

The background of the advertisement is a solid, deep purple color. It features a repeating pattern of light purple, wavy, scalloped lines that create a textured, ripple-like effect across the entire surface. The pattern is consistent and covers the entire area, providing a rich, monochromatic aesthetic.

TRUSSARDI  
*Sound of Donna*

TRUSSARDI PARFUMS PRESENTS:

# TRUSSARDI

*Sound of Donna*

## THE PROJECT

Heels clicking on the stairs, the wind blowing in her hair, silk gliding over leather pants: these are the sounds of a feminine, rebellious, ironic and chic, iconic and modern woman. The sound of her voice is heard above everything. It is delicate yet powerful, as unstoppable as happiness, vibrating with desire. Sound of Donna is the new women's fragrance by Trussardi Parfums. The target group includes the X Generation and Millennials: young, multitasking women who love their jobs and leisure time. They adore music, life and its opportunities, and men able to make them really laugh. The olfactory structure of Sound of Donna created by Emilie Coppermann is full of surprises, such as the contrast between tangerine, magnolia, green almond, tuberose, heliotrope and the Mont Blanc accord. The perfume pays homage to the brand's sophisticated elegance but with a touch of irreverent femininity able to win over the public like a pop hit.

## THE FRAGRANCE

Elegant yet unconventional, Sound of Donna is a fragrance that leaves no one indifferent. It belongs to a new olfactory family: Oriental Floral / Gourmand/Woody. In the vivacious head notes, tangerine juice flirts with crisp green almonds and the incomparable freshness of magnolia. In the heart notes, the hypnotic sensuality of tuberose is enhanced by the undisputed femininity of the rose and the caressing softness of heliotrope. In the base notes, there is a subtle balance of three elements that usually contrast with one another: sandalwood, patchouli and the Mont Blanc accord. The last ingredient is the true star of the entire creation.

### INTRODUCTION - SPARKLING SEDUCTION



MANDARIN

GREEN ALMOND

MAGNOLIA

### CHORUS - LUMINOUS SENSUALITY



HELIOTROPE FLOWER

WHITE TUBEROSE

ROSE

### CONCLUSION - EDIBLE SOPHISTICATION



"MONT BLANC" ACCORD

SANDALWOOD

PATCHOULI

**OLFACTIVE FAMILY: FLORAL ORIENTAL - EDIBLE - WOODY**

## PACKAGING AND BOTTLE

The dominant color of the packaging and bottle is Pantone 18-3838 Ultra Violet, the 2018 Color of the Year. It is an intensively provocative and reflective shade of violet able to communicate originality, ingenuousness and a visionary thought that traces the path for the future. Enigmatic violets have always been a symbol of counter-culture, unconventionality and artistic inspiration. The other shade is silver, which appears in the logo and the name embossed in relief, on the sides of the box and on the bottle, which appears to be framed by two shiny aluminum bands. The same material is found on the bottle where the T-shaped logo is carved: the initial of Trussardi and the first symbol of the brand. Wavy horizontal lines are embossed in relief on the packaging and on the bottle: a rebellious and irregular reinterpretation of the musical staff. The bottle design has no distinct front and back view so it can be admired from every angle without a pre-established perspective. It is another metaphor of a woman who leaves her mark in the form of sound.



## THE VISUAL CAMPAIGN

An intense portrait of a woman was created by Emma Tempest, a sophisticated fashion and lifestyle photographer born and raised in Cornwall and now dividing her time between London, Paris, New York and Los Angeles. The woman is Annalisa, the beautiful 33-year-old singer/songwriter who made her debut on the “Amici” talent show in 2011 (she won the special Critics Award) and has already successfully participated in four editions of the Sanremo Song Festival. This year her magnificent song “Il mondo prima di te” won third place. Views of the music video have exceeded 21 million. Annalisa -- with a degree in physics, over 800 thousand followers in Instagram and a boundless passion for music -- is the perfect celebrity testimonial for the new Trussardi Parfums fragrance, Sound of Woman. Her lithe figure in a pair of skin-tight leather pants under a tailored jacket stands out against the cobalt blue sky of Milan at dawn. Her full red lips are slightly parted. Perhaps she is smiling, perhaps she’s about to kiss the love of her life; she is certainly singing and making enchanting sounds. This is Sound of Woman, as the silver lettering says on the Ultra Violet glass bottle appearing beside her on the page.



## THE FILM

It is daytime, outdoors. The first light of dawn appears over the still sleeping city. We are in Milan in the Porta Nuova-Garibaldi-Isola-Varesine area with its futuristic architecture. A woman walks towards the ultra-modern suspension bridge over Via Melchiorre Gioia, a long bike and pedestrian walkway that links the entire neighborhood. The sound of her steps rapidly climbing the stairs towards Piazza Gae Aulenti is like a prelude. Her figure seems to be part of the new city skyline. The camera follows her, circles her, lingers first on her windblown hair and then on her lips as she starts singing the first lines of “Il mondo prima di te”. In the beginning Annalisa hums to herself. Then the music explodes within her body and soul: it is her art, one of the most important reasons for living. She starts running and musicians appear who provide a powerful accompaniment to her voice. The song becomes pure energy, an ode to joy and happiness that makes dreams come true. There is a man at the end of the bridge, waiting for her. He is not the only thing on her mind, but in that moment, she only thinks of him.

### CREDITS

Photographer: **Emma Tempest**

Film director: **Fabio Jansen**

Styling: **Nick Piras**

Make-Up Artist: **Jessica Niedza**

Hair Stylist: **Noelia Corral**

Production: **Marabini-Baiocchi**

Video Crew: **Videohead**

Music: **Il mondo prima di te**

(A. Raina / A. Scarrone / D. Simonetta)

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Eclectic Music Group di Clessi

## QUESTIONS & ANSWERS FOR EMILIE COPPERMANN

1. You decided to become a perfumer at the age of 13 during a school trip to visit the Rochas plant in Poissy where you met Nicolas Mamounias, the nose for the Maison. Who influenced you most? Nicolas Mamounias or Jean-Louis Sieuzac, Dominique Ropion, Jean-Claude Ellena or Maurice Roucel, the great perfumers with whom you worked later on?

***All these encounters were extremely rewarding at different stages in my career. And each time, for a different reason. Nonetheless, I would say that learning the “métier” with Dominique Ropion was particularly positive. I acquired a certain approach, a way of working, discipline and perseverance from him. However, I think it was just as important to turn the page, detach myself from these sources of influence and create my own style of perfumery.***

2. How did you get the idea for the Mont Blanc accords?

***This dessert has always fascinated me. The delicacy of whipped cream, combined with crisp, light meringue and the spicy sensuality of chestnut; it’s almost like a fragrance on its own!***

3. When you say tuberose, you think of Fracas, which is from 1948. What makes Sound of Donna so young and fresh?

***For me tuberose is ageless. It transcends time and finds a place in so many different cultures. It’s also a very sophisticated, multifaceted flower so there are a thousand ways of reinterpreting it.***

4. Chanel said a woman without perfume is a woman without a destiny. What do you think?

***She was absolutely right. It is an invisible accessory which acts directly on the unconscious. A formidable weapon!***

5. What fragrance do you use?

***I always wear the fragrances I am working on. In other words, it varies a lot. I can wear a tangerine water in the morning and a fragrance built around the sandalwood when I leave the office.***

6. Which smells do you detest?

***There are very few smells that I detest. I rarely find anything uninteresting in them. Everything is a source of inspiration. Smells which are too strong can bother me, especially if they are overwhelming.***