



LORENZO
VILLORESI
FIRENZE

The perfume house was founded by Lorenzo Villoresi in 1990 after completing his degree in philosophy and spending years travelling, experimenting, studying raw materials and blending custom-made fragrances. The Maison embodies a world rich in the charm and influences of diverse countries and cultures. The creation of fragrances has always included every aspect of their making. Production is still carried out internally and requires meticulous attention to detail and an ongoing quest for the highest quality. The hexagonal bottle has become a distinctive feature of these classical yet modern collections, representing understated, personal luxury. The desire for beauty determines the choice of high-quality ingredients for the fragrances and the finest, timeless materials for packaging and accessories. The intrinsic value of the raw materials gives rise to the intangible identity of the Maison, made up of emotion, creativity, harmony, innovation, vision, authenticity, and a constant pursuit for excellence.



