

# Laura Biagiotti ROMAMOR

## ROMAMOR DONNA ROMAMOR UOMO *by Laura Biagiotti*

### *The Project*

RomamoR is a specular fragrance in every way. It is a contemporary reflection of the iconic ROMA fragrance created by Laura Biagiotti in 1988 and known worldwide as the essence of Italianity.

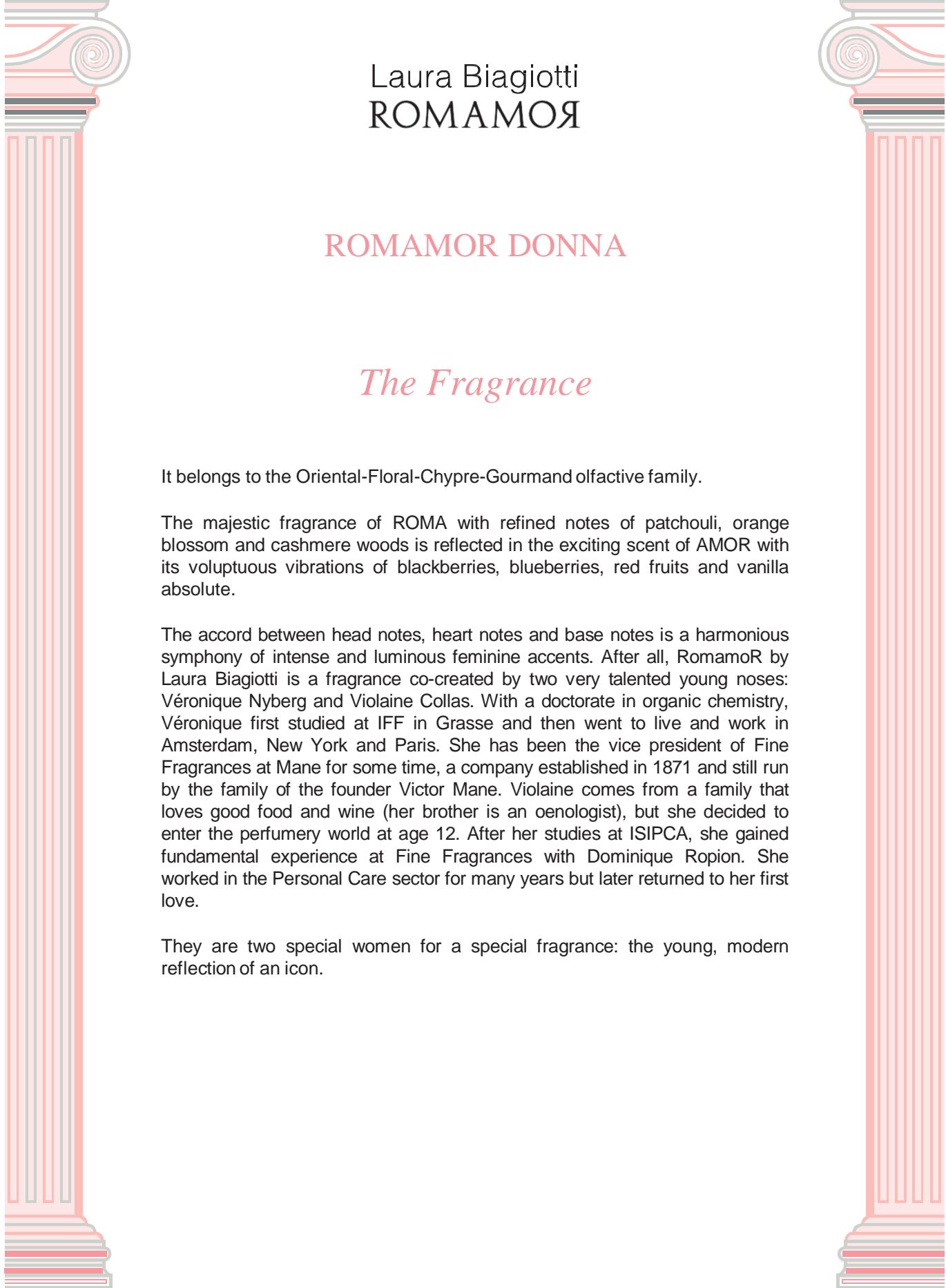
ROMA and its name spelled backward, AMOR, have always been extremely fascinating. This palindrome -- the only one that translated into Latin remains the same -- has been linked to widespread ancient and contemporary symbolism. Some historians have even corroborated the theory that AMOR was the secret name of ROMA.

To celebrate the thirtieth anniversary of this timeless success, a new fragrance has been studied -- in versions for women and men -- that enhances reality. A sense of eternity is joined by the value of the future, creating a parallel world entered with the same love for Roma by Laura Biagiotti.

We therefore return to the starting point of the extraordinary olfactory journey that began 30 years ago: the Eternal City, seen as the place of the soul but also a geographical location in which its name -- read backward -- becomes Amor.

*"With this new fragrance we pay tribute to our love for Roma, yesterday, today and tomorrow."*

Lavinia Biagiotti Cigna, President, Biagiotti Group



# Laura Biagiotti ROMAMOR

## ROMAMOR DONNA

### *The Fragrance*

It belongs to the Oriental-Floral-Chypre-Gourmand olfactive family.

The majestic fragrance of ROMA with refined notes of patchouli, orange blossom and cashmere woods is reflected in the exciting scent of AMOR with its voluptuous vibrations of blackberries, blueberries, red fruits and vanilla absolute.

The accord between head notes, heart notes and base notes is a harmonious symphony of intense and luminous feminine accents. After all, RomamoR by Laura Biagiotti is a fragrance co-created by two very talented young noses: Véronique Nyberg and Violaine Collas. With a doctorate in organic chemistry, Véronique first studied at IFF in Grasse and then went to live and work in Amsterdam, New York and Paris. She has been the vice president of Fine Fragrances at Mane for some time, a company established in 1871 and still run by the family of the founder Victor Mane. Violaine comes from a family that loves good food and wine (her brother is an oenologist), but she decided to enter the perfumery world at age 12. After her studies at ISIPCA, she gained fundamental experience at Fine Fragrances with Dominique Ropion. She worked in the Personal Care sector for many years but later returned to her first love.

They are two special women for a special fragrance: the young, modern reflection of an icon.

Laura Biagiotti  
**ROMAMOR**

**ROMAMOR DONNA**

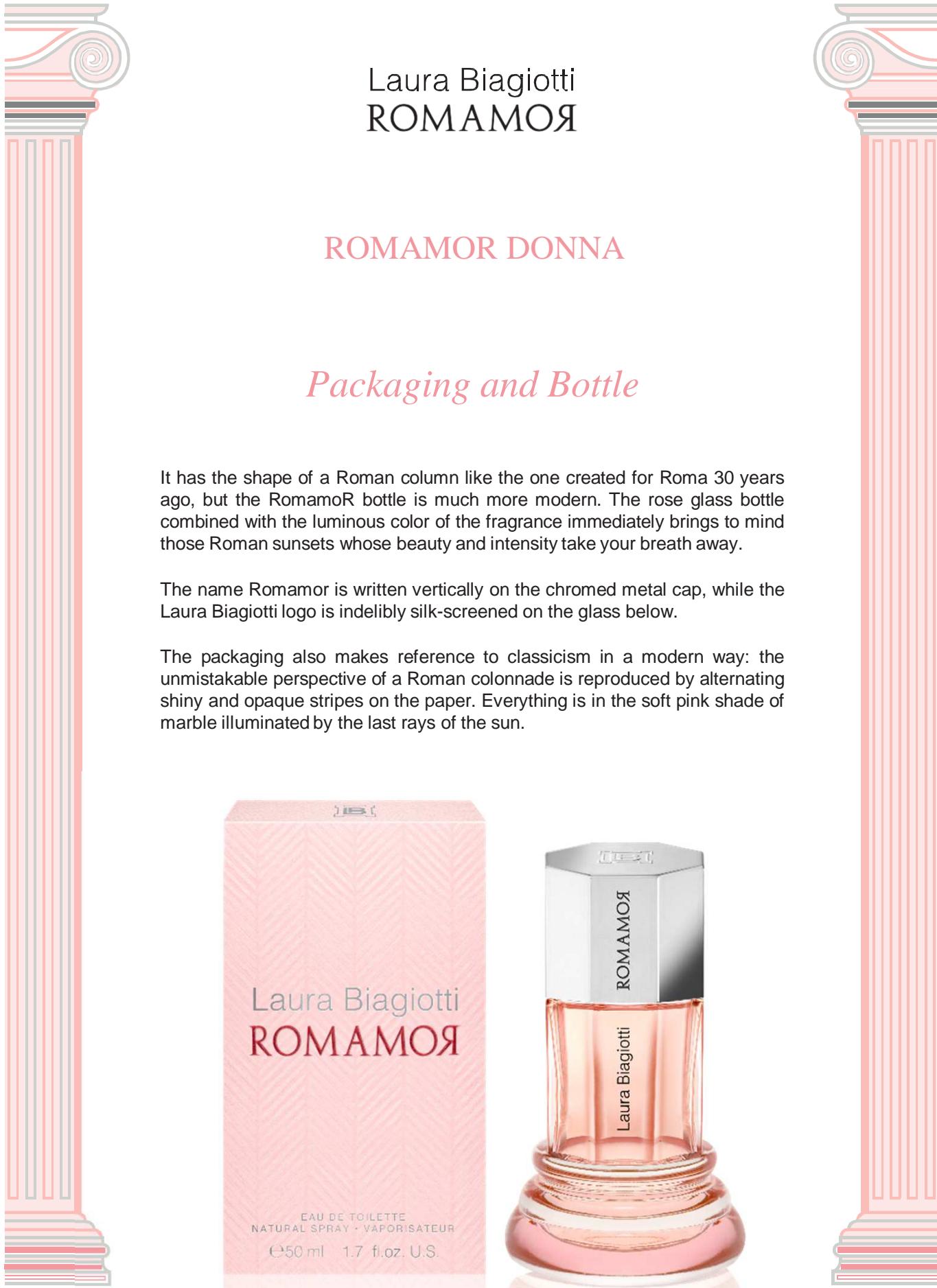
# ROMA

Jasmine  
Orange flower  
Patchouli  
Cashmere woods



# AMOR

Blackberry  
Blueberry  
Absolute Vanilla



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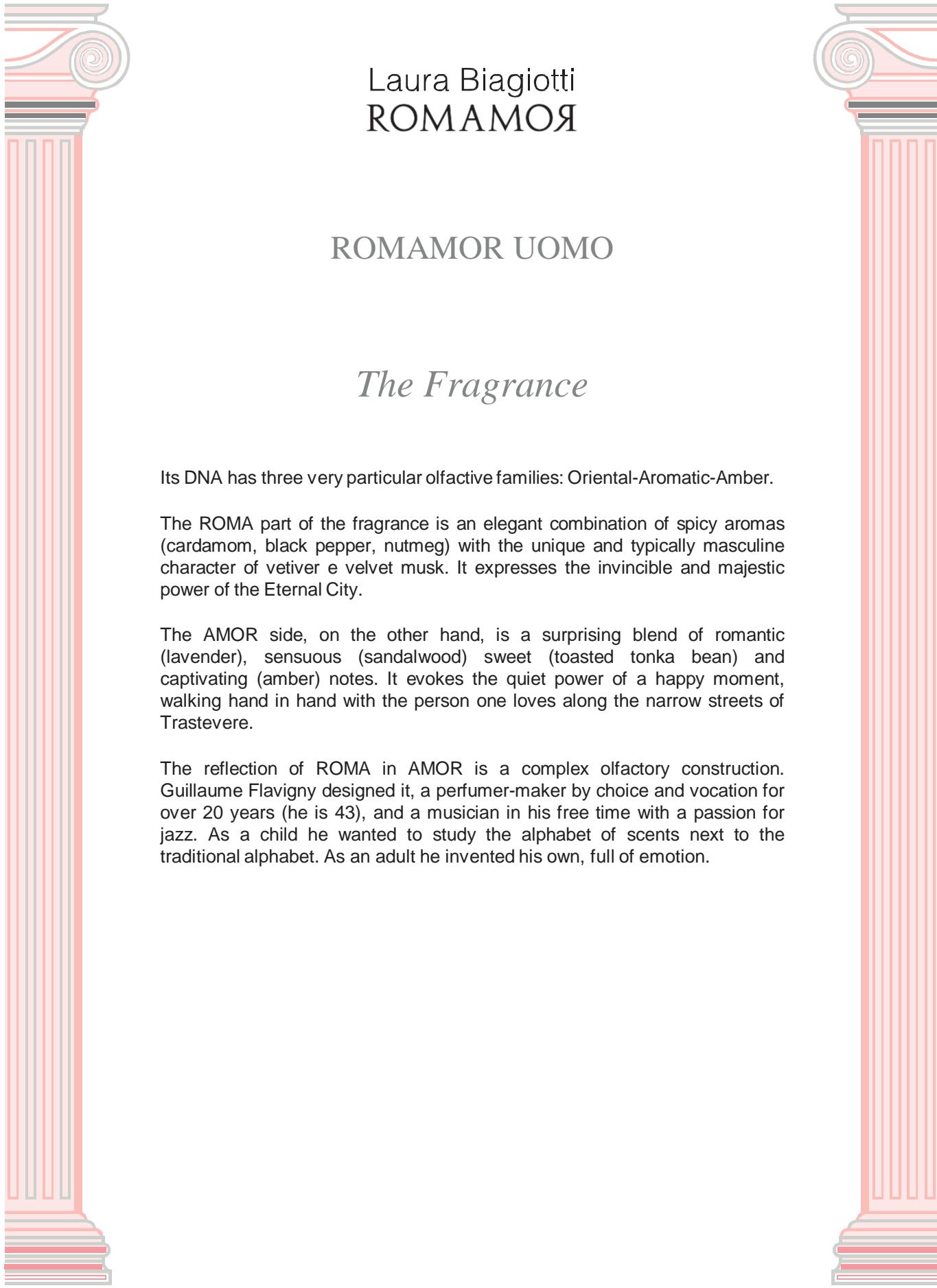
### *Packaging and Bottle*

It has the shape of a Roman column like the one created for Roma 30 years ago, but the Romamor bottle is much more modern. The rose glass bottle combined with the luminous color of the fragrance immediately brings to mind those Roman sunsets whose beauty and intensity take your breath away.

The name Romamor is written vertically on the chromed metal cap, while the Laura Biagiotti logo is indelibly silk-screened on the glass below.

The packaging also makes reference to classicism in a modern way: the unmistakable perspective of a Roman colonnade is reproduced by alternating shiny and opaque stripes on the paper. Everything is in the soft pink shade of marble illuminated by the last rays of the sun.





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## ROMAMOR UOMO

### *The Fragrance*

Its DNA has three very particular olfactive families: Oriental-Aromatic-Amber.

The ROMA part of the fragrance is an elegant combination of spicy aromas (cardamom, black pepper, nutmeg) with the unique and typically masculine character of vetiver e velvet musk. It expresses the invincible and majestic power of the Eternal City.

The AMOR side, on the other hand, is a surprising blend of romantic (lavender), sensuous (sandalwood) sweet (toasted tonka bean) and captivating (amber) notes. It evokes the quiet power of a happy moment, walking hand in hand with the person one loves along the narrow streets of Trastevere.

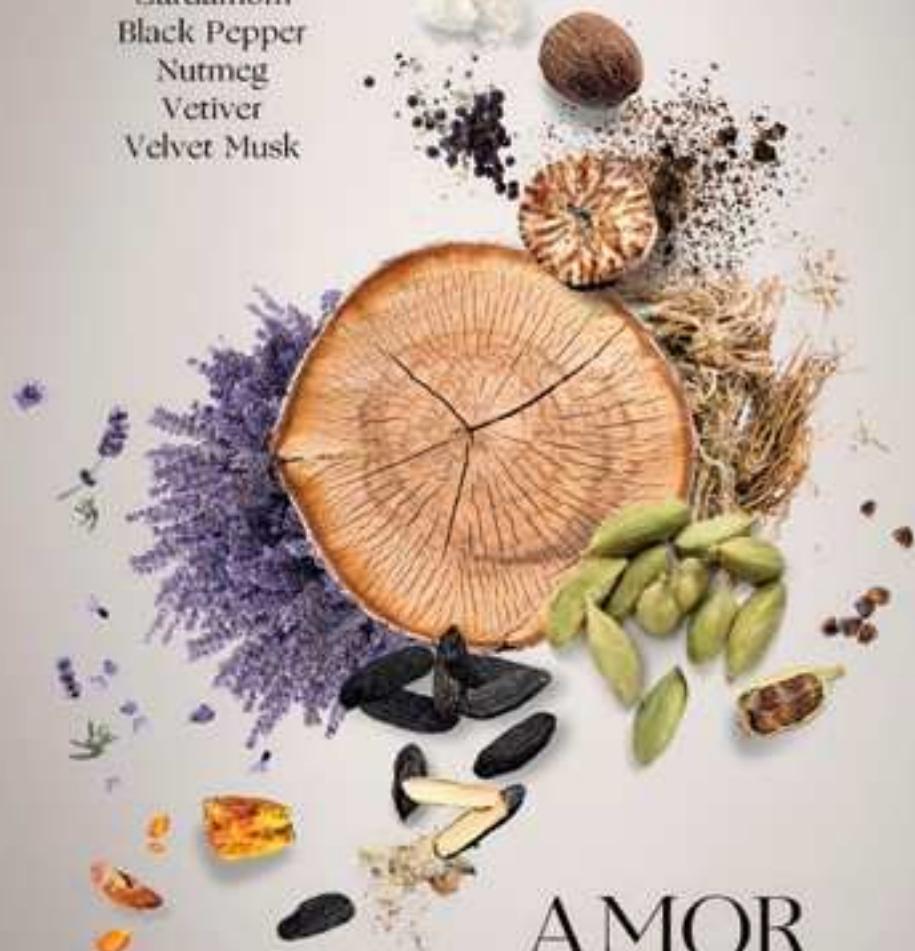
The reflection of ROMA in AMOR is a complex olfactory construction. Guillaume Flavigny designed it, a perfumer-maker by choice and vocation for over 20 years (he is 43), and a musician in his free time with a passion for jazz. As a child he wanted to study the alphabet of scents next to the traditional alphabet. As an adult he invented his own, full of emotion.

Laura Biagiotti  
**ROMAMOR**

**ROMAMOR UOMO**

**ROMA**

Cardamom  
Black Pepper  
Nutmeg  
Vetiver  
Velvet Musk



**AMOR**

Lavender  
Wood notes  
Sandalwood  
Tonka beans  
Amber

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## ROMAMOR UOMO

### *Packaging and Bottle*

The friezes of the Pantheon evoked in the historic bottle of ROMA UOMO become a modernist architectural form on the bottle of Romamor Uomo.

The gray glass (an unusual color for the brand) makes one think of cobblestones and the romantic clouds gathering over the Tiber River before a downpour.

The brushed aluminum cap engraved with the logo of the maison gives a masculine and dominant character to the fragrance. Sturdy paper with shiny and opaque diamonds simulating a glistening porphyry colonnade wet in the rain completes the image.



# Laura Biagiotti ROMAMOR

## ROMAMOR DONNA ROMAMOR UOMO *by Laura Biagiotti*

### *The Ad Campaign Visual*

A young couple strolls through the narrow streets of Trastevere after dinner. She hugs him as they walk because she loves him. Laying her head against his shoulder, she perceives his fragrance as their lips draw closer. He hugs her closely, his hand protectively on her shoulder elegantly covered by the Biagiotti silver trench coat.

They gaze into one another's eyes: they could be surrounded by a festive crowd, but the two would never notice. In reality, they are alone. In the background, you see an old Fiat 500 parked on the road and the incomparable beauty of the lights of Rome. It is an intense, evocative image with the scent of love.



THE NEW FRAGRANCES FOR HER & HIM



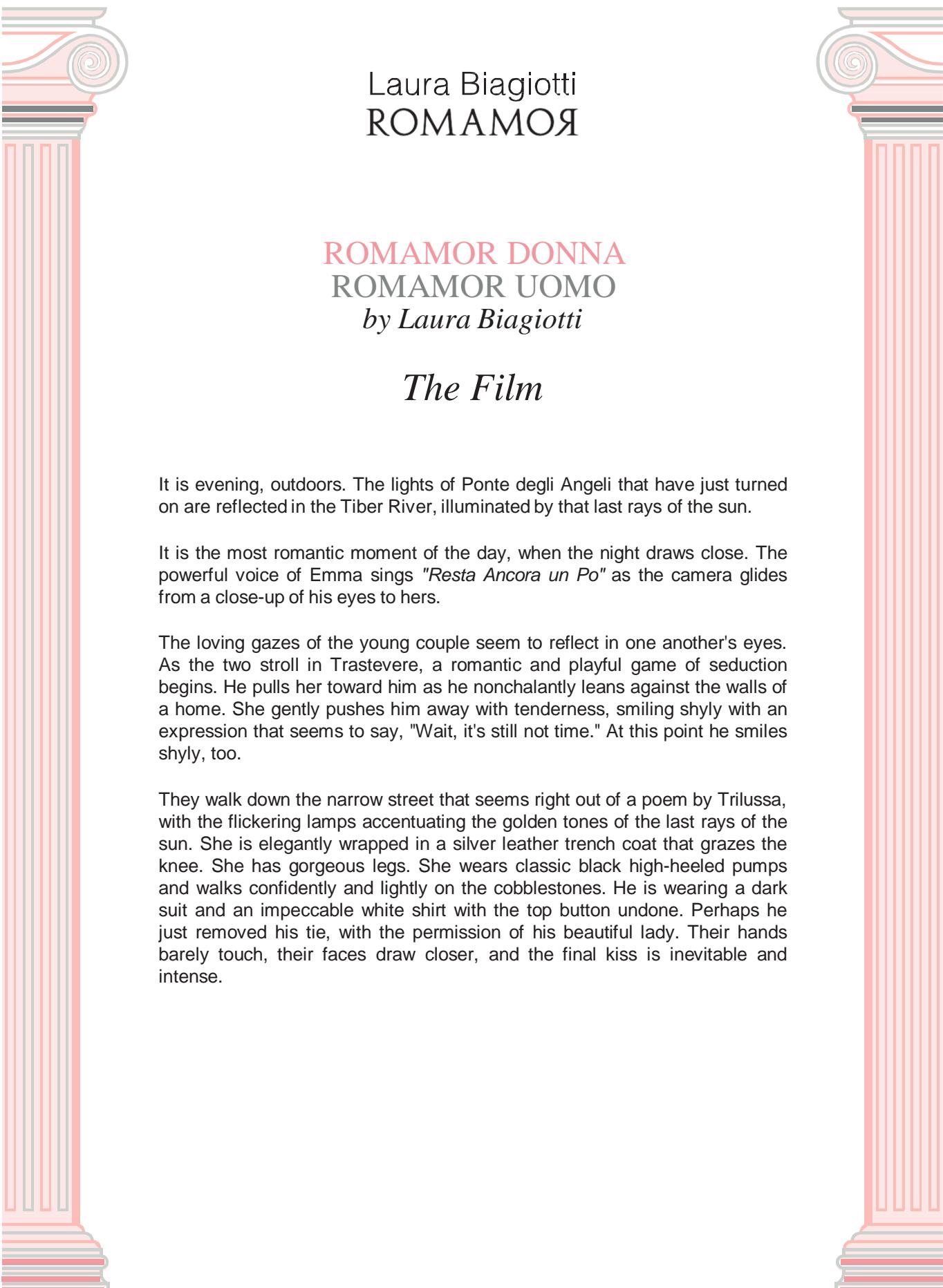
Trastevere, Roma



# Laura Biagiotti **ROMAMOR**



THE NEW FRAGRANCES FOR HER & HIM



# Laura Biagiotti ROMAMOR

## ROMAMOR DONNA ROMAMOR UOMO *by Laura Biagiotti*

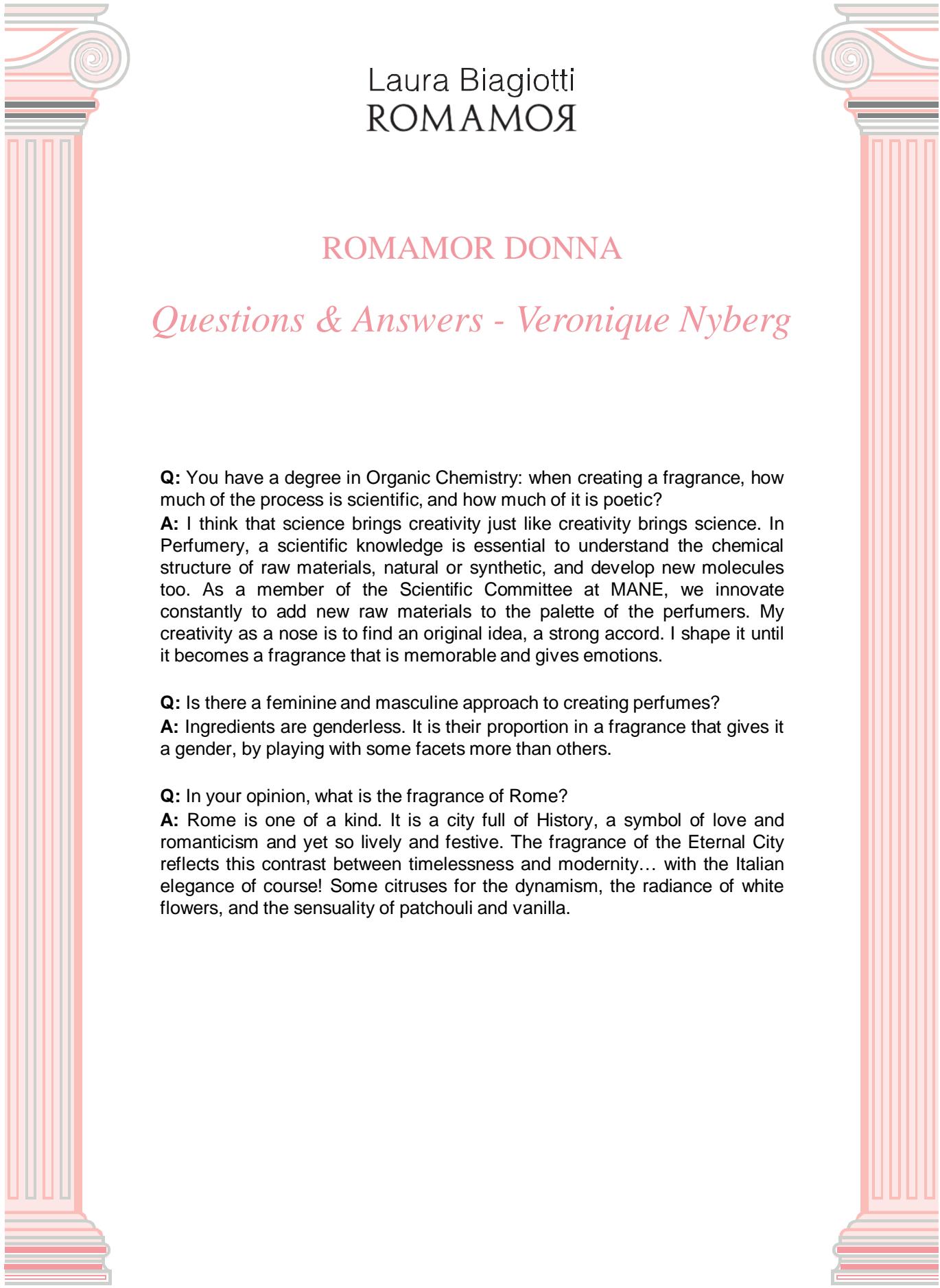
### *The Film*

It is evening, outdoors. The lights of Ponte degli Angeli that have just turned on are reflected in the Tiber River, illuminated by that last rays of the sun.

It is the most romantic moment of the day, when the night draws close. The powerful voice of Emma sings "*Resta Ancora un Po'*" as the camera glides from a close-up of his eyes to hers.

The loving gazes of the young couple seem to reflect in one another's eyes. As the two stroll in Trastevere, a romantic and playful game of seduction begins. He pulls her toward him as he nonchalantly leans against the walls of a home. She gently pushes him away with tenderness, smiling shyly with an expression that seems to say, "Wait, it's still not time." At this point he smiles shyly, too.

They walk down the narrow street that seems right out of a poem by Trilussa, with the flickering lamps accentuating the golden tones of the last rays of the sun. She is elegantly wrapped in a silver leather trench coat that grazes the knee. She has gorgeous legs. She wears classic black high-heeled pumps and walks confidently and lightly on the cobblestones. He is wearing a dark suit and an impeccable white shirt with the top button undone. Perhaps he just removed his tie, with the permission of his beautiful lady. Their hands barely touch, their faces draw closer, and the final kiss is inevitable and intense.



# Laura Biagiotti ROMAMOR

## ROMAMOR DONNA

### *Questions & Answers - Veronique Nyberg*

**Q:** You have a degree in Organic Chemistry: when creating a fragrance, how much of the process is scientific, and how much of it is poetic?

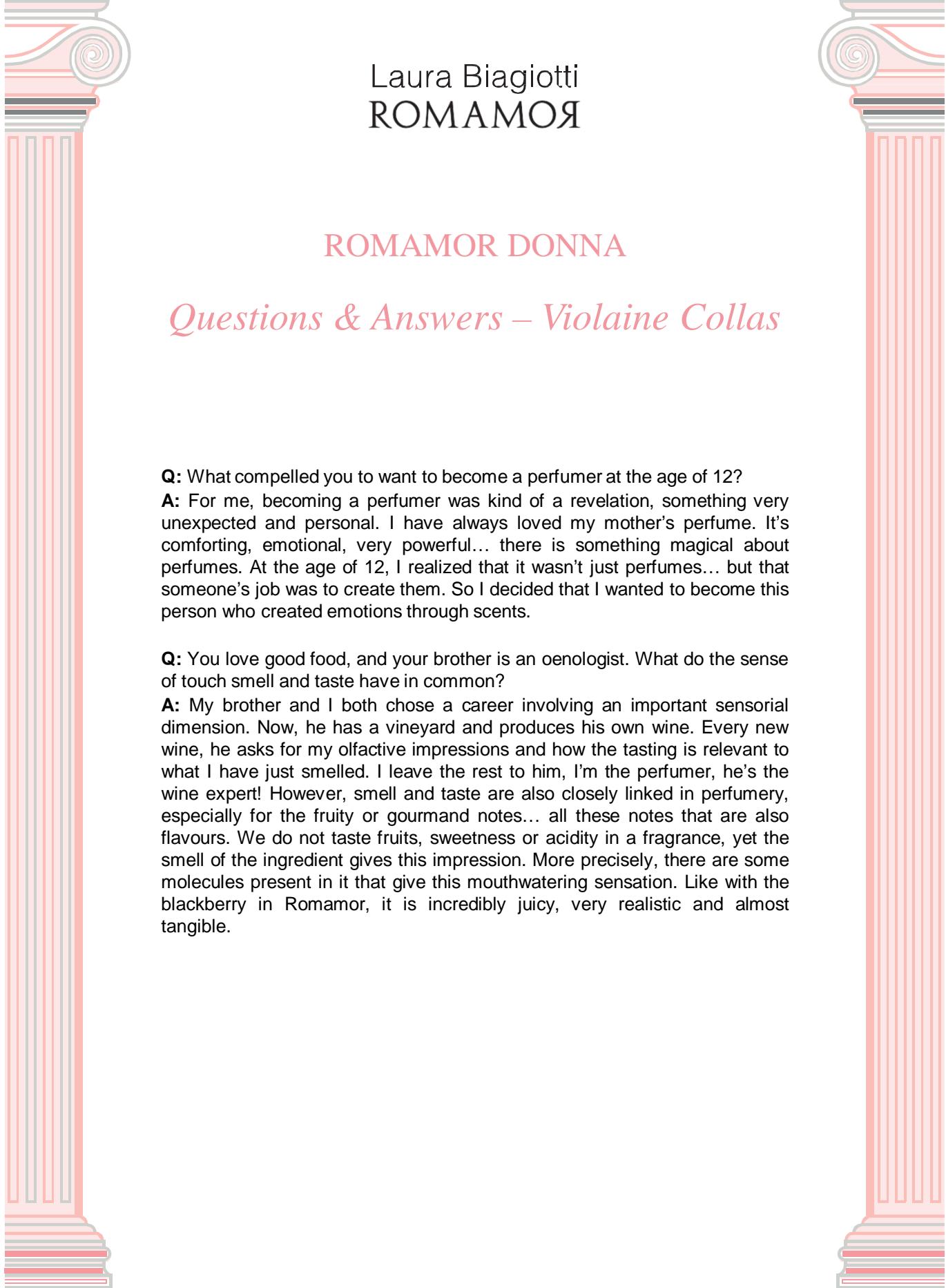
**A:** I think that science brings creativity just like creativity brings science. In Perfumery, a scientific knowledge is essential to understand the chemical structure of raw materials, natural or synthetic, and develop new molecules too. As a member of the Scientific Committee at MANE, we innovate constantly to add new raw materials to the palette of the perfumers. My creativity as a nose is to find an original idea, a strong accord. I shape it until it becomes a fragrance that is memorable and gives emotions.

**Q:** Is there a feminine and masculine approach to creating perfumes?

**A:** Ingredients are genderless. It is their proportion in a fragrance that gives it a gender, by playing with some facets more than others.

**Q:** In your opinion, what is the fragrance of Rome?

**A:** Rome is one of a kind. It is a city full of History, a symbol of love and romanticism and yet so lively and festive. The fragrance of the Eternal City reflects this contrast between timelessness and modernity... with the Italian elegance of course! Some citruses for the dynamism, the radiance of white flowers, and the sensuality of patchouli and vanilla.



Laura Biagiotti  
ROMAMOR

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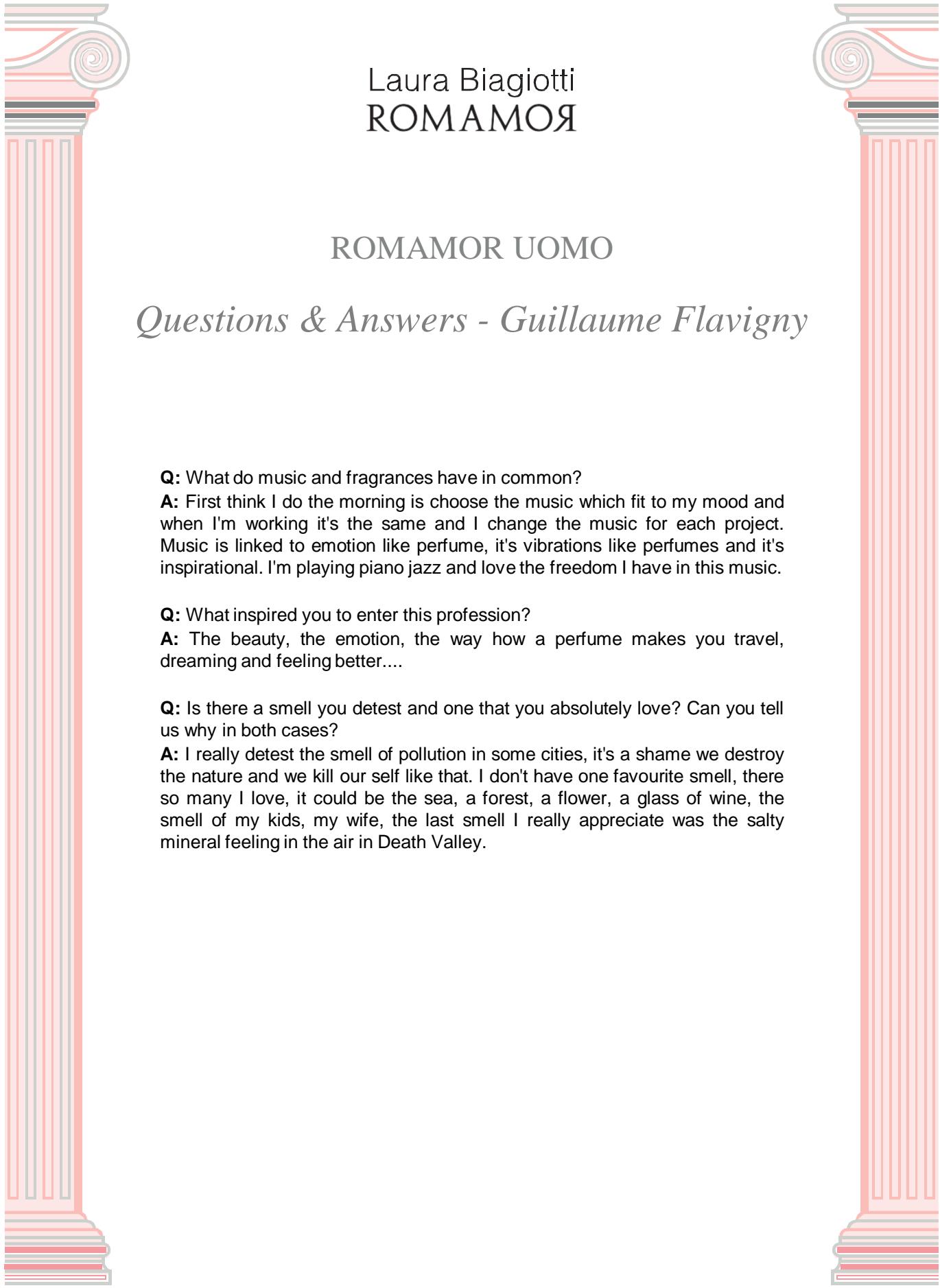
### *Questions & Answers – Violaine Collas*

**Q:** What compelled you to want to become a perfumer at the age of 12?

**A:** For me, becoming a perfumer was kind of a revelation, something very unexpected and personal. I have always loved my mother's perfume. It's comforting, emotional, very powerful... there is something magical about perfumes. At the age of 12, I realized that it wasn't just perfumes... but that someone's job was to create them. So I decided that I wanted to become this person who created emotions through scents.

**Q:** You love good food, and your brother is an oenologist. What do the sense of touch smell and taste have in common?

**A:** My brother and I both chose a career involving an important sensorial dimension. Now, he has a vineyard and produces his own wine. Every new wine, he asks for my olfactory impressions and how the tasting is relevant to what I have just smelled. I leave the rest to him, I'm the perfumer, he's the wine expert! However, smell and taste are also closely linked in perfumery, especially for the fruity or gourmand notes... all these notes that are also flavours. We do not taste fruits, sweetness or acidity in a fragrance, yet the smell of the ingredient gives this impression. More precisely, there are some molecules present in it that give this mouthwatering sensation. Like with the blackberry in Romamor, it is incredibly juicy, very realistic and almost tangible.



Laura Biagiotti  
**ROMAMOR**

## ROMAMOR UOMO

### *Questions & Answers - Guillaume Flavigny*

**Q:** What do music and fragrances have in common?

**A:** First think I do the morning is choose the music which fit to my mood and when I'm working it's the same and I change the music for each project. Music is linked to emotion like perfume, it's vibrations like perfumes and it's inspirational. I'm playing piano jazz and love the freedom I have in this music.

**Q:** What inspired you to enter this profession?

**A:** The beauty, the emotion, the way how a perfume makes you travel, dreaming and feeling better....

**Q:** Is there a smell you detest and one that you absolutely love? Can you tell us why in both cases?

**A:** I really detest the smell of pollution in some cities, it's a shame we destroy the nature and we kill our self like that. I don't have one favourite smell, there so many I love, it could be the sea, a forest, a flower, a glass of wine, the smell of my kids, my wife, the last smell I really appreciate was the salty mineral feeling in the air in Death Valley.