

UERMI

PRESENTS 70'S MOOD



A new fragrance
dedicated to
an iconic epoch

The 1970s were revolutionary, with great epochal and even controversial changes in culture, music, art, design and fashion. Uermi, the brand of artistic perfumery that celebrates the magic of fashion (its name comes from an ironic play on the English "wear me", because perfumes are to be worn like clothes, becoming the expression of our personality) has been inspired by this decade, so fertile in ideas, colours and shapes, for its latest fragrance, created by the Italian nose Luca Maffei, with the artistic direction of Aurora Carrara and Palmiro Péaquin, the founders of the brand. The rich and aphrodisiac eau de parfum is a woody, fougère and ambery fragrance, in which Luca Maffei has interpreted patchouli, the iconic scent of those years. Youngsters who followed the hippie trail to Nepal and Afghanistan would return with vials of the essential oil of patchouli, which became the emblematic fragrance of the period.

Luca Maffei has imagined for 70's Mood a woody and ambery fragrance, rich and highly aphrodisiac in which patchouli is exalted by dynamic, sparkling and piquant top notes such as Pink Pepper, Bergamot and Cardamom, warmed by the sensuality of Chocolate Flower. The interpretation is also extremely contemporary thanks to the creamy and velvety middle notes: Cashmeran, one of Maffei's favourite raw materials which recalls a soft, velvety and silky wood, envelops Patchouli, along with silky, ambery woods for an ironic and intense fragrance. The base notes are elegant and persistent: a cascade of Vanilla, but in its darkest and sexiest version, exalted by Labdanum and Benzoin.

The bottle has a classic design with its label in the psychedelic colours and patterns of the 1970s and the colours of the time: pink, purple, orange and black.



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AMNESIA ROSE of AEDES DE VENUSTAS

AEDES DE VENUSTAS Means "Temple of Beauty" in Latin, and it is with a reverence for those who make fine art with scent that the brand was born. A sparkling and saturated spicy floral that pierces at a voluminous roundness that is evident on skin. It is a liquid that smells as though it's been drenched with saffron and patchouli-edged petals, in a palette that veers out of fresh rose territory into a vintage, like blowing dust off a fine red wine. "This is an intense rose, whose personality never fades away and mostly, never goes unnoticed," says Luca Maffei.



MISS_U and TILL... by LABORATORIO OLFATTIVO

The two new olfactory chapters signed Laboratorio Olfattivo. They will be presented as a world premiere during Esxence 2023, bear the signature of Luca Maffei. **MISS_U** a revolutionary concept, diametrically opposed to its twin **NEED_U** where the scent needed the skin to sublimate. Here it is the skin that cries out to the perfume I Miss you! A love match between skin and perfume ... or who knows! A sensual and intriguing pampering, a strong contrast between sacred and profane. The jus opens between zests of Bergamot and Mandarin, a vibrant heart with Sichuan Pepper and Agarwood Black in an embrace of Patchouli and Vanilla. **TILL ...** is part of the Laboratorio in Fiore collection, where the key word is Realism. Linden, flowery, green and with honeyed nuances facilitated the allegiance to Realism with its many facets and memorable links. It has a whiff of Spring, is a guarantor of lightheartedness and good humor, evokes the end of school, seals new loves and bodes well for business ... a composition that captures nature in a bottle with a reassuring and optimistic message.

Travel back in time to the groovy Seventies with Uermi's latest fragrance launch, **70'S MOOD**, a brand-new aphrodisiac fragrance dedicated to this iconic era. "What I imagined for 70'S MOOD is a woody, ambery, rich and strongly aphrodisiac scent; a Patchouli enhanced by dynamic, sparkling, spicy top notes such as Pink Pepper and Cardamom. Reinterpreted in an absolutely contemporary way thanks to Cashmeran, one of my favorite raw materials that recalls a soft, velvety, silky wood, as if it were a warmer solo on the note of Patchouli. These molecules are part of amber woods notes and give it drive, volume, persistence, power. And finally a note of Vanilla, in this case we are talking about natural Vanilla, with its blacker, darker, deeper and an 'animalized' nuance that makes this accord even more aphrodisiac and sexy. This was my way of reinterpreting Patchouli, of giving life to 70'S MOOD and thus to a fragrance that is certainly overwhelming, sensual and rich in all its particular nuances." Luca Maffei.



Harvest Mouse by Zoologist. "To create the Harvest Mouse fragrance, I decided to play with the characteristic elements of the Wheat fields where the small rodent lives. I wanted to create a natural effect with the soft, sweet flavors of the Grain and Malt. I used Hay Absolute to give the fragrance a natural and vegetal note typical of sun-kissed summer heads of Wheat. I also chose to use a Beer CO2 Essence obtained from the distillation of Malt and Hops, it is a typical top note and it helped me to give momentum to the fragrance and give a golden effect typical of Wheat. To balance the Green, Amber and Floral accord I decided to use notes like Chamomile and Orange Blossom for the warmth of the sun; Opoponax and Benzoin for Amber notes combined with delicate touches of Turkish Rose Essential Oil. On the base instead to give sillage and lasting I played with woody notes like Sandalwood and Oakmoss." Luca Maffei.