



## FRAGRANZE N. 3 – NOVELTIES AND CURIOSITIES

*And here is a sneak of the novelties and curiosities showcased at Fragranze N.3.*

### **GREAT FRENCH PERFUMERY. THE ENGLISH TRADITION. SCENTS FROM ITALY AND FROM ALL OVER THE WORLD.**

*Timeless perfumes and fragrances, international names with the type of class only history can bestow. A highly refined choice of natural raw materials, pure artisan tradition in the decantation and processing, a persistently elegant composition that can include up to 80 different essences. Preserved in precious bottles, which have become myths in their own right.*

**Accord Parfait.** Here is a brand that embodies its purpose in its name, a quest for the perfect blend of fragrances. *Accord Parfait* creates each fragrance by blending only two notes, so that each remains absolute. The results are unusual fragrances without opening notes or final codas. They are true olfactory icons presented in the typical amber vials used by master perfumers in their laboratories.

**Cavaparfums.** Now it is wine, with its floral, fruity and woody bouquets that was the source of inspiration. In 2003 *Cavaparfums* launched two *Grands Crus Millésimés* perfumes, a white for women and a red for men.

**Clive Christian.** The London designer, who in 1999 acquired the historic “**Profumeria della Corona**” established in 1872 - has created a set of jewel-studded perfume bottles inspired by Elton John’s “White Tie & Tiara Ball,” the London social event of the year. “White Tie” and “Tiara” contain “Clive Christian No1”, the world’s most expensive fragrance for men and women. Each bottle is adorned with white pearls, rubies and sapphires, on an 18 carat gold chain with a single white diamond set into it.

**Creed.** A house with six generations of master perfumers behind it. The women’s perfume “Springflower” created in 1996 by its current head, Oliver Creed, one of the world’s finest “noses,” is an explosion of flowers, fruits and colors. In the full minimalist spirit of the ‘nineties it enchanted women with a witty and flirtatious shocking pink bottle.

**D’Orsay.** In the XIX century, Parisian Count, Alfred D’Orsay, a sophisticated dandy and extrovert established ***Maison Parfums d’Orsay***. Today the firm is celebrating the fragrance “Tilleul” in a collector’s bottle designed by the artist Restrepo.

**Eau d’Italie.** Here is a new fragrance to celebrate the enchantment of the South – created exclusively from the famous Positano tree *Le Sirenuse*. It’s a sea breeze that gently blows through citrus orchards and Mediterranean maquis: magnolia, bergamot, budding currants, with a pinch of incense and a dash of musk – it’s like opening a window in Positano.

**Esteban.** For 25 years in the south of France *Esteban* has been expressing his love for perfumes with collections that tell a story, recall a memory and arouse emotions. The new line, is inspired by the sea – its colors and olfactory lure, and the fragrance is called “Bleu Haute Mer”.

**Floris.** The prestigious fragrance ***Floris*** (a London brand established in 1730) that has received 17 Royal Warrants from the House of Windsor through the centuries. “Floris Special 127” (orange and bergamot



combined with orange flower oil, petit grain and orange blossoms) was created in 1890 on request by the Grand Duke Orloff of Russia, and ever since then it has been linked to consumers with charismatic, passionate and insightful personalities such as the legendary Evita Peron.

**IL PROFUMO.** Here is a line of *eau de parfums*, body-care and home products that springs from the years of experience acquired by Silvana Casoli, the renowned aroma-therapist and cosmetologist in her quest to follow and respect contemporary “socio-olfactory needs”. Her latest achievement is *OSMO PROFUMI*: a palette of 12 fragrances, that employ the physical phenomenon of osmosis. They blend completely with the pH of the skin, so that after 24 hours it releases an “odor” that is completely individual and irreproducible. At *Fragranze IL PROFUMO* will also present its latest creation *Macadam*, “timeless femininity”.

**KEIKOMEKERI.** Born in Japan and raised in Beverly Hills, Keiko Mekeru began her professional career in abstract art to then fall in love with the alchemy of fragrances during a trip to Paris. Her creations are already cult fragrances among celebrities: Phil Collins recent purchased six bottles of *White Pearls and Bois De Sandal*, while Pat Benetar and Pierce Brosnan have a penchant for *Lokhoum* and *Paname*. Leanne Rhymes and Susan Sarandon are also among the list of KEIKOMEKERI’s celebrity fans: special fragrances are developed for each individual to satisfy the most particular tastes.

**Knize.** “Knize Ten”, an exclusive and aristocratic fragrance for men created by the renowned Viennese tailor *Knize* in 1927; in 1999 it was listed among the “Hundred Fragrances of the Century”.

**La maison de la vanille.** Variations on the theme of vanilla, starting from the south of France where the maison is headquartered. The “*Toutes les vanilles du monde*” collection proposes a journey to all the places where the vanilla plant is cultivated: from the Antilles to Madagascar, from Mexico to Tahiti.

**Laura Tonatto.** The latest creation by one of the finest Italian “noses” who has been making innovative fragrances for twenty years is “E. Duse,” an olfactory portrait of the famous actress Eleonora Duse. The base is a bouquet of violets, the flowers that Eleonora loved to the point that she had them sewn into the linings of her clothes. And now, “E. Duse” is the first perfume ever to be given the special SIAE mark that protects creative works.

**Lorenzo Villoresi.** Finest quality ingredients from the world over are used in a collection of personal and home fragrances inspired by legendary places, aromatic “visions”, and dreamy atmospheres (the spice road, Mesopotamian paradise, the prairies). The Florentine *parfumeur* also created a wellness collection based on olive oil, “*Olea Europaea*”, that relaxes, soothes and tones.

**Maître Parfumer et Gantier.** This French brand draws its inspiration from 17th century Parisian perfumery that was so strongly supported by the Sun King, Louis XIV. The year 2005 will be “The Year of Brazil” with the new fragrance *Bahiania*: Brazilian oranges, *caipirinha* citron and yellow tangerine as the leading notes. Another of the firm’s recent creations is the collection called “*Les Parfums Historiques*”: the first fragrance in the new line is a tribute to the great French writer *George Sand*.

**Miller Harris.** One of the most innovative and dynamic “noses” in the world, Lynn Harris, who created this London brand presents her summer fragrances. “*Tangerine Vert*” is inspired by childhood memories of citrus



fruits: green Sicilian mandarin oranges blend with grapefruit and lemon. “Fleur du Matin” is a perfumed journey, based on dew and flowering herbs during a morning stroll on the French island of Porquerolles.

**Montale.** Pierre Montale discovered “Les Aouds” and “Les Attars”, perfumed Arabian unguents obtained by extracting the oils of the Oud, a mysterious plant that emanates no odor whatsoever when it is healthy, but the dead trunks and branches produce an aromatic, brownish resin when attacked by certain molds. Using an ancient and secret method, and storing the oils in cellars, he transform them in rich and sophisticated fragrances, such as “Oud Damascus” that combines the elegance of Arabian Aoud, Damascus rose enhanced with Oliban pearls.

**Royall Lyme Bermuda Limited.** Here is a fragrance that is constructed on an old Caribbean formula with a Bermuda lime base and over seventy secret ingredients. Royall colognes are sold in unique glass bottles – each one is different from the other, and is handcrafted using clay moulds made over a century ago. Alain Delon and Sir Yehudi Menuhin are among Royall’s most loyal fans.

**Satellite – Paris.** When Sandrine Dulon, was a young ethnologist, she traveled the world with her friend Daniel Ouaki. Later they worked together to created the Satellite line of fine and costume jewelry which has become a cult collection in France. Now at Fragranze they are presenting “Padparadscha”, a fragrance inspired by their travels and research. The name is that of the fascinating gemstone – the rare orange-pink colored sapphire.

## **PRODUCTS FOR THE FACE AND BODY**

*Cosmetic specialties for personal care and wellbeing: creams, oils and soaps for the face and body, anti-aging serums, shaving products: blending tradition and research; combining the healings properties of plants with medical-scientific knowledge.*

**Annemarie Börlind.** Since 1959 this German firm has been making plant-based cosmetics. Following on the heels of a full product range for women, it now proudly presents the new “For Men” line: shaving cream, body lotions, gels and deodorants that are as refreshing and revitalizing as the natural ingredients from which they are made.

**Cellex-C.** This is the American cosmetics collection that has developed an anti-aging formula with L-Ascorbic acid, using lunar mapping techniques. This technology has made it possible to make a precise survey of skin topology to adapt the formula to every skin type.

**Couto.** “Pasta Dentifricia Couto” toothpaste not only cleans teeth, it disinfects the mouth as well. Thanks to its antiseptic properties it fights mouth infections and inflammatory conditions and prevents cavities. In Portugal “Pasta Couto” has been a synonym for toothpaste ever since 1932 when Doctor Alberto Ferriera Couto patented the first formula.

**Erno Laszlo.** Since 1927 *Erno Laszlo*’s insight has been causing true revolutions in the world of cosmetics through synergies of chemical formulas and daily routine, customization and targeted responses. The Hungarian physician who invented the mythic brand developed his “pHormula No. 3-9 Health Dome” for a



very special client, Marilyn Monroe. The Hungarian-American wizard, known as Dr. Beauty, has created "Timeless," one of the most sophisticated anti-aging serums suited to all skin types.

**D.R. Harris.** And there are the colognes, talcs, soaps and shaving products from the old **D.R. Harris** chemists (St. James Street, London); their "Arlington" line is a classic among the most demanding gentlemen.

**Luciano Conti.** The product line with the signature of Luciano Conti, leading Milanese coiffeur, and renowned developer of the "Gommina Simmon's" gel, is entirely devoted to the health and care of hair. The "Conditioner" repairs damaged hair making it soft and manageable, and it is also the first "untangler" that needs no rinsing.

**Valobra.** The first *Sapone Valobra* was made in Genoa in 1903 and even today it is produced according to the rigorous dictates of traditions: carefully selected and pure raw materials, the method – which is both unique and expensive – of boiling in open cauldrons, and six months of aging before going on store shelves. The result is a soft, pure and delicate foam, with specific fragrances for each type of skin. The patented lettuce soap is the best seller of the entire product range.

#### **ACCESSORIES FOR THE HOME, BATHROOM AND PERSON**

*Essences for the home, air fresheners, ranging from sprays to diffusers to candles: for creating special atmospheres and perfuming ambients with elegant and original furnishing objects. Plus personal accessories.*

**Bond no. 9.** Here is a totally New York-centric collection of fragrances and perfumed candles inspired by the Big Apple's neighborhoods and myriad identities. They are called "Eau de New York", "Little Italy", "Chelsea Flowers", "New Harlem", and, the newest addition "Chinatown". "Hamptons" will make its première debut at *Fragranze*.

**Casaroma.** Here is the art of spreading fragrance through the home, and mainly the concept of perfume as a furnishing accessory. It brings the fragrances of the forest, garden and sea into the home and most private places. Room fragrances, fruits and flowers are contained in delightful fabric *objets* (bears, cats, sachets, bonbons) and clay accessories – the incense burners are exclusive creations by the artist Sergio Carrera.

**Tann Rokka.** This is one of the most fashionable lifestyle stores in all London (in the Gypsy language the name means "familiar conversation") and is renowned for its original and eclectic mix of different period styles from all over the world. At *Fragranze* they will feature a stupendous collection of perfumed candles inspired by the Orient and translated for Western tastes, and the new fragrance "Kisu," inspired by Japanese ritual baths.

**Florence, 16<sup>th</sup> September 2005**