

PRESS RELEASE - 2009

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FRAGRANCE DESIGNER, LUXURY AND COMMUNICATION WITH A SPECIAL TASTE.

Fragrance: intense and nice natural flavor.

Designer: Professional profile, takes care of realization of various items.

These two words, apparently so distant, are the heart of a new fascinating job, which gives name to the young company of Claudia Scattolini, one among the pioneers in Italy for the design of “customized” perfumes.

Fragrance Designer was born in 2007, wishing to explore the verging field of luxury and to give one new sense to the company communication: smell. Claudia Scattolini, pharmacist, is the only one person in Italy having reached the EFCM diploma (European Fragrance and Cosmetic Master), which she obtained at the **Isipca** (Institut Supérieur International du Parfum, de la Cosmétique et de l’Aromatique Alimentaire, www.isipca.fr), the worldwide reference school for the perfumes industry, founded by **Jean-Jacques Guerlain**.

Creating customized perfumes and successfully interpreting the sensorial marketing is in fact a scientific and rigorous activity, based on analysis, know-how, experience, sensibility, taste, culture, and does not foresee improvisation.

The key-idea of Fragrance Designer’s job is that smell is the first filter between us and the world. It absorbs sensations, humors, vibrations, codifies them, and re-propose them. Human psyche receives information from the nose, codifies them immediately into feelings and create the first, deepest impression in ourselves, evoking instantly a positive or negative feedback.

Healthy, beautiful, sweet, nice, elegant, solid, precious, these are sensations which remain forever impressed to a place, an event, an object, through the flavors. That is why fragrances create appeal, that is why any multisensorial approach results successful when introduced and highlighted from smell.

Fragrance Designer gives life to a perfume, associates it to a product, to a location, a contest, chooses it’s name, makes image choices.

EACH PERSONALITY IS THE CRADLE OF A SCENT

The complex creation of a customized fragrance: Fragrance Designer understands the character of the client, helps him in choosing the essences, proposes different samples, lets the client choose the favorite one.

How is a customized fragrance created, why and where is it commonly used?

Alchemist, stylist, tailor and psychologist: Fragrance Designer mixes in itself a bit of each one among these figures, adding some sociology and architecture.

Its job and its method start from an accurate attention to an evolved public, people who is no more satisfied by serial products and solutions, but look for quality at 360°, based on their specific characteristics, on their needs. People who love feeling and being recognized as unique, inimitable.

Fragrance Designer begins with an accurate study of the person or the company asking for the perfume, stimulates the soul of the client (in particular designers and decorators), in order to understand his real essence. At this point F.D. designs the best suitable fragrance profile. A real concept, which drives to the creation of different fragrance samples among which only the customer will be able to choose its favorite one.

This delicate phase, where the product is selected and elaborate, is not only determined by the customer and the designer, but most of all by the capacity of the different essences to adapt to situations and recall sensations: for example, flavors like lemon, mint, thymus stimulate alertness and are indicated in locations such as offices or consulting rooms. On the contrary, fragrances such as rose, orange, lavender, lime are relaxing.

Another very important issue, while preparing perfumes, is to pay attention that a fragrance should never stuff the air, but give a pleasant atmosphere, create that soft scent.

Fragrances are then presented to the customer, together with an explanation of chosen raw materials and nuances. Now the customer has the possibility to experience the different perfumes day by day, in order to understand which one better suites his taste, style, his way to communicate himself.

The last step is the final choice: the fragrance, the life substrate, which is going to accompany the customer and to identify himself from that precise moment on. This is the moment when flavoring scenes or scented creations such as shangai, eau de toilette or de parfum, bath lines, creams, candles are created in order to perfume and identify his own places and events.

A no-limits scented universe.

FRAGRANCE DESIGNER, COMMUNICATE THROUGH THE SMELL

Olfactory Logo, luxury brand, merchandising and promotion, events, coordinate image and courtesy products: all (almost) what a scent can do.

A customized fragrance can be applied with success to many professional sectors, when the user is enough creative. All these professional areas have a point in common: scent gives one more sense to communication and a new, involving sensuality.

Olfactory logo. The traditional logo presents the company and its values. The same function is accomplished by an olfactory Logo, which has a main new characteristic: this option, not yet largely used, to act directly on the human psyche, associating the nice flavor to the meaning of good. This Logo can be used on materials or diffused in the rooms. It occupies the place and enters the situations. By diffusing the scent during happenings, it is possible to influence the public, who will recall the felt sensations when recognizing the scent in the shops.

Luxury & fashion brand. Perfumes are always associated to fashion, jewelry, as to the luxury universe in general. Precious items and fine design are highlighted by the scent which takes their name, their logo. Fragrance gives body and personality to caprice, closes the circle of an exclusive proposal, donates sensuality to the total look, to be dressed, exposed, felt.

Promotions, gadgets and merchandising. To perfume a gadget or an object, with the function to promote one own activity. Giving to it an unique flavor means making a precise market choice even more pleasant, gratifying and personal.

Application: company promotion, gadgets, merchandising.

Events. There is always the right occasion to leave a good scent. And each day is the right day: to enrich an event with a nice fragrance is a well-done choice. The psychological effect on people is guaranteed, and each place can be equipped with an olfactory scene or decor.

Application: scented items created for an event, such as wedding (perfumed invitations, presents for the guests, bonbonnières, and so on), ceremonies, product launches, exhibition stands, fashion events, vernissages.

Coordinate image and courtesy objects. Image is more and more important, also in the less visible particulars. Shoppers, matches, handkerchiefs, soaps, envelopes, headed paper... Gadgets and care dedicated to the client overcome day by day the limits of the coordinate image, and trespass to new inventions whose only barriers are creativity and capacity to spoil the customer. These actions multiply their effect, when the first sense they stimulate is smell.

Application: gadgets for companies and privates, various perfumers (for wardrobes, drawers, shoppers), presents for customers, guests, also with sell possibility (for example in the hotels), elements of coordinate image.

FRAGRANCE DESIGNER, MAKE A PLACE FOR THE SCENT

*From the showroom to the waiting room, from the spa to the house and the car, here are the most common and immediate realisation of a concept: **ambience scent**.*

Fragrance Designer works mainly on the creation of scents and fragrances for specific locations. There are indefinite possibilities to create scents for locations, at least as much as the locations we experiment in our life are. Some of them are more common and of course more requested.

Showrooms, Shops, Car dealers. It becomes easier to choose and buy an item, when it's possible to enjoy the flavor of the place where this object is offered: making shopping becomes a sensorial experience, which will be difficult to forget. To come back it's natural, when the memory tastes good.

Hotels, Restaurants. In the pleasure places, where comfort and good taste rule, the right fragrance gives an important added value to the taste of an intense experience, welcomes the client and foresees the next coming wellness sensations: its the final touch to a perfect treatment.

Waiting rooms/ rest homes/ child schools. Nice scent can make pleasant even a place which normally causes panic, anxiety, worry. Breathing a relaxed atmosphere makes people feeling safe, comfortable.

Happenings: weddings, ceremonies, product launches, exhibition stands, fashion events, vernissages. The memory of a good day is well impressed in one's heart when the experience it recalls is very intense. Nothing helps fixing the image as much as perfume does. .

Spa/Wellness centers/ Gyms. Relax and wellness find a completely new meaning, when they are experienced with all senses. Treatments and massages become sweeter, fatigue becomes lighter, when pervaded by the scent of freshness, of good, of healthy.

Airports/ post offices/ railway stations/ banks. Big places stuffed with people are not easy to survive, a delay is always annoying: a good flavor changes the perspective, makes the disease easier to stand, grants a service always nice and "smiling".

Cars. Our car is our second home. A long or short trip can become a pleasant scented break. Furthermore, the car is our visit card: it shows ourselves to our passengers through the fragrance it exhales.

Clubs. The night is the moment when the senses rule. Discos, pubs, wine bars, lounge bars, cocktail bars... the main point is, how's the atmosphere inside, characterized also by the scent in the air. Having a class party means first of all feeling comfortable.

House/ offices/ condominium's halls. Our most immediate visit card is our house. The scent of the house, as well as the smell of the skin, talks to the guest, makes him feeling comfortable and most of all gives a positive sensation to the person who lives in that house day by day.

FRAGRANCE DIFFUSER: A PLACE'S SPIRIT

For the occasion **Fragrance Designer** will be presenting alongside its original scents for environments, the new **Fragrance Diffuser**. It is an innovative ultrasound diffuser of fragrances that does not use alcohol, does not generate heat hence avoiding the spoiling of precious prime materials, can handle up to three different scents, 19 different time programs, and is capable of three liters of autonomy. It is therefore the ideal apparatus for countless architectural solutions and in particular for the olfactory settings of spas, well-being centers and hotels.

Today the creations of Fragrance Design for ambiances and settings are practical and simple to use. This is due to the innovative Fragrance Diffuser with its' unique features:

- **Adaptability** to every space.
- **A storage capacity** of 3 liters that allows a constant and long lasting diffusion.
- The ability to handle up to **three separate fragrances**: this allows the possibility to create different combinations of fragrances that continually adapt to the mood of the setting or arrangement.
- 19 different time programs that allow the flexible regulation of rate and intensity of the diffusion and perception of the scent.
- It operates through **ultrasounds** avoiding the generation of heat, therefore leaving the precious prime materials that give life to the fragrance unaltered.