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NEW AWARDS FOR ATELIER FRAGRANZE MILANO

New products presented at Esxence 2023



70's Mood - Uermi

"What I imagined for 70's MOOD is a woody, ambery, rich and strongly aphrodisiac fragrance: a Patchouli enhanced by dynamic, sparkling and spicy top notes such as Pink Pepper and Cardamom. A Patchouli reinterpreted in a thoroughly contemporary way thanks to Cashmeran, one of my favorite raw materials that evokes velvety and silky wood. These molecules are part of amber woods and give it grit. Finally, a Natural Vanilla note with its darker, deeper and "animalized" nuances to boost aphrodisiac and sexy nuances. This was my way of reinterpreting Patchouli, of giving life to the MOOD of the 1970s and thus to a fragrance that is certainly overwhelming, sensual and rich." Luca Maffei.

Harvest Mouse by Zoologist

"To create the Harvest Mouse fragrance, I decided to play with the characteristic elements of the Wheat fields where the small rodent lives. I used Hay Absolute to give the fragrance a natural and vegetal note typical of sun-kissed summer wheat heads. I also added an Essence of Beer CO² obtained from the distillation of Malt and Hops. A typical top note that gives impetus to the fragrance and a golden effect typical of Wheat. To balance the green, amber and floral accords, I added notes of Chamomile and Orange Blossom; Opoponax and Benzoin combined with touches of Turkish Rose essential oil. To give sillage and duration, I played with woody notes such as Sandalwood and Oakmoss." Luca Maffei.



Luca Maffei and Antoine Lie (Noses)

MISS_U and TIL... by LABORATORIO OLFATTIVO

Laboratorio Olfattivo's two new signature olfactory chapters bearing the signature of Luca Maffei.

MISS_U a revolutionary concept, diametrically opposed to its twin **NEED_U** in which the perfume needed the skin to sublimate.

Here it is the skin that cries out to the perfume I Miss you!

A love match between skin and perfume ... or who knows! A sensual and intriguing pampering, a strong contrast between sacred and profane. The Jus opens between zests of Bergamot and Mandarin, a vibrant heart of Sichuan Pepper and Agarwood Black in an embrace of Patchuoli and Vanilla.





TIL... is part of the Laboratorio in Fiore collection, where the key word is realism. The Lime Tree, flowery, green and with honeyed undertones, facilitates this link with realism thanks to its many facets. It has a hint of spring, is a guarantee of lightheartedness and good cheer, evokes the end of school, seals new loves and bodes well for business...a composition that captures nature in a bottle, with a reassuring and optimistic message.

All-Italian Creativity
Among the finalists of
Accademia del Profumo 2023
two AFM creations



Trussardi - Le vie di Milano The Italian Artists of Via Solferino

Via Solferino is the main artery of the most bohemian area of downtown Milan. *"We thought of a joyful Sunday stroll down Via Solferino, where the first rays of the sun embrace the scent of Peonies, Magnolias and bright Osmanthus. The spring breeze smells of Fresh, Aquatic notes. Finally, Suede and Patchouli reminded us of that touch of Milanese style"* - Luca Maffei and Antoine Lie.

Parco 1923 - Riserva Regia

Riserva Regia is distinguished by an innate and natural elegance. Its olfactory pyramid is unique, encompassing a mix of plants native to the Apennines between Abruzzo National Park, Lazio and Molise. Mayflowers, Juniper Berries, Honeysuckle marry with Ginestra Odorosa. And again Wild Angelica, Iris, Moss and Beech, representative of the Abruzzo Park.



Collection Royal and Collection Privée - Houbigant Collection Privée

It is a collection of precious essences, blended exclusively with pure and authentic ingredients in extreme concentrations to create powerful and multifaceted fragrances. While decidedly modern in the creation of its fragrances, Collection Privée honors Houbigant's history, breathing new life into the bottles and names that have made the Maison's history.

Collection Royale

Indeed, since its inception Houbigant has perfumed men who have made history: during the 100-day campaign, Napoleon stopped by Houbigant's store to fill his trunks with perfume. Today, as in the past, the Maison turns the spotlight on men with a collection dedicated to them, created around precious raw materials and sophisticated combinations. From the iconic Fougère Royale, created in 1882, to more modern blends to contemporary creations.

Finalist in the Independent category at the Art and Olfaction Awards 2023 Ierofante - Parfum Quartana

It is a fragrance that embodies the desire to let emotions speak through fragrance. *"Creating a perfume is an 'art, not a science, the perfume must be involved in a creative dialogue and not a mere exchange of data" says Joseph Quartana, founder of the brand. And Antoine Lie, creator of many bestselling fragrances and senior perfumer at AFM continues: "our creations tell stories. They are built to be olfactory expressions with a soul"*.

