



FRAGRANZE

PITTI FRAGRANZE no.22

HIGHLIGHTS

A selection of new entries and curiosities about the products waiting to be discovered at the next edition of the fair.

Ajmal – Attending the fair for the first time, Ajmal is a leading producer of Oudh on a global level. The company has its own fragrance lines and is also specialized in the creation of incredibly precious and elegant perfumes. Founded in 1951 by Haji Ajmal Ali, the brand is rooted in centuries-old tradition and is present in over 60 different countries thanks to a fully controlled production chain.

Artisan De Mano - An explicit tribute to the Renaissance, a period of great maestros as well as the transformation of the female image. Woman becomes a multifaceted almost divine archetype. Inspired by Renaissance art, Florence and the concepts of masculinity and femininity, the maestro perfumer Sileno Cheloni interprets the identity of the brand in three unique fragrances.

Balmain Paris – The diamond pattern is the key element of the Anniversary Collection, a tribute to the first 50 years of the brand. Zig-zag embroidery and intertwined pearls for a DNA characterized by sartorial elegance. Flowers and fruits are the ingredients of the Balmain Hair Signature Fragrance. A line that nourishes and protects the hair and which stands out for its delicate or bold fragrances that diffuse the molecules of perfume more efficiently than when applied to the wrist.

Blackcliff – Tomilson Bynoe created his brand by drawing inspiration from Barbados, an island in the Caribbean with a natural soundscape made up of flora and fauna, ocean, surf and rocks. Blackcliff fragrances offer a harmony of fruity, spicy, herby and woody notes in voluptuous elixirs. Each essence represents a unique perception of the indomitable wealth and the nature of Barbados.

BLNDR – A line that celebrates the art of mixology on the fragrance planet. It breaks cocktails up into numbered olfactory elements, capturing memories of places, people and occasions. It recreates the complexity of each cocktail through original mixtures. A conceptual approach that exalts the personal connection and redefines the perception of perfume.

Essenzialmente Laura. Laura Bosetti Tonatto presents the two new Essenzialmente Laura fragrances: *Cioè*, the notes of which create a delicate balance between coolness and heat, and *Marcello*, with a decisive and strong character. In addition to these there are four new perfumes dedicated to the Papal Basilica of Santa Maria Maggiore in Rome and Collezione H, the line designed for luxury hotels with an eco-sustainable spirit.

Hunq – Wearing a scent is a question of chemistry. The world is full of surprising perfumes and different types of sexy men. *Gardener, Barman, Carpenter, Lifeguard*, these are some of the fragrances that embody the Hunq philosophy. A brand that stands out on the global olfactory scene for its research into the various types of sensuality that emanate from working men.

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Kintsugi Perfumes – Fragrances rooted in Japanese culture and, in particular, the kintsugi philosophy which aims to treat spirit and body at the same time. It is a concept linked to the fragile yet unbreakable essence of humans. Eco-compatible and vegan production processes, natural essential oils of responsible origin give rise to a unisex line of sophisticated fragrances.

KV by Kateryna Vel'menko – A niche collection of fragrances from Kateryna Vel'menko realized in collaboration with talented perfumers who are capable of looking beyond the boundaries of creativity. Each olfactory composition expresses a unique story, a story which is whispered and evokes different worlds.

La Reine Capricieuse – A range based on natural active ingredients. The Ultra-Care Beauté treatment repairs the damage caused by make-up, pollution and stress. Alexandre Styker finds everything he needs on the family estate in the Vosgi Natural Park: from the honey of the black (carpenter) bees of Vosgi to the spring water and wild plants. *Pro-Age Cellulare* is a new antiaging treatment for the face with a patented formula of active ingredients as well as moisturizing and regenerating botanical oils.

MarieJeanne - Ever since he was a boy, Georges Maubert has lived in Grasse, in the heart of the world of fragrances. A member of the fifth generation of Robertet – a leading company in the natural raw materials sector – he learned the art of processing flowers and composing essences by working with prestigious noses. From Grasse comes a line of unique fragrances based on a selection of the best resources in nature, transposed into an authentic and essential form.

Monom – Infused with mystery, the Monom universe captures the poetry of the past intertwining it with innovative techniques. The brand investigates the depths of amber and vanilla, patchouli and musk in precious pure blends, fusions of materials and ancient shapes. The IFRA certified essences are stored in minute bottles: the black glass phials express their elegant simplicity.

Réserve en Afrique – The fragrances in the *Afrique Extraordinaire* collection are the result of unique natural experiences linked to the diversity of the landscapes and eco-systems typical of the African continent. Each creation reveals the authenticity of the native ingredients with specific olfactory aspects that depict a climate and a territory, establishing a deep connection with nature.

Salle Privée – This house of design in Amsterdam began as a place where art, architecture, music and design could dialogue about fragrances produced in Grasse and design objects. Perfume becomes an element that generates states of mind and private spaces: from the home to the office, to inner intimacy. Environmentally responsible packaging for fragrances to be worn even in a stratified form.

Santa Eulalia – In the 1940s the famous multi brand luxury store in Barcelona launched a fresh Eau de Cologne that was destined to become a cult item. In 2014 the line of fragrances dedicated to the Mediterranean and cosmopolitan spirit of the city of Barcelona and the surrounding area was created. A mixture of design and savoir-faire today entirely managed by Santa Eulalia with its own perfumery company.



Sisology – Snapping a photo to preserve memories of past moments. Just like the click of a camera, this South Korean brand captures special moments of everyday life through perfume. *Deep Down, Overflowing, On the Sofa, L'Eau Delà* – and now *Être Toi* – are already iconic fragrances with a total white and minimalist design.

Siuno – From the collaboration between artists and botanists exploring outstanding raw materials. Perfumes that reveal stories in the form of myths, 100% natural ingredients governed by an inner light for building complex olfactory profiles. The latest product is called *Kalyptos*: a tribute to the Australian eucalyptus trees that have taken root in Southern Italy.

Stéphane Humbert Lucas – Stéphane studied painting in the south of France specializing in tempera and reflecting upon the combination of the pigments. Convinced that each color can be associated with a perfume, he discovered synesthesia. Mixing colors thus became a tool for creating unique fragrances, experimenting with new combinations. Like a *couturier* of the invisible.

Woha Parfums – The Word of Holistic Architecture atelier looks for a harmonious fusion between architecture and the world of essences. A scented method of expression that evokes spaces and situations in the wake of concrete sensorial experiences. Connecting different worlds with a common point of departure. The *Arquitectura Líquida* collection is made up of 10 fragrances modeled on 10 projects.

A JOURNEY TO THE CENTER OF PERFUME

Well-established participants and prestigious returns. A journey that ranges from the excellences of global artistic perfumery to the peaks of olfactory experimentation.

Calaj Perfume – Memorable olfactory creations realized with world famous perfumers. The *Silver Collection* turns the spotlight on tradition combined with craftsmanship. Each bottle is individually prepared by one person, each package is hand-sewn. Today the jewels in the crown include the *Delizia Fruttata* and *GymRat* fragrances.

Carola fra i Trulli – The Apulian technique of spontaneous drawing, *macchiato* or spattering, expresses joyous natural imperfection. With eight Mediterranean botanical fragrances, The Home Fragrance Collection is a tribute to Carola's childhood, to the olfactory memories of the family garden. Sustainable choices are an important feature of "La casa incantata", the enchanted house, where the new Lifestyle Collection of ambient fragrances provides a backdrop for olfactory objects and exclusive textile decorations.

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 frames, engravings and old paintings.

Danhera Italy – Borrowing from ancient legends and myths, Danhera's research celebrates elements of a primordial past to create new olfactory products. The *Mythia Collection* presents perfume extracts



which draw inspiration from enchanting legends. Stories of gods, men and heroes, amidst pristine landscapes and ancient cities.

Essenzialmente Laura di L. Bosetti Tonatto – Four new perfumes dedicated to the Papal Basilica of Santa Maria Maggiore in Rome. *Nives* combines bergamot, white musk and amber to recall, through the sense of smell, the Miracle of Snow. In *Aurum*, incense and myrrh, the most ancient and ancestral notes, take us back to the time of the Magi. In *Mater*, rose and the rarest amber have been combined to tell the story of motherhood in one of the oldest Marian shrines in the world. *Vita* is the terrestrial equilibrium of a garden of camellias, jasmine and gardenias suffused with amber and incense.

Fragonard – Bijoux perfumes and exclusive creations. New fragrances for a range of hyper feminine Eaux de toilette: the *Les Féminines* line is inspired by the maison's collection of Provençal fabrics. And *Lilas* is a pearly flower with a cool, green yet powdery spirit.

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

Kajal Perfumes - Äican is an Arabic term that indicates gold that has been purified of all imperfections. Optimism, fortitude, and a tenacious desire for improvement can erode those layers of impurity, revealing an inner treasure. A fragrance that invites new beginnings. Shining with a new light.

Nissaba – A combination of natural extracts from a single source selected amongst the most valuable *terroirs*. Each fragrance exalts specific aromatic plants. Nissaba of Geneva aims to reduce the environmental impact of their products: from the glass bottles to the FSC certified wood stoppers – there is no plastic or metal. And, there are agro-forestry projects like supporting local farmers.

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 minimalist 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.

Olivier Durbano - Olivier Durbano is accustomed to finding stories in gems. According to Durbano, each of his fragrances creates a contact between whoever wears and 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*.

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 geometrical jewel. Like an evolving journey, Rito takes you to unexplored lands.

Spiritum 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 and energize, attracting protection and good luck.

The Spirit of Dubai – A tribute to the rich and diversified cultural patrimony of Dubai with fragrances that are an invitation to embark upon sensorial adventures. The *Second Generation Collection* expands the brand's narrative with themes inspired by the seven marvels of the city: the Sea, the Desert, the Panorama, the Arabian Horses, the Natural Ingredients, the Luxury, the Arabian Hospitality.

Tobba Parfums - Jasper Li sees 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 fragrances, where the contrast between natural and synthetic ingredients opens the door to subjectivity.

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 extremely long-lasting fragrances.

Voskanian Parfums – Ancestral perfumery traditions and rare fragrances from Armenian nature. A journey through alchemical experiments and 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.

CREATING BEAUTY

Cutting edge skincare and formulations that are a mixture of science and ancient recipes. Increasingly personalized references for face, body and hair treatments. Plus, Home fragrances, candles and design objects that are easy on the eye and smell good.

Avere la Barba – An environmentally sustainable vocation and vintage look for a brand that today has become synonymous with elegant grooming. Among the signature items is the fragrance that blends the warm notes of the Orient with the ancient scent of the Venetian lagoon. The extract of red radicchio from Treviso – rich in antioxidants and regenerating properties - emerges among the natural-based ingredients. The totally artisan-crafted products are entirely *Made in Italy*.

Edward Bess - After starting out as a model, Edward Bess created his line of lipsticks, "The lip wardrobe." Since then, Edward has 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. With a focus on research into make-up that can illuminate the face, playing with light and shade.

EviDenS de Beauté – A leader in the field of niche cosmetology, the maison offers the perfect union between Japanese expertise and French savoir-faire. A wide range of premium products formulated for specific dermatological problems, such as combating the signs of aging. The art of Saho, through



ancestral Japanese beauty rituals and the Kaizen philosophy (the quest for perfection) are the absolute guiding themes.

Extra Virgo – A family of fragrances based on ancient and controversial ingredients. Forbidden ingredients which over the course of history have been poisons and antidotes: cannabis, mushrooms tobacco, cocoa and coffee. Elixirs created using rare materials, in high concentrations, obtained from small craft producers. The creator is a Florentine prince of Burmese origin.

Kysh Cosmetics – Kysh is the top Italian intimate skincare luxury brand. A new wellbeing experience that combines safe formulas, active ingredients and delicate floral bouquets. An act of self-care that is well removed from all the stereotypes, based on references derived from scientific research and active ingredients of natural origin, dermatologically tested and hormone-free.

Pisterzi Italian Grooming Art – A sustainable *Made in Italy* line that evokes the atmospheres and places of the barbershop. It uses recyclable materials and rechargeable bottles, without neglecting the classicality of the harmony between Eau de cologne and Italian elegance. The glass bottle is decorated with botanical motifs and the label is like a modern frame. The 100 % recycled paper packaging is embellished with chromatic references.

Step Aboard - Milan provides the inspiration for a special line of hair and body fragrances. Totally contemporary with a versatile spirit thanks to cutting-edge delivery technology. The target 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.

Surratt – Japanese essentiality, New York sensitivity. Established in Japan, this brand combines design and artisan care with the influences of contemporary trends. Founded by make-up artist Roy Surratt and entrepreneur Heleyne Mishan-Tamir, the maison draws on sophisticated textures and technologies to offer a range of customizable products.

Tiny Associates – Forward-looking and sustainable luxury skincare. Founded in Stockholm by David Koo, the brand presents a genderless line of natural skincare products which respect the planet and are realized using environmentally responsible methods. A blend of sophisticated design, natural ingredients and delicate formulas at the service of the skin's microbiome.

We thank our exhibitors for their contributions