



FORNASETTI HOME FRAGRANCES

By Theresa Yee, WGSN, 05 October 2010

Cult Italian design brand Fornasetti has debuted its home-fragrance collection, **Fornasetti Profumi Per La Casa**, at its first temporary concept shop in Selfridges' Wonder Room in London.



Source: Fornasetti Profumi incense boxes

Source: Fornasetti Profumi scented candles

Source: Fornasetti Profumi scented candle gift set

Barnaba Fornasetti worked in close collaboration with International Flavours and Fragrances (IFF) renowned master-perfumer Olivier Polge to create the scent entitled Otto (the eighth variation). The unique scent combines ingredients that have a personal significance for Barnaba, such as Mediterranean herbs from the family home and woods often used in the brand's interior pieces.

The top notes include a combination of thyme and lavender, with orris and cedarwood middle notes and tolu balsam, incense, birch/styrax and labdanum at the base.

The collection consists of scented candles in two sizes, scented candle gift sets, room sprays, incense sticks and a scented sphere. The scented sphere is a multi-functional fragrance device. The round ceramic jar is decorated with face motifs and has three perfume delivery options - incense burner, scented rocks or a diffusing oil, which releases its scent through the keyhole slot on the ceramic lid. Fornasetti has also created a special-edition candle exclusively for Selfridges.

Each of the products are packaged in ceramic containers, featuring whimsical handcrafted designs from its archives including face motifs, owls, newspaper prints, butterflies, quirky images of red lips and monkeys drinking champagne.

Scented candles start from £95/€120/\$150 and room sprays from £75/€95/\$125.

www.fornasettiprofumi.com

WGSN TAKEAWAYS

- The Fornasetti one-off concept store is housed in Selfridges' Wonder Room on the ground floor
- It opened on September 23 and is open to the public every day for one month
- Products on offer include scented candles, incense burners and room fragrances

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