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EM: You will be present again at the Tax Free show in Cannes. What is your focus?

GC: *There are many new products that we will be presented at the show on all our brands, starting from Arrogance: the brand, supported by a major multi-channel communication campaign with TV, radio and CTV adverts on the main Mediaset channels, traditional media and digital marketing, previews Hyperglow, a "capsule" of fragrances for women and men underscored by intense and uplifting colour codes that envelop the senses and bring a breeze of optimism.*

Acquadì proposes its look, renewed in the packaging and graphics and takes on a new allure with the prestigious Privé collection. Made in Italy, the "capsule" draws on precious raw materials and original accords in artistic perfumery skilfully developed to give rise to new fragrances in seven intense and persistent Eau de Parfums, in a bottle with severe and majestic lines and minimalist graphics, to emphasize the craftsmanship and attention to detail.

Essenza will be bringing to the show the unique experience of layering, including when travelling. With its lines of vegan, genderless and planet-friendly fragrances, it expands the offer, presenting the classic 30 ml travel size, alongside the iconic 100 ml and the practical 10 ml sizes, in this international context.

Fresh from its debut at the beginning of the year, Freevola with its gourmand offers and an audacious and irresistible positioning, presents two new fragrances: Freevola My Cherry Bomb and Pistachio Crash.

These two creations are abreast of the best loved olfactory trends of the new generations and continue to bring that contemporary touch, typical of the Freevola brand.

For the event, the Coco Monoï brand will expand its offer, presenting the concept of "Fragrances around the world." The two historic fragrances take on a new and very colourful image. Alongside there are two new original fragrances, which will take us on a sensory adventure across the world.

Approaching a selective market, after the launch of Duomo Milano, a new player is appearing on the scene of Italian perfumery.

It is a collection of unisex fragrances which celebrates the art of perfume through sophisticated, impressive and timeless compositions, which evoke and remain in the memory, Mirroré. Conceived for a demanding and refined public, the line is inspired by the codes of artistic perfumery and reinterprets them in a contemporary style, offering a complete and structured range of eight Eau De Parfums, capable of embracing the various families with the aim of offering an intense and distinctive sensory experience, capable of telling a story and leaving an indelible mark.

EM: Are there international markets on which you are focusing more based on your objectives of growth?

GC: *The potential markets on which work is necessary include India with its enormous market, which is growing but is highly fragmented, where Italian products are not yet well positioned or recognized. South-east Asia (e.g. Vietnam, Indonesia and the Philippines) which has proven having great sensitivity for skincare but the limited knowledge of Italian products and the fierce competition of Korean brands has not allowed Italian beauty products penetrating for the time being. There is also Latin America, which has many major markets (Brazil, Uruguay, Mexico etc.) which show they have a great passion for aesthetics and beauty in general but where it is not easy to work due to the barriers for entry and the economic volatility.*

Claudia Stagno

INTERVIEW WITH **GIUSEPPE CARLINO**, COMMERCIAL DIRECTOR, THE FIRST

EXPORT MAGAZINE: **Which reasons, now some years ago, made you join the team of The First?**
GIUSEPPE CARLINO: *Joining The First was a natural choice, dictated by our sharing a clear and ambitious entrepreneurial vision. From the very beginning I perceived the potential of a company that was able to combine innovative spirit, consolidated competences in the sector and a strong attention to building up value in the medium-long term. The dynamism of the team, together with the wish to develop a modern and result-oriented model, convinced me to embrace this project with enthusiasm and determination.*

EM: **Is it true that your strategy, from the beginning, has been to aim at a varied portfolio of brands, with a strong specialization in the sector of fragrances?**
GC: *Absolutely. Our strategy has always been based on a careful selection of brands that could meet different market segments, while remaining strongly coherent with our positioning and our know-how, which is best expressed in fragrance. We have built up a balanced portfolio, where established brands and emerging projects live side by side, always with the objective of offering value to the final consumer and opportunities for growth to our commercial partners.*

EM: **Some years ago you acquired the GMV brand, successfully managing the distribution licence. Which steps are you taking to give increasing value to this brand?**
GC: *The acquisition of the ownership of GianMarco Venturi was a fundamental and strategic passage. It has allowed us to work with greater freedom on the brand identity and to invest decisively on the relaunch and extension of the offer. We are working on several fronts: from the restyling of the packaging to repositioning of the historic lines, up to the creation of new collections which express the brand's values in a contemporary style. The goal is to give new strength to an iconic brand, keeping its recognisability alive but enriching it with contents and language that are closer to today's consumer.*

EM: **The launch and the development of the Duomo brand indicate a clear wish to occupy a significant space in selective perfumery, underscoring the strong bond with the city of Milan.**
GC: *With a premium positioning, Duomo Milano has been conceived with a view to distribution in independent perfumeries and selective chains, this way expanding the distribution asset which has seen us as central players to date. Duomo Milano is more than a fragrance it is the very essence of the city, it is the expression of typical Milanese sartorial expertise. The majestic Gothic architecture and the artisanal meticulousness in these bespoke olfactory creations are a refined tribute to the appeal and the multi-faceted personality of Milan, temple of culture and cradle of beauty. It pays homage to the metropolis with an increasingly international atmosphere, capable of preserving and enhancing their main features of tradition.*

GIANMARCOVENTURI

THE EVOLUTION OF A TIMELESS STYLE

The GianMarcoVenturi brand takes its name from the Florentine designer, who was born and brought up in the cradle of traditions of craftsmanship and textiles. A Florentine by birth and Milanese by adoption, from the early 1980s GianMarcoVenturi was able to win over the international runways with his collections, making a name for himself as a star of Italian fashion. It is a name which continues today to represent a point of reference for elegance, personality and style.

The long-established perfumery brand, which is today part of The First SpA, is about to write a new chapter with an important restyling project. The brand will be officially relaunched on the occasion of the prestigious international TFWA show in Cannes, with the presentation of the new versions of the iconic fragrances for women GianMarcoVenturi Woman and Girl. The new packaging, with a premium and more refined style, has been designed to boost the brand's identity and meet the needs of a consumer who is increasingly attentive to details and perceived quality. This operation marks the start of a new phase of consolidation and growth for GianMarcoVenturi, with the aim of strengthening its presence on the Italian market and consolidating expansion at international level.

GianMarcoVenturi is being renewed with coherence and vision, keeping alive the link with its history and looking to the future with ambition and style.

Again at the trade show, the new fragrance GianMarcoVenturi Aqua Obsidian will be unveiled: the brand's intense offering for men, which develops the aquatic freshness of the established reference GianMarco Venturi Aqua towards a deeper, woodier and more amber dimension, perfectly in line with contemporary masculine trends. In its opaque grey bottle with a bold design, Aqua Obsidian is a vibrant and magnetic fragrance, conceived for a modern, aware and authentic man.