PRESS RELEASE

THE MERCHANT OF VENICE – BLUE TEA

Luxury fragrance house The Merchant of Venice launches their latest scent based on an exclusive and raw material: BLUE TEA

The Merchant of Venice continues its journey in the Far East with the launch of a fragrance inspired by the aromas and precious materials of Asian lands: Blue Tea.

The magical and enchanting story of Blue Tea stems from Marco Polo's extensive travels to China in 1265, to meet with the legendary Mongol emperor, Kublai Khan. Following the emperor's instructions, Marco Polo and his men returned to Venice in 1269 with a message for the Pope. In 1271, they set off again to China to take the Pope's reply back to Kublai Khan. Their journey took them three and a half years along the fabled Silk Road, an ancient network of trade routes that connected the East and West.

Having established himself within the court of Kublai Khan, Marco Polo became much favored by the emperor and served as his special envoy, providing useful reports and accurate observations of daily life from his travels around Asia, including three years serving as the Governor of Yangchow.

Today, following in the footsteps of Marco Polo, the fragrant aroma of a blue-tea infusion brings alive these incredible tales of distant lands. The delicate and mysteriously romantic blue petals of the butterfly pea flower, commonly found in South East Asia and used for the brewing of blue tea, have endured through the centuries.

To date, the Blue Tea flower has never been used before in a fragrance, but after hundreds of combinations and elaborations, this elegant fragrance has been masterfully bottled by The Merchant of Venice through the alchemy of perfumery.

The Blue Tea bottle itself has a signature silhouette: white with a blue Chinoiserie design. The white recalls Chinese white glass, which is similar in appearance to porcelain. This blow mold system was invented in Murano around the 15th century to imitate the first Chinese porcelain objects that came to Europe, where the secret of its manufacture was still unknown.

Marco Vidal, founder of The Merchant of Venice, explains:
"Our quest at The Merchant of Venice is to identify the aromas and fragrances which capture the spirit of distant travels and stories from the Orient. With Blue Tea, we have found another ancient and noble ingredient, which is in tune with the notes of our perfumes. Fine, fragile and yet *à point*, with an elegance and allure which will become a model of its kind."

BLUE TEA - PRODUCT NOTES:

Exploring the richness of regenerating tea, the fragrance evolves around a poetic accord of blue tea and floral bouquet of rose, magnolia and neroli.
Heart blooms on contact with these various facets, suave, fresh and sometimes slightly fruity.
Base notes of textured vetiver rounded by musk support the rural and stimulating green touch.

Top Notes - Blue tea leaves & Nutmeg
Heart notes - Rose, Magnolia & Neroli
Base notes - Vetiver & Musk
Product size - 100ml/34fl
Presentation - an Oriental red and navy design presentation box.