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1528 Parfums Or Blanc, Or Rose, Or Jaune (2008) {New Fragrances} & Gold-Trend Alert



Zero Otto in collaboration with Italian Gold-leaf conceptual artist **Anna Carla de Leonardis** just launched a new line of perfumes in Rome. The trio of scents is meant to interpret her vision of art and creativity into fragrance. The perfumes are called after three nuances of the precious metal gold: Or Blanc (White Gold), Or Rose (Pink Gold), Or Jaune (Yellow Gold) with the tag line "*From golden pictures to perfumes: art is transformed into its essence.*"

The new perfume brand is also inspired by the spirit of the Italian medieval alchemical tradition and by exotic materials brought back by travelers in past centuries...



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