the beauty of all skin types for every age and phototype. Thanks to patents and expertise focused on innovation, a revolutionary line of serums deeply penetrating the skin has been created.

Avere la Barba – It's an entirely environmentally sustainable and new vintage look for a brand that has become synonymous with style, elegance, and care. One of its signature items is the fragrance that mixes the warm notes of the Orient with the scent of the old Venetian lagoon. The extract of red radicchio from Treviso –rich in antioxidants and regenerating properties - emerges among the natural-based ingredients. These totally artisan-crafted products are entirely *Made in Italy*.

Bienaimé – Founded in 1935 by Robert Bienaimé, the *maison* is characterized by its attention to sustainability. An iconic collection of Eau de Parfum, cosmetics, and personal care products (from



refillable liquid soaps to body balm) and home care. Celebrating French savoir-faire, it features entirely recyclable packaging. Among the fragrances, La Vie En Fleurs is based on sparkling notes of raspberry and mandarin softened by a powdery base.

Danhera Italy – The inspiration for the Impero collections comes from Castel del Monte, a UNESCO World Heritage Site. The shape comes from the structure's geometry where the number eight is repeated and repeated. It is a place where Romanesque art, classical style, Arabian mystique reflect the grandeur of the founder, Frederick II. An octagon as a crown, the crown of imperial power.

Ecooking – A natural cosmetics brand formulated with the purest organic ingredients and with full respect for the environment and skin. The founder, Tina Søgaaard, aimed to address various skin issues - acne, dry skin, wrinkles - directly in the kitchen. Each cream was produced daily and stored in the refrigerator, using a glass jar used for jam as its container. A high-performing product that adheres to organic standards.

Edward Bess – After starting out as a model when he was only twenty, Edward Bess created his first line of lipsticks, "The lip wardrobe." Since then, Edward expanded the collection with eye and face makeup and skin- and hair-care lines. "Less is more" is the motto of the brand that has a huge following among celebrities. Edward Bess focuses and researches constantly to achieve a face-illuminating effect, playing with light and shadow.

EviDenS de Beauté – The Franco-Japanese maison celebrates its anniversary—fifteen years of research focusing on the most sensitive skins. A leader in niche cosmetology, it's a perfect blend of Japanese expertise and French savoir-faire. A rich selection of premium products formulated to address specific dermatological issues, such as combating the signs of aging. The art of Saho, merging ancestral Japanese beauty rituals with the philosophy of Kaizen (the pursuit of perfection), is the guiding theme of the new line.

Extra Virgo - A family of fragrances based on ancient and controversial ingredients. Forbidden ingredients, which in history have been both poison and antidote: cannabis, mushrooms, tobacco, cocoa, and coffee. Five elixirs created using rare materials, in high concentrations, selected by small artisanal producers. The creator is a Florentine prince in whose veins flows real Burmese blood. The creative and productive hub of the project is located at the Tuscan castle of Montecucchi.

Höbepergh - Natural ingredients, clinically tested for cosmetics born from the ancient history of the Asiago Plateau. A unique concept of sustainability and effectiveness also informs the new Oral Care line, made using a patent based on *Salvia Officinalis*. An ancient and potent plant with healing properties: anti-inflammatory, antioxidant, and antimicrobial, suitable for preventing cavities, plaque, and gingivitis.

Liola's Cosmetics – As the sun sets and paints the horizon gold, skin sinks into the luminosity of *Olio Viso Golden Hour*. A luxurious elixir that nourishes and regenerates giving the skin a luminous gleam that comes from a mixture of precious botanical essences.

Luce di Sorrento – It all begins in Sorrento, amidst lemon and olive groves. The Olio essenziale di Limoni di Sorrento [Essential Oil of Sorrento Lemons] is born: formulas capable of combining high-end cosmetics with the natural active ingredients of the region. LemonLux®, LemonLight®, Light-C® Liposomes leverage the antioxidant and moisturizing action of the Sorrento Lemon combined with Extra Virgin Olive Oil. The face remains soft and radiant, with a delicate lemon scent.
@Spring

Maria Candida Gentile - The collection consists of unique stories and experiences of the creator.



Nature is always the protagonist. The exclusive use of natural olfactory molecules characterizes the purity of notes and chords. Each reference originates at a specific moment: from the pine forests of the Ligurian coast to the African savannah, from the absolute lavender to the woody and spicy notes of the Azerbaijani forest.

Ph Fragrances – This young, sustainable niche brand presents exclusive fragrances created in Grasse by Givaudan's master perfumers. There is also a body-care range (shower gel, hand and body cream, and deodorants) as well as products for the home (candles, laundry detergents, diffusers). Years of research bring made-in-France quality tied to a commitment to our planet's health. Natural, clean, and biodegradable references.

Pisterzi Italian Grooming Art – A sustainable collection made in Italy, designed with recyclable and refillable materials, drawing inspiration from barber shops. Tonstrina's creations revisit the structure of the classic cologne accord, made contemporary by Italian elegance. The glass bottle is decorated with a botanical pattern, the label is a modern frame. Blue and red color references for packaging made of 100% recycled paper.

Press Gurwitz Perfumerie - It appeals to an audience that cherishes freedom of spirit and mind. A collection of 15 fragrances, 6 lines of haircare and bodycare products, plus a range of home fragrances, with candles and diffusers. Fragrances are intended as companions for adventures, but also as versatile elements to combine according to one's mood. Every ambiance reflects and belongs to us, with the scents we choose to perfume our body or home.

@Spring

Qdl Absolutely Milano – A skincare line of creams and serums created to provide every woman with the most suitable product. For dry or sensitive, mature, impure, or dehydrated skin. At its foundation is an in-depth study of the skin's needs, combined with selecting the best raw materials processed in a laboratory in Milan. This journey results in a premium product consistent in its effects.

Qhue Lifestyle – A minimal line of sophisticated fragrances from the United States. Qhue presents candles, fragrances, diffusers and scented oils – all exclusive compositions. Clean and modern luxury for a brand that speaks to discerning women and men. Elegant, "cement-look" containers hold long-lasting scents mixed with natural ingredients.

Red Saffron Milano - An elixir of youth in essential products to cleanse, nourish, and regenerate the skin of the face, neck, and eye contour. A facial milk cleanser, skin-affine and anti-imperfection. A soft and moisturizing face cream and a lifting cream for nighttime regeneration. An anti-age concentrated serum and a mask with firming properties, alongside the eye contour, an ally for a youthful look.

@Spring

Surratt - Japanese simplicity, New York sensibility. A brand born in Japan, its aesthetics combine design and artisanal care with influences from contemporary trends. Founded by makeup artist Roy Surratt and entrepreneur Heleyne Mishan-Tamir, it draws on top-tier textures and technologies to offer a range of customizable products and excellent formulations.

Tiny Associates – Luxury and sustainable skincare, all projected towards the future. It's a new line of genderless products founded in Stockholm by David Koo: natural products for the care of the skin and the planet, formulated with molecules obtained sustainably. A mix of refined and essential design, natural ingredients, and formulas gentle on the skin's microbiome.

Waphyto – The Regena serum protects against signs due to time and stress and UV radiation thanks to a mix of peptides and rare plants from the Mikawa region. The cream that dissolves like dew is a



cult item, available in Enhance, Unwind, and Balance scents. The new Baby Care line is for infants' and moms' skins. Plant ingredients support natural barriers in the body and hair soaps or in the lavender and primrose scented cream. The Waphyto phytotherapeutic Inner Liquid line delivers collagen and elastine.

We thank our exhibitors for their contributions.