



1528 PARFUMS

1528 Parfums is a modern perfume brand inspired by the spirit of the medieval Italian tradition of alchemy and the exotic materials brought back by travelers in ancient times. It all started back in 1395 in the Italian city of Genoa when a local religious figure, Giovanni-Battista, started creating perfume formulas. His love and understanding of alchemy were reflected in the scents he created, based on precious materials and their natural energy. There was a great sense of 'universal spirit', of nature colliding with the metaphysical in Giovanni-Battista's creations and when his documents were discovered years later in a hidden drawer, time had only yellowed them a little but essentially they were intact. The year was 1528 when these creations were brought to light and enjoyed to their full merit. Today their creator's philosophy and craftsmanship; the beauty and quality of the essences he used have been re-introduced and re-interpreted for a modern audience. The opportunity for a new lease of life for these formulas came about through a fortuitous collaboration with the Italian gold-leaf conceptual artist Anna Carla de Leonardis.

The trio of scents that make up 1528 Parfums today was designed to interpret Anna Carla's vision of art and creativity. More abstract in their depiction of the actual smell of gold, these wonderful fragrances are named after three forms of the precious metal and are called Or Blanc/White Gold, Or Rose /Pink Gold, Or Jaune/Yellow Gold. They contain some of the spices, plants, woods and flowers that would have been brought back at the time of the great explorers.

Each scent captures powerful and sensual tones in keeping with the magic of alchemy starting with Yellow Gold - a golden ray of sunshine emanating light with delicate orange blossom and bergamot, and warmth with jasmine, tree moss, amber and vanilla. Its accents are enveloping, deeply sensual and reminiscent of leather, making this and all of the range perfect for men and women.

White Gold, is a seductive blend of aromatic basil, lavender, patchouli, tree moss and sandal wood with undertones of tobacco that calm the senses and offer a gentle balance to the headier notes of Yellow Gold. If however, richer fragrances are more your thing, the devastating Pink Gold should please with the sweetness of cloves and lilac and the powdery softness of violet and iris. Add to these generous helpings of intoxicating tuberose (known for its aphrodisiac qualities), jasmine and vanilla and the result comes close to chocolate-wicked but practically irresistible!

If you haven't yet had the chance to smell these complex and delicious fragrances they are the perfect excuse for a trip to Italy to dip into this sumptuous world of olfactory luxury. The story of 1528 Parfums tells of ancient tradition meeting innovation and passion head on. The outcome is spectacular.