



## PITTI FRAGRANZE n.22

### *Trends & news*

#### **MOTHER NATURE**

Nature is the source of all matter and a principle of creative inspiration. A resource for pure ingredients, it enhances eco-friendly lines, regenerative formulas, and provocative combinations.

**Extra Virgo.** A family of fragrances as sensual as they are controversial. Ingredients that in human history have been medicine and poison: cannabis, mushrooms, tobacco, cocoa, and coffee. Elixirs created using only rare raw materials with very high concentrations of natural components carefully selected by small producers and master extractors. Created by a Florentine prince with Burmese royal blood.

**MarieJeanne.** Born in Grasse, Georges Maubert has been immersed in the world of perfume since childhood. He is a fifth-generation member of Robertet, a leader in natural raw materials, he learned the art of flower processing and essence composition, collaborating with prestigious perfumers. From Grasse come unique fragrances based on the best natural resources.

**Nissaba.** A combination of natural extracts from one single origin, selected amongst the most precious terroirs. Each fragrance highlights specific aromatic plants. From Geneva, Nissaba aims to reduce the environmental impact of its products, from glass bottles to wooden caps and supporting local farmers.

**Perfumer H.** British perfumer Lyn, trained in Grasse, embarks on a journey to bring nature back to the center of the fragrance world—an unconventional olfactory dream created to reflect personal life and style.

**Réserve en Afrique.** Committed to celebrating African nature and raising awareness for the conservation of its delicate ecosystems, the brand celebrates the exquisite and diverse nature of the African continent through perfumes crafted with the most extraordinary African ingredients.

**Siuno.** Collaboration with artists and botanists leads to exploring excellent raw materials. Perfumes that tell stories in the form of myths, with natural ingredients crafted into complex olfactory profiles. The latest is Kalyptos, a tribute to the Australian eucalyptus trees planted in Southern Italy.

#### **SENSORY MAPS**

This is a journey of synesthesia, connecting sensory experiences like a personal geography through flashes of images, times, and places.

**Kajal Perfumes.** Äican, an Arabic term meaning gold purified of all impurities. Optimism, strength of spirit, and the desire to improve oneself erode impurity layers, revealing an inner treasure. A fragrance is guiding to a new beginning, shining with authentic light.

**Ohtop.** The French-Korean brand, OHTOP explores the creative connections between fashion and beauty through fragrances and skin care products. The house's philosophy considers that life is a constant quest of style, which is the outcome of a passionate search and the expression of personal boldness.

**Parfums Dusita Paris.** This independent niche brand pays homage to the poetry of the founder's late father, a talented perfumer. Poetry and perfume are ideal means of connecting with others, they stir



the imagination, uplift the spirit, and appeal to the senses, as well as the intellect.

**Rito.** A luxurious Italian sensory experience blending art, research, and technology. The bottle's intricate lines delicately enshroud the essence, while the interplay of black and white enhances the forms and shields the fragrance from light. The cap is a gem of contemporary art. A journey that transports us to uncharted realms.

**Sisology.** Just like a photograph, the South Korean brand captures the special moments in everyday life through scent. Deep Down, Overflowing, On the Sofa, L'Eau Delà—and now Être Toi—are iconic fragrances with a total white and minimal design.

**The Spirit of Dubai.** Inspired by Dubai's rich and diverse cultural heritage, each of the fragrances represents a tribute to the city. The highly seductive scents offer the world the chance to experience a sensory adventure in the wonderful Dubai: the Sea, the Desert, the Skyline, Arabian Horses, Natural Ingredients, Luxury, and Arabian Hospitality.

**Tobba Parfums.** Jasper Li sees perfume as a work of art. Translating the visual into the olfactory, he aims to build layers, add depth, and evoke memories. Jasper's paintings often juxtapose figurative and abstract. In Tobba fragrances, the contrast between natural ingredients and synthetic parts unleashes subjectivity.

**Woha Parfums.** The studio Word Of Holistic Architecture seeks the fusion of architecture and the world of aromas and fragrances. Finding a means of expression, evoking spaces and, of course, capturing situations, it is the connection of two different worlds, but with a common starting point. The 'Arquitectura Líquida' collection is composed of 10 fragrances inspired by 10 architectural projects.

## **ANCESTRAL BONDS**

An ode to the beauty of the ancient, rediscovering origins and traditions. A new approach to terroir, inspired by ingredients and rituals filtered through a contemporary lens.

**Ajmal** – Making its debut at the show, Ajmal, a global leader in Oud production, brings its centuries-old tradition to life. The Royal Collection features amber Extrait de Parfums in regal Italian glass bottles, while the Signature Collection stands out with leather, cocoa, and Oud-based Extrait de Parfums housed in wood-effect decanters.

**Artisan De Mano** – A tribute to Florence and the Renaissance, an era of absolute masters. Amid whispers of the past and a harmonious blend of art and nature, master perfumer Sileno Cheloni interprets the brand's identity in an olfactory journey beyond time and space. Like petals in a Renaissance garden, transitioning from the embrace of the artichoke to the Florentine iris.

**Danhera Italy** – Borrowing from millennia-old myths, Danhera's research celebrates elements of a primordial past in new olfactory creations. The Mythia Collection shapes perfume extracts from ancient stories and legends, bringing narratives of gods, men, and heroes to life among untouched landscapes and epic cities.

**Essenzialmente Laura di L. Bosetti Tonatto** - Ancestral dimension for body and spirit care. From fragrances dedicated to the Papal Basilica of Santa Maria Maggiore to the H da Spa collection. Taif



rose and Calabrian bergamot essential oils blend with olive, sesame, almond, coconut, and shea oils. Discover Nero and Bianco – exfoliating soap and scrub made with olive oil – along with Verde, a clay salt cleanser.

**EviDenS de Beauté** – A leader in niche cosmetology, this Maison embodies the perfect blend of Japanese expertise and French savoir-faire—a premium range of products formulated to address specific dermatological concerns, like combating signs of aging. The art of Saho, merging Japanese beauty rituals with the Kaizen philosophy (the pursuit of perfection), is the connecting thread.

**Kintsugi Perfumes** - Embracing the delicate yet unyielding nature of humanity, these fragrances are rooted in Japanese culture and the philosophy of Kintsugi. They nurture both body and soul, with eco-sustainable production processes and natural, vegan essential oils, giving life to refined unisex fragrances like the new creations Phénix and Taom.

## **ENDLESS SUMMER**

Travel inspirations and captivating paths for off-duty destinations. Because the sunlight, from dusk to dawn, is a universal magic—conveyed even through scent.

**Blackcliff** – From Barbados, Tomilson Bynoe created this brand inspired by a natural soundscape of flora, fauna, ocean, and surf juxtaposed against Caribbean rock and soil. Blackcliff fragrances harmonize notes of fruit, spices, herbs, and woods into voluptuous elixirs, each essence representing a unique perception of Barbados's untamed richness.

**BLNDR** - A line celebrating the art of mixology in the world of fragrances. It deconstructs cocktails into numbered olfactory elements, capturing memories of places, people, and moments. Through original blending, it recreates the complexity of each cocktail. A conceptual approach that enhances personal connection, redefining the perception of scent.

**Calaj Perfume** - Memorable olfactory creations crafted with world-renowned perfumers. The Silver Collection revives tradition with artisanal craftsmanship. Each bottle is individually prepared, each package hand-stitched. Among today's highlights are Delizia Fruttata and GymRat.

**Carola fra i Trulli** - Eight botanically inspired essences for the Holistic Candles line, an ode to Nature, offering a rebalancing experience for mind and body. The fragrance spreads throughout the home, as light as petals carried by the summer breeze. The Home Fragrance Collection, with its Mediterranean botanical essences, evokes Carola's childhood and the olfactory memories of her family's garden.

**Fragonard** - Jewel-like perfumes with exclusive designs, fragrances conceived as summer garments. Thus was born the Les Féminines collection, inspired by the Provençal fabrics of the Maison. Moreover, Lilas evokes the delicacy of a pearlescent flower with a green yet powdery soul.

**Ideo Parfumeurs** - Beirut as a gateway to influences from the Middle East, Europe, Africa, and Asia. A melting pot of contradictions that gives rise to a unique line of fragrances. Urban chaos and history,



culture and nightlife, social rules, and a sense of freedom. Middle Eastern roots and European culture are distilled into poetic essences, synthesizing multifaceted energy.

## RECREATE BEAUTY

From cutting-edge skincare to formulas combining science with ancient remedies, the pursuit of wellness for face, body, and hair is increasingly custom-made, even down to the packaging, blending luxury with sustainability.

**Avere la Barba** –Vintage style meets sustainable soul in this refined grooming line. A cult favorite is a men's range rich in natural antioxidants derived from Treviso radicchio extract. The Sogno shampoo, for instance, leaves beards silky smooth, is easy to rinse, and balances the skin's moisture.

**Kysh Cosmetics** – Luxury innovation dedicated to intimate skincare. This wellness experience merges safe formulas, active ingredients, and delicate floral bouquets. A self-care ritual that breaks stereotypes, rooted in scientific research and dermatologically tested natural principles.

**La Reine Capricieuse** - Alexandre Styker discovers black bee honey, spring water, and wild plants on his family estate in the Vosges Nature Park. Ultra-Care Beauté counters the damaging effects of stress and pollution. Pro-Age Cellulare is the new anti-aging formula enriched with rejuvenating botanical oils.

**Nailberry** – Born as a nail bar in Chelsea, this award-winning nail polish collection is an effective remedy for damaged nails. Oxygéné provides a full-color manicure that's healthy, free of toxic additives, breathable, and certified. Apothecary offers shock-resistant bases, tops, and treatments.

**Pisterzi Italian Grooming Art** – Made in Italy and sustainable, this line evokes the ambiance and heritage of classic barbershops. With a focus on recyclable materials and refillable bottles, it embraces traditional cologne accords and Italian elegance. A stylish label frames the glass bottle with botanical motifs.

**Step Aboard** - Urban culture influences a mix of functionality, graffiti, and emotions. Inspired by Milan, this exclusive line of hair and body fragrances blends contemporary scents with a versatile spirit. It's unisex, ageless, and its formulas are perfectly compatible with the skin's natural pH.

**Surratt** - Japanese simplicity meets New York sensibility. From Japan, this maison merges artisanal care with contemporary influences. Founded by makeup artist Roy Surratt and Heleyne Mishan-Tamir, it uses cutting-edge technology to create a range of personalized products.

**Tiny Associates** – A forward-looking approach to sustainable luxury skincare. This genderless, natural, eco-friendly line from Stockholm is committed to the planet and created with eco-responsible practices. It combines minimalist design with a green soul, offering gentle formulas that care for the skin's microbiome.

## ALCHEMY OF PERCEPTION

Eclectic designers and visionary perfumers. Artists capable of recreating olfactory atmospheres using unexpected tools, references, and contexts. All without fearing the extravagant touch of excess.

**FUMparFUM** – Lithuanian artist Aistis Mickevičius wittily names his fragrance line Alchemist



Charlatan, a mix of synthetic molecules and traditional perfumery. For example, Sleeping Quechua takes you on a journey through the pampas with yerba mate, angelica, and white pepper, evoking the dreams of a hunter.

**Hunq** – Fragrance is chemistry in this surprising collection of men's perfumes. Gardener, Barman, Carpenter, Lifeguard reflect Hunq's philosophy. The brand stands out globally for its eccentric exploration of the various sensualities exuded by men today.

**KV by Kateryna Vel'menko** - Kateryna's niche collection, created in collaboration with talented perfumers, pushes the boundaries of creativity. Each fragrance tells a unique story, whispered and evoked across different worlds.

**Menditorosa** - A zen garden infused with lotus flowers: this is the concept of Florentine artist Alessandro Reggioli for this year's Pitti Fragranze stand. After designing the sculptural bottle caps for the brand's essences, Reggioli now brings his signature décor to Mauna, a new Talisman Classic fragrance dedicated to the scent of silence.

**Monom** - Shrouded in mystery, the Monom universe captures the poetry of the past with innovative techniques. It delves into the depths of amber and vanilla, patchouli and musk in precious blends, fusing ancient materials and forms. IFRA-certified essences in elegant, all-black glass bottles.

**Olivier Durbano** - Olivier Durbano finds stories in gems. Each of his fragrances connects the wearer with the admirer through a precious stone: Rock Crystal, Tourmaline, Amethyst, Rose Quartz, Jade, Turquoise, Heliotrope, Lapis Lazuli, and many more.

**Spiritum Paris** – A brand that revisits ancient knowledge to translate the secret language of perfumes and the harmony between body and spirit. Numerus, the first collection, is inspired by numerology. Numbers, as vectors of subtle cosmic force, become talismans that soothe, inspire, and attract protection.

**Voskanian Parfums** – Rooted in the ancient perfumery traditions of Armenia, this line explores alchemical experiments and philosophical interpretations. Histoire d'une Rose begins with notes of bergamot, mandarin, ginger, and angelica root, then blooms with Damask rose alongside lavender.

## **NEVER STOP LOVING NEW CLASSICS**

The prestige of a maison, its instantly recognizable DNA. New classics are reborn through stories of excellence, reflecting the global artistic perfumery scene with a contemporary twist of experimentation.

**Balmain Paris** – The diamond pattern is the signature of the Anniversary Collection, celebrating the brand's 50th year, alongside zig-zag embroidery and pearl weaves. Flowers and fruits define the Balmain Hair Signature Fragrance, a line that nourishes and protects hair, delivering fragrance molecules with remarkable efficacy.

**Edward Bess** – After starting his career as a model, Edward Bess launched "The Lip Wardrobe" collection, an instant success that expanded into eyeshadow, face palettes, and skincare and haircare lines. Known for minimalist makeup that plays with light and shadow, the brand is now beloved by many celebrities.



**Jovoy Paris** – Aqua Memorabilis is the new unisex fragrance from the maison, offering an intensely citrusy soul with top notes of bitter orange, clementine, and grapefruit. A heart of black pepper and violet melds with hints of vetiver, amber, sandalwood, cedarwood, and musk.

**Santa Eulalia** – A luxury multibrand store in Barcelona, Santa Eulalia introduced a fresh eau de Cologne in the 1940s that became a cult favorite. In 2014, the brand launched a fragrance line inspired by the city's Mediterranean and cosmopolitan spirit. Combining design and craftsmanship, the line is now fully managed in-house.

**Stéphane Humbert Lucas** – Like a couturier of the invisible, Stéphane crafts an adventurous world of colors and fragrances. The Snake Collection tells the symbolic tale of the serpent in ancient legends. It invites one to discover a new skin or the perfect formula, like a saga.

**Toni Cabal** – Based in Barcelona, Toni Cabal expresses his passion for science through scent. Minimalist packaging complements the exclusivity of his raw materials. Italian bergamot, Sambac jasmine, and Tunisian orange blossom create complex fragrances with unmatched longevity.

## **HOME, SWEET HOME**

The home as a sanctuary, a personal retreat for scented objects—and ideas. Home fragrances in solid or air forms, candles that become sculptures or design elements. Beautiful to look at, delightful to smell.

**Bienaimé** - With a history spanning nearly 90 years, the maison reveals a sustainable soul. Alongside four exclusive eaux de parfums, the line includes refillable cosmetics and home fragrances. These products celebrate French craftsmanship, with recyclable packaging designed to become decorative pieces.

**Felisa** - At the heart of Felisa is Fernanda's Brazilian DNA, shaped by the rich natural beauty of a vibrant environment. Here, diverse influences blend uniquely, celebrating the many souls of Brazil. A colorful palette where each creation expresses an emotion.

**Mabou** - Alemee's sculptures are handcrafted diffusers made in Germany. The unique material absorbs the essence, releasing it into the air while darkening over time. With four forms and animal-inspired scents—Giraffe, Lion, Gorilla, and Elephant—Mabou evokes red deserts, jungles, and lush forests.

**Salle Privée** - Amsterdam's SALLE PRIVÉE | House of design is a place where Art, Architecture, Music and Design come together. Fragrances made in Grasse and decorative objects create atmospheres for both home and office, all with eco-friendly packaging.

***We would like to thank the exhibitors for their valuable contributions.***