



# The Story of a Fragrance

Welcome to a magical place, where scents are transformed into emotions.

Chiara Firenze invites you on a sensory journey, discovering colors, nature, and art. A journey through the most authentic soul of Tuscany.

Our handcrafted fragrances express all the nuances of this fantastic territory.

Fragrances that are born thanks to the passion of our perfume artisans.

From the moment of their conception, thanks to the skill of master perfumers.

Going through their creation: natural essences with high concentration of essential oils, GMO-free and free of animal derivatives.

Made with bio-alcohol derived from the processing of sugar beets.

The fragrances created by Chiara Firenze are artisanal fragrances and all stages of production are done manually: from bottling to labeling to binding with copper wires. And, where possible, no plastic materials are used, only paper and wood.

Each fragrance has an emotion to evoke and a new story to tell.





# **CITRUSY**

OSTRO AGRUMI MEDITERRANEO LIMONAIA





# **CITRUSY**

Perfumes that have a citrusy arrangement as their base. Fresh and sparkling, meant to be sprayed in large quantities.



### **OSTRO**

A heady fragrance with notes of Mandarin and Vanilla that make it sweetly pungent.



tertiary notes Tangerine Peel





## **AGRUMI**

The fresh, bitter notes of Grapefruit combine with Sweet Orange peels in a vital and lively fragrance that has relaxing effects and gives serenity.



tertiary notes Lemon Peel





### **MEDITERRANEO**

The fragrance takes its name from the nature that overlooks the homonymous sea, with notes of the woods and resins of the Mediterranean scrubland combined with the fresh and lively hints of citrus fruits.

primary notes
Rosemary
secondary notes
Cedar

tertiary notes
Lemon Peel





## **CITRUSY**

Perfumes that have a citrusy arrangement as their base. Fresh and sparkling, meant to be sprayed in large quantities.



### LIMONAIA

Every villa in Tuscany had a Lemon House to shelter citrus fruits during the winter season, after the Medici spread the practice. A fresh and carefree vacation for the sense of smell.





## The birth of perfume

The earliest records regarding perfume and its uses date back to the time of the ancient Egyptians and the use of perfume in sacred settings.

The first fragrances were created after weeks of selection from spices, fruits of the earth and essences obtained from plants. Some traditional Egyptian mixtures consisted of as many as sixteen ingredients, including honey, wine, and raisins.

# **FRUITY**

POMONA
BIANCO DI BACCO
CAPRIFICO
MELANGRANA

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# **FRUITY**

Scents with carefree and sunny notes.



### **POMONA**

Notes of Peach and Apricot come together in a sweet embrace; Green Apple adds to the fresh fragrance.



tertiary notes Green Apple





## BIANCO DI BACCO

Pungent notes of Trebbiano and Malvasia Grapes combine with the sweetness of White Peach and Cypress Resin in a seductive fragrance.



tertiary notes Cypress Resin





## **CAPRIFICO**

Fig leaves take center stage in this fragrance with green and woody notes, softened by the notes of tomato leaves and basil



secondary notes
Fig, Hyacinth
tertiary notes
Wildflowers, Cherry





# **FRUITY**

Scents with carefree and sunny notes.



### MELANGRANA

A fragrance dedicated to the fruit brought to Europe via the sea routes of Phoenician merchants. Pomegranate, a symbol of vital energy, humility, charity, fertility, wealth and union. primary notes
Lemon, Sweet Orange
secondary notes
Pomegranate, Cassis,
Raspberry
tertiary notes
Jasmine, Vanilla Berry





## Perfumes in ancient Rome

The perfume craze in ancient Rome infected everyone, even emperors. Indeed, if Cleopatra, who created her own fragrances, went so far as to perfume the sails of her ships in Egypt, in Rome they were no different. There were no master perfumers yet: the fragrance makers were those who had access to the raw materials, which changed according to the territories conquered. They were ointments rather than perfumes, which is why the figure of the master ointment maker was born, an alchemist of fragrances to be spread through intoxicating scented oils.

# FLORAL

LEVANTE ORCHIDEA SELVATICA CIPRIA VENERE





# **FLORAL**

Scents that evoke spring, intoxicating fragrances that never go out of style.



### LEVANTE

A fragrance that warms the room with aromatic notes of Orange and Mandarin Leaves that culminate with a floral core.









## ORCHIDEA SELVATICA

The warm, refined notes of Wild Orchid combine with herbaceous notes in a relaxing fragrance that evokes spring blooms.

 $\begin{array}{c} \text{primary notes} \\ \textbf{Orchid} \\ \text{secondary notes} \\ \textbf{Herbaceous Essences} \end{array}$ 

tertiary notes
Rosewood





## **CIPRIA**

Notes of Rosehip combine with those of Talc for a light and delicate fragrance.



 $\begin{array}{c} \text{tertiary notes} \\ Talc \end{array}$ 





# **FLORAL**

Scents that evoke spring, intoxicating fragrances that never go out of style.



### VENERE

Lavender, an indispensable ingredient of the Greek goddess Venus for her spells of love and purification, and Lotus Blossoms with warm, soft notes, forever a symbol of purity and beauty.

primary notes Lavender secondary notes Lotus flowers tertiary notes Bergamot





## The first scented houses

In the Middle Ages people began to purify and perfume their homes by burning laurel or rosemary in fireplaces or sprinkling the floor with scented herbs. A way to make one's dwellings more welcoming.

Among noble ladies, it became common to put scented sachets in linens with essences of violet, lavender and orange blossom, a tradition that was carried on until the Renaissance.

# **AMBER**

AMBRA TUSCIA

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# **AMBER**

Warm, enveloping scents that evoke oriental atmospheres.



## AMBRA

Amber tones combine with notes of Oud, a rare and precious oriental resin, in a warm and sumptuous fragrance.

A combination that evokes the smell of roots and earth with woody and balsamic base notes.

 $\begin{array}{c} {\it primary notes} \\ {\it Amber} \\ {\it secondary notes} \\ {\it Oud} \end{array}$ 

tertiary notes Neroli





## **AMBER**

Warm, enveloping scents that evoke oriental atmospheres.



### **TUSCIA**

The floral scent of Incense echoes distant memories that combine with Sandalwood and Amber in a magical journey into the past.

primary notes Incense, Pepper secondary notes Sandalwood, White Flowers tertiary notes Amber, Cistus





## The Pomme d'Ambre

Perhaps the first real room perfumer was the "Pomme d'Ambre" or "Pomander," an artificial apple made of amber and many other fine materials where one could place aromas, spices and resins inside.

In the Renaissance, these objects were transformed into veritable jewelry to be hung on clothing. Made of gold or silver, they were used by kings and queens.

# SPICY

GRECALE ROSSO FIORENTINO VELLUTO





# **SPICY**

Scents with a lot of personality, with sensual and intense touches.



## **GRECALE**

Ancient scents with notes of Hibiscus Wood and Pepper, enhanced by the essence of Cloves, Cinnamon and Nutmeg.



tertiary notes Hibiscus Wood, Clove





## **ROSSO FIORENTINO**

Citrus notes combine with the spicy notes of Pepper and Cinnamon in a stimulating and pungent combination. primary notes
Orange
secondary notes
Cinnamon

tertiary notes Pepper, Clove





# **SPICY**

Scents with a lot of personality, with sensual and intense touches.



#### **VELLUTO**

Caramel and Vanilla meet Citrus, Pepper and Cinnamon notes for a sumptuous combination that sweetens the ambiance.



Cinnamon, Pepper





## The birth of the olfactory pyramid

Eugène Rimmel was the first to study the composition and raw materials used in the creation of perfumes, later deciding to classify them into families and giving birth to a new concept: the olfactory pyramid.

His idea was to reproduce on paper the sensations and emotions one feels when smelling perfume. Many considered him a fool, but his concept whereby a perfume could be compared to a musical composition has become fundamental for the history of perfumery.

# WOODY

ARBOREA
TEAL
MORO
OUD - new





# WOODY

Perfumes characterized by woody notes that can be warm and exotic or dry and balsamic for those who like invigorating fragrances.



### ARBOREA

Strong notes of Cedarwood combined with marine notes create a fresh and vital fragrance thanks to notes of Birch and Resin.









## **TEAL**

Balsamic and resinous notes combine with pungent hints of Grapefruit and Cedarwood in a fresh, light fragrance.

primary notes
Balsamic
secondary notes
Cedarwood, Resin

tertiary notes
Grapefruit





#### MORO

A journey to the ancient Florentine salons: Tobacco and Woody notes come together in a unique fragrance, spiced thanks to Cinnamon and sweetened by Caramel and Peach Blossom.

primary notes
Cinnamon, Peach Blossom
secondary notes
Sandalwood,
Caramel
tertilary notes
Tobacco, Cedarwood





# WOODY

Oriental scents, a perfect blend of aromatic, spicy, citrusy, floral and woody notes for a unique and intense fragrance.







## OUD

Protagonist of the Oud fragrance is the rare and highly prized resin that gives it its name.

Available in the versions: Room Fragrance 100, 200, 500, 1000, 2500 ml Room Spray 250 ml



primary notes
May Rose, Cedar Peel
secondary notes
Saffron, Tonka Bean
tertiary notes
Oud, Patchouli, Sandalwood



# SPECIAL

MAESTRALE NERO DI BACCO





# **SPECIAL**

Unique fragrances that cannot be classified into olfactory families, to be tried and owned.



## **MAESTRALE**

The fragrance is named after the wind that blows from the Northwest and brings Balsamic, Pine Wood and Salt notes. A fragrance that smells like the sea.







## **SPECIAL**

Unique fragrances that cannot be classified into olfactory families, to be tried and owned.



### NERO DI BACCO

Grape Must combines with notes of Amarena cherry to create a fragrance with a persistent color and a welcoming, heady scent. primary notes
Strawberry Grape
secondary notes
Grape Must
tertiary notes
Amarena





## The Master Perfumer

The figure of the "Nose" or master perfumer is a very ancient figure that has survived from  $4{,}000$  years ago to the present day.

The methods, the techniques of creation have changed, but the skill of a nose remains the same: to be able to capture the emotions that essences convey and to be able to blend them together, creating unique fragrances. Creating fragrances that are true sensory works of art.

# GOURMET

COFFEA BUBBLE GUM COTTON CANDY





# **GOURMET**

Fragrances related to food and drink.



### **BUBBLE GUM**

A fragrance that envelops in a fun bubble gum. Gives positive energy and cheerfulness with the fruity and sweet notes of Sweet Orange, Banana and Vanilla Berry.



tertiary notes Vanilla Bean





## **COTTON CANDY**

Tutta la golosità di una soffice nuvola di zucchero filato. Fiordilatte, Caramello e Zucchero Filato per un risultato giocoso ma al tempo stesso unico.



tertiary notes
Cotton Candy





# **GOURMET**

Fragrances related to food and drink.



### COFFEA

When we smell coffee, an endless array of smells and olfactory memories are triggered, so Coffea leads us on an incredible sensory journey.





## Room fragrances

Nowadays, ambient fragrances are a constant part of our lives. They have entered our culture and are much more than just a perfume to put inside the house. They are essences that remind us of unforgettable places or moments, trips, loved ones. Scents that let us know that yes, we are finally home. Whatever our path, whatever our destination, there is always an ambient fragrance ready to accompany us in the magical moments of our lives.

# **AROMATIC**

CARDAMOMUM THYMUS MENTHA URTICA HYPERICUM CITRONELLA





## **AROMATIC**

Aromas characterized by notes of aromatic herbs that bring freshness and liveliness.



### CARDAMOMUM

Cardamom gives spicy tones, sweetened by the warm notes of Mandarin Leaves and Nutmeg.







### **THYMUS**

Il timo dalle note aromatiche intense si unisce a Salvia e Camomilla in un'essenza gradevole e avvolgente.









#### MENTHA

Thyme with its intense aromatic notes combines with Sage and Chamomile in a pleasant, enveloping essence.









### **AROMATIC**

Aromas characterized by notes of aromatic herbs that bring freshness and liveliness.



#### URTICA

The pungent notes of Nettle are made fresh by Rosemary and Pine; Summer savory provides the aromatic note.



tertiary notes
Marjoram, Summer savory





#### **HYPERICUM**

Hypericum lends uniqueness to the pleasant, enveloping blend of Helichrysum and Violet. The wild plant with its well-known yellow flowers holds countless beneficial properties and has always

been used to purify the air.

primary notes
Bergamot, Artemisia
secondary notes
Helichrysum, Violet

tertiary notes
Hypericum, Patchoul





### **CITRONELLA**

A light, fresh scent that leads the senses into the midst of greenery. Aromatic notes of Peppermint, Lemongrass, Basil and Vetiver for a pleasant and useful fragrance to make our summer more serene.

primary notes
Peppermint
secondary notes
Lemongrass, Basil

 $\begin{array}{c} \text{tertiary notes} \\ Vetiver \end{array}$ 



# I COLORI





## I COLORI DI CHIARA

Chiara Firenze fragrances abandon their classic packaging and take on an elegant colorful bottle.



### BIANCO DI BACCO

The pungent notes of Trebbiano and Malvasia grapes combine with the sweetness of White Peach and Cypress Resin in a seductive fragrance.



#### CARDAMOMUM

Cardamom brings spicy tones, sweetened by the warm notes of Mandarin Leaves and Nutmeg.



### **CIPRIA**

Notes of Rosehip combine with notes of Talc for a light and delicate fragrance.



### **GRECALE**

Ancient scents with notes of Hibiscus Wood and Pepper, enhanced by the essence of Cloves, Cinnamon and Nutmeq.



### NERO DI BACCO

Grape Must combines with notes of Amarena cherry to create a fragrance with a lingering color and a welcoming, heady smell.



# TEAL

Balsamic and resinous notes combine with pungent hints of Grapefruit and Cedar in a fragrance as fresh and light as its coloring.

# **I RIFLESSI**





## I RIFLESSI DI CHIARA

Simple lines, bold colors, furnishing essences inspired by the silhouettes of the past. Intense fragrances housed in uniquely styled bottles: lovely to smell and to see.



### LIMONAIA

Intense aroma of Lemon and Lime. A fresh and carefree vacation for the sense of smell in a lively Yellow bottle.



### **MAESTRALE**

It is the main wind, the master of navigation in the Mediterranean Sea, which brings Balsamic and Pine Wood notes and evokes the sea with hints of Salt. Kept in an elegant Blue bottle.



#### **MELANGRANA**

Sparkling notes of Lemon and Sweet Orange combine with sweet notes of Pomegranate and Raspberry to create a lively and stimulating fragrance. Kept in an elegant Pomegranate-colored bottle.



Chiara Firenze fragrances are also available in Spray format, to be sprayed in living and working environments to make them pleasant and welcoming.



### AGRUMI ROOM SPRAY

Spray bottle 250ml.



### AMBRA ROOM SPRAY

Spray bottle 250ml.



# ARBOREA ROOM SPRAY

Spray bottle 250ml.



### BIANCO DI BACCO ROOM SPRAY

Spray bottle 250ml.



# **BUBBLE GUM**ROOM SPRAY

Spray bottle 250ml.



### CAPRIFICO ROOM SPRAY



Chiara Firenze fragrances are also available in Spray format, to be sprayed in living and working environments to make them pleasant and welcoming.



### CARDAMOMUM ROOM SPRAY

Spray bottle 250ml.



### CIPRIA ROOM SPRAY

Spray bottle 250ml.



### CITRONELLA ROOM SPRAY

Spray bottle 250ml.



### COTTON CANDY ROOM SPRAY

Spray bottle 250ml.



# **GRECALE**ROOM SPRAY

Spray bottle 250ml.



### LEVANTE ROOM SPRAY



Chiara Firenze fragrances are also available in Spray format, to be sprayed in living and working environments to make them pleasant and welcoming.



### LIMONAIA ROOM SPRAY

Spray bottle 250ml.



### MAESTRALE ROOM SPRAY

Spray bottle 250ml.



### HYPERICUM ROOM SPRAY

Spray bottle 250ml.



### MEDITERRANEO ROOM SPRAY

Spray bottle 250ml.



### MENTHA ROOM SPRAY

Spray bottle 250ml.



### MORO ROOM SPRAY



Chiara Firenze fragrances are also available in Spray format, to be sprayed in living and working environments to make them pleasant and welcoming.



### NERO DI BACCO ROOM SPRAY

Spray bottle 250ml.



### ORCHIDEA SELVATICA ROOM SPRAY

Spray bottle 250ml.



### MELANGRANA ROOM SPRAY

Spray bottle 250ml.



### OSTRO ROOM SPRAY

Spray bottle 250ml.



## ROSSO FIORENTINO ROOM SPRAY

Spray bottle 250ml.



### TEAL ROOM SPRAY



Chiara Firenze fragrances are also available in Spray format, to be sprayed in living and working environments to make them pleasant and welcoming.



# THYMUS ROOM SPRAY

Spray bottle 250ml.



### TUSCIA ROOM SPRAY

Spray bottle 250ml.



### POMONA ROOM SPRAY

Spray bottle 250ml.



### URTICA ROOM SPRAY

Spray bottle 250ml.



### VELLUTO ROOM SPRAY

Spray bottle 250ml.



### VENERE ROOM SPRAY



# **TEXTILE SPRAY**

Linens, draperies and fabrics that smell clean with Chiara Firenze Fabric Sprays.

Scents that bind to the fabric, maintaining a lingering fragrance



# AMBRA TEXTILE SPRAY

Spray bottle 250ml.



# CIPRIA TEXTILE SPRAY

Spray bottle 250ml.



# **LEVANTE**TEXTILE SPRAY

Spray bottle 250ml.



### MAESTRALE TEXTILE SPRAY

Spray bottle 250ml.



### ORCHIDEA SELVATICA TEXTILE SPRAY

Spray bottle 250ml.



# TEAL TEXTILE SPRAY



# **LAUNDRY**

A product created specifically with the function of scenting garments, derived from our fragrances and not from detergent products.



### AMBRA FOR LAUNDRY

150ml format.



### CIPRIA FOR LAUNDRY

150ml format.



# **LEVANTE**FOR LAUNDRY

150ml format.



### MAESTRALE FOR LAUNDRY

150ml format...



## ORCHIDEA SELVATICA FOR LAUNDRY

150ml format.



# **TEAL** FOR LAUNDRY

150ml format.



### **BOXES**

Special gift boxes for the most beloved and representative Chiara Firenze fragrances.



#### **BI-SOGNO**

Why not double the olfactory notes to spread in the environment?

### Fragrance options

Bianco di Bacco - Nero di Bacco Cipira - Maestrale

Venere - Oud Rosso Fiorentino - Velluto

Melangrana - Cardamomum



### **COLORAMI LA VITA**

Choose the color of the bottle, select the label you prefer, write the name of the recipient.

### Fragrance options

Bianco di Bacco Teal Melangrana
Cipria Grecale Limonaia
Nero di Bacco Cardamomun Maestrale



### DOPPIAMENTE

Double the duration of your favorite fragrance.
One 100ml colored bottle and one 100ml Refill of the same fragrance.

#### Fragrance options

 Bianco di Bacco
 Teal
 Melangrana

 Cipria
 Grecale
 Limonaia

 Nero di Bacco
 Cardamomum
 Maestrale



## **BOXES**

Special gift boxes for the most beloved and representative Chiara Firenze fragrances.



### HO VOGLIA DI TRE

An elegant package holds three fragrances in 100ml format.

### Fragrance options

Bianco di Bacco - Hypericum - Cipria Limonaia - Maestrale - Ambra Nero di Bacco - Venere - Ostro Rosso Fiorentino - Velluto - Grecale

Me langrana - Cardamomum - Oud

### SEMPRE CON TE



Your favorite fragrance in pocket size. A 30ml Spray to carry with you at all times

#### Fragrance options

Grecale Cipria
Bianco di Bacco Ostro
Cardamomum Maestrale

Melangrana Oud
Nero di Bacco Velluto
Rosso Fiorentino Venere



## **CERAMIC**

Art meets fragrance, precious handcrafted ceramic diffusers to enrich your surroundings.



#### LA VIA DELLA CERAMICA

A refined container created by the craftsmanship of local master potters, to be filled with our fragrances.

A sphere with a refined and attractive design, geometric patterns and golden details to enrich your surroundings.

### Color options

White Black Light Gray



### **DIFFONDI-AMO**

A refined container created by the craftsmanship of local master potters to spread Chiara Firenze essence concentrates.

A sphere with a refined and attractive design, geometric patterns and golden details to enrich your surroundings.

#### Color options

White Black Light Gray



# **CONCENTRATI DI ESSENZA**

Our fragrances in a new format. 100% pure essence concentrates, scents that give unique olfactory experiences when diffused in the environment.







### GOCCE DI INTESITÀ

Mix at least 5 drops with water in diffusers and burners to create a wonderful, scented atmosphere.

Available in 18 fragrances: AMBRA, ARBOREA, BIANCO DI BACCO, CARDAMOMUM, GRECALE, LEVANTE, LIMONAIA, MAESTRALE, MEDITERRANEO, MELANGRANA, MENTHA, NERO DI BACCO, ORCHIDEA SELVATICA, OSTRO, ROSSO FIORENTINO, THYMUS, TUSCIA, VENERE



# **CAR PERFUMES**

Car perfumer with an elegant satin finish. Complete starter kit and refill available.



### BIANCO DI BACCO CAR PERFUME

Fragrance duration 30 days approx.



### CIPRIA CAR PERFUME

Fragrance duration 30 days approx.





# **MELANGRANA**CAR PERFUME

Fragrance duration 30 days approx.





### MORO CAR PERFUME

Fragrance duration 30 days approx.





### NERO DI BACCO CAR PERFUME

Fragrance duration 30 days approx.





# TEAL CAR PERFUME

Fragrance duration 30 days approx.





# **RASNA** *loves* **CHIARA FIRENZE**

From the collaboration of two Tuscan companies that put quality first, this special edition was born.

A journey combining art, fashion and fragrance.





### ARBOREA RASNA

Strong notes of Cedarwood combined with marine notes create a fresh and vital fragrance thanks to notes of Birch and Resin.

### LEVANTE RASNA

A fragrance that warms the room with aromatic notes of Orange and Mandarin Leaves that culminate with a floral core.









### POMONA RASNA

Notes of Peach and Apricot come together in a sweet embrace; Green Apple adds to the fresh fragrance.









Colored frosted glass containers with a square shape, furnishing complements that enrich home and studio spaces. The packaging is a tribute to the architecture of the city of Florence, which has always been the inspiration for our fragrances.

Format options  $80\,gr\,/\,420\,gr$ 













Some of the Chiara Firenze fragrances are transformed into fine candles. A new way to diffuse them in the environment, creating magical atmospheres.





### SANTA MARIA NOVELLA NERO DI BACCO



Nature is movement. And movement is the principle of all living things. Through this concept, the geometries that embellish the façade of the church of Santa Maria Novella in Florence take shape and come alive in stars and flowers ready to bloom on the Bacchus Black candle package with a black glass container.





### SANTA CROCE ROSSO FIORENTINO



A star that shines and illuminates the path of all who pass through the cradle of the Renaissance. A ray of light that comes to life, through the shapes and colors of the extraordinary facade of the Basilica of Santa Croce in Florence, the temple of Italic glories.

The same shapes are featured on the packaging of the Florentine Red candle with red glass container.









Brunelleschi's dome and Giotto's bell tower protect the city from above. The silhouettes of the facade of the cathedral of Santa Maria del Fiore, which accompany them, harmonize with each other in a grand tribute to the beating heart of Renaissance Florence.

We find them on the packaging of the Amber candle with ivory glass container.













80gr candle + 100ml bottle with the same fragrance. Available in the fragrances: Rosso Fiorentino, Nero di Bacco, Ambra

















New red box, only for candle + bottle.

An elegant velvet-effect interior wraps the products like precious jewels in a jewel box.

A refined and exquisite finish.





# **FORMAT**

Chiara Firenze fragrances are available in various formats to suit all needs and environments.



# **REFILL**

Refills are available for all Chiara Firenze fragrances to keep a constant level of essence in the bottle at all times.





