

i PROFUMI di
D'ANNUNZIO

EAU de PARFUM



ODORARIUS
MIRABILIS



For d'Annunzio the perfume is everything and everything is in the perfume. The significance that d'Annunzio assigns to perfumes is present even in official documents. Perfumes close the poet's last will and testament, in which he declares his wishes to the Italian State. D'Annunzio defines the document as an admirable essay on notarial art where he illustrates his intentions regarding the Vittoriale through the donation act dated 22 December 1923, and further amended on 7 September 1930. "I beat iron, blow glass, engrave hard stones...I interpret Caterina Sforza's recipe books, and I create perfumes."

In most of d'Annunzio's works, **odours and scents are an integral part of his poetic writing**. It is evident in verses on Alcyone, where the spectacular nature and seasons continually refer to perfumes; in Piacere, where the love passion is often fed by the olfactory memory (the sublime memory triggered in Andrea Sperelli's mind by the scent left on the fur by Elena's body); in the poet's letters to his lovers; and in his private notes, where frequent references to perfumes are made.

3



AQVA NVNTIA

Aqva Nvntia is the leading product in this olfactory line. It manifestly evokes the name of the Poet, in all its manifold interpretations.

Aqva Nvntia is the result of a scenographic vision of the ancient: of archaeological and mythological intensities.

It is a daily breeze, tranquil and elegant, with a discrete passion. It is a feverish spirit, in which the images of the flow of time come together as the seasons arrive.



The perfumes created or inspired by the poet were numerous, as were his relationships with important Italian and foreign perfumers of the period. These facts prove how important perfume was for d'Annunzio.

Odorarius Magister: this is one of the attributes of the poet, who had a voracious and ardent passion for perfumes, a passion that was evident in every aspect of his inimitable life.

The Odorarius Mirabilis represents our homage to his *Imaginifico*.

A line of fragrances developed in homage to the renowned poet: six fragrances that are reminiscent of his most famous works and of the people who accompanied him throughout his life.

The bottle is a modern interpretation of the original **Aqva Nvntia ampoule**, designed by the poet in Murano glass and now modernised with six elegant pastel shades further embellished with **hot-print gold on its front face**. The bottle is sealed by a **metal-gold cap** that recalls the one that was originally developed in Murano glass.

This unique bottle is enclosed in a box embellished with a metallic label, **the decorations of which are reminiscent of the fountain designed by De Carolis for the original Aqva Nvntia**.

The overall collection is a combination of crescendo and diminuendo. The Opening and Closing of the collection involve two fragrances that narrate the personality of the poet, with six crucial fragrances: one of which is dedicated to his most famous lover, and five to his literary masterpieces.

*For d'Annunzio the perfume is everything and everything is in the perfume.
The ethereal in the form of a glowing aura.*



IL PIACERE

Il Piacere is the perfume of the vibrant, of the everliving flesh. It is the glory of the inimitable worldly art, it is the celebration of a luxury from another era.

It advances through the motions of a passion that involves bodies, apparels, accessories, opulences, atmospheres, vibrating souls, and moods.

In its wholeness it lives, it feels.

Il Piacere is an eulogy to joyful voluptuousness. It entices you to devour it and simultaneously to let it embrace you with its countless tones of crimson, of bursting fire.

Its note is dense and copious, its melody is intoxicating.

