

Fornasetti home fragrance debuts in Selfridges

At the end of September, journalists and interior designers gathered at a launch for the works of the surreal designer, Piero Fornasetti, who transformed the art scene in Italy from the 1930's onwards

Inspired by classical architecture, he designed and drew objects, furniture, interiors, theatre sets, fashion, books,



United Perfumes' Laurent Delafon, CEO, Emma Bailey, PR & Marketing Assistant; Mark Wilkie, Designer of the Fornasetti Profumi range; Gabriele Ferrero, Sales Director; Harriet Slaughter, PA (to Chris Connors - advisor to Fornasetti Milano); Christopher Yu, Managing Director; SuAn Dayal (wife of Herbie Dayal, Board Director of United Perfumes) and Jason Waterworth, PR Director

magazine covers and wrote poetry. Selfridges will have a selection of his work available in store as well as a new



Designer, Celia Birtwell, inhaling the candle scent

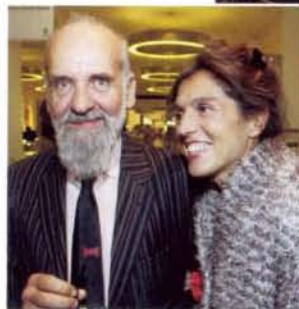
To create this scent, Barnaba chose IFF master perfumer, Olivier Polge, who has developed, amongst others, Giorgio Armani Code for Women, Balenciaga Paris, Burberry The Beat, Cacharel Noa Perle, Christian Dior Homme, Christian Dior Pure Poison and Viktor & Rolf Flowerbomb.

direction for the company - a superb room fragrance. His son, Barnaba Fornasetti, explained that "home fragrance fits more closely with the identity of the company than a fashion fragrance ever did".

Polge visited Barnaba at the family home where he immersed himself in all things Fornasetti. He explored the aromas in the house, like cedarwood drawers as well as the herbs growing in the woods. The result is sophisticated, woody and incense heavy - with top notes of thyme and lavender, orris and cedarwood in the heart and tolu balsam, incense and labdanum for the base

notes. Before a final choice was made, Polge created eight variations. He believes that Barnaba chose the eight (otto - hence the name) because of the cedarwood aroma, which closely mirrors the work of the house. He continued to say that "it's a multi-faceted fragrance with oriental, leathery, woody notes. Any of them could be individually expanded into another fragrance".

The wax for the candle comes from Maison de Cire Trudon (CIR), one of France's oldest candle makers with 300 years experience. Plus, the heritage of the incense, from Nippon-Kodo in Tokyo, dates back to the 16th century. To make the candles even more interesting, the scent comes in different elegant, ceramic containers, developed by Ceramiche Dal



DJ for the event, Jodie Harsh

Prà, who used different Fornasetti images of eyes, lips, newspapers and buildings. There are candle containers with lids, rounded scent spheres

where the scent is diffused through oil, rocks or incense, room spray fragrances as well as incense boxes.

Christopher Yu, Managing



(Inset): Barnaba Fornasetti and girlfriend, Valeria Manzi. The launch in full swing in Selfridges' Wonder Room

Director of United Perfumes, said: "We have the licence from the Fornasetti company and his son, Barnaba, to produce the fragrance range. While Fornasetti was modern in his outlook we've used his designs to present the fragrance in a decorative way, adding a bit of fun and preserving the family name".

For more information visit: www.fornasettiprofumi.com and www.united-perfumes.com

industryappointments

RDPR: RDPR recently appointed Anton Mossa to take on the new role of Public Relations Director. Anton joins RDPR from The Quintessentially Group where he held the position of Director of Sales & Marketing for Quintessentially Publishing. Anton will oversee the PR campaigns for existing clients as well as growing the agencies portfolio of niche luxury clients.

Guerlain: Helen Mitchell has been promoted to PR Manager for Guerlain with Farrah Karimian who has joined her as PR Assistant. In addition, Kate Hudson has returned to Guerlain and is working on a freelance basis. Previously, Kate has been working on key PR projects for Parfums Christian Dior, but her focus will now be on Guerlain. Kate will also continue to work with Acqua di Parma