



THEBEAUTYBIZ

# Sniffapalooza's OLFACTORY ODYSSEY TO TUSCANY

Sniffapaloozas have a passion for fragrance. As **Karen Dubin**, Founder and Director, Sniffapalooza, stated in the July 2008 issue of *Beauty Fashion*, "Perfume was always a part of my life." Ms. Dubin and **Karen Adams**, Executive Operations Manager, started Sniffapalooza 6 years ago for likeminded aficionados, who love to sniff, shop and immerse themselves in the world of perfumery.

A few of the 500,000 Sniffapalooza followers with a passion for history as well as scent signed up for a fragrance experience in Tuscany and traveled July 5 for a Florence-based stay and a 1-week olfactory odyssey. "Why we are all here is because fragrance started in Florence," affirmed Ms. Dubin. Under the patronage of Caterina de Medici in the 15<sup>th</sup> century, perfumery developed into a true art in Florence and became the most prestigious in Europe.

The Sniffapalooza Tuscany trekkers were a diverse mix of women and men from the US and Europe—Psychiatrists, a coffee bar owner, an Architect, an Interior Designer, a museum docent, an Actress, mothers/daughters—all drawn by their passion for perfume. On arriving in Florence, they quickly delved into the Tuscan fragrance culture and savored the culinary treasures offered at charming restaurants and gelato shops.

The odyssey began with a trip to Parma where the Sniffapalooza group visited the headquarters of Morris Profumi S.p.A. and spent a remarkable day learning about the production and distribution of fragrances in the selective perfumery channel, creating a fragrance at Perfumer **Laura Tonatto's** 'workshop' and visiting the Morris factory.



Morris Profumi's General Manager Giovanni Borri (2<sup>nd</sup> l.) welcomes Robert Piguet Parfums' Joe Garces (2<sup>nd</sup> r.) and Sniffapalooza's Karen Dubin and Karen Adams.



Morris' Emanuele Riva (r.) introduces Laura Tonatto to the Sniffapalooza group.

Morris' Manager, Commercial Department/Export Market for the Artistic Perfumery Division, **Emanuele Riva**, welcomed the Sniffapaloozas and profiled the company which, he said, is "in the business of fine fragrances. The global market has changed in the last 10 years and is now driven by [a few] large companies that dominate with 70% of the business. They are imposing the techniques of the mass market [in marketing] luxury fragrances."

Morris' net sales for 2007 were €72 million with estimated net sales for 2008 at €92 million, which includes the recently acquired Atkinsons brand.

Founded in 1946 by Giuseppe Borri in Parma, the company's mission was much as it remains today—the production and distribution of fragrances in the selective perfumery channel in Italy. As the company grew, its portfolio of brands expanded. After becoming the "laboratory" of selective perfumery within the German, multi-national Henkel Group from 1992 to 2006, Morris was acquired by INVESTINDUSTRIAL III L.P. on March 30, 2007 with the participation of Morris' management. The mission of the acquisition is to create a new future for the company in a market facing increased complexity on a global scale.

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## Sniffapalooza'S OLFATORY ODYSSEY TO TUSCANY

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"Our company is preserving the traditions of fine fragrance production, and [our products] are made today much as they were 100 years ago," Mr. Riva explained. Distributed globally, Morris' fragrance portfolio consists mainly of Italian fashion brands under license along with distributed or directly-owned brands.

The licensed brands are Ferrari, Ducati Sergio Tacchini, La Perla, GrigioPerla, Breil, Henri Chenot, Krizia, Fiorucci, Batik, Occhiverdi, Genny, BOIS 1920 and Profumo di Firenze Odori. Morris' distributed brands consist of Robert Piguet Parfums, Mandarina Duck, Laura Tonatto and Ineke. The company's own brands are Morris, Gocce, Maria Amalia and Atkinsons including English Lavender, Gold Medal for Men, I Coloniali, English Garden and Segreti Mediterranei. Morris also does third-party manufacturing.

According to Mr. Riva, a fragrance brand must have global awareness to be considered appropriate for Morris. "In our experience with fine perfumery, the niche, artistic approach must be executed with all of our brands."

Morris' **Alessandra Portioli**, Export Area Manager of Morris' Artistic Perfumery Division, is concerned with the niche brands—Robert Piguet Parfums, Laura Tonatto, BOIS 1920, Profumo di Firenze Odori and Ineke. "For all of these lines, it is very important to find the right [retail] culture for them and the right people to sell them."

Ms. Portioli has established a training program for the Laura Tonatto line. "What is significantly different about it and how it is presented are very important points. People selling the line must establish the value of the products and how they should be used."

She hopes that the niche group of fragrance brands "will become the flower on Morris' jacket that it can proudly wear."

The Sniffapalooza group gathers for Ms. Tonatto's fragrance seminar.



Ms. Tonatto works with her students to create their own scent.



After the presentation on Morris Profumi, Ms. Tonatto conducted a seminar on fragrance creation and then invited each member of the Sniffapalooza group to engage in developing their own scent. Everyone was given a list of fragrance ingredients and asked to select a few they thought would blend well together. Ms. Tonatto met with each member of the group and evaluated their composition adding her suggestions where needed. One scentmaker was thrilled when Ms. Tonatto called her fragrance "brave."



Morris' Alessandra Portioli and Dr. Davide Gherardi (r.) with Mr. Garces and Ms. Tonatto

Ms. Tonatto is a Perfumer who began her career 20 years ago creating fragrances in Milan. Her collaborations in the development of scents have ranged from a fragrant interpretation of Rolls Royce to an olfactory installation at The Hermitage inspired by a Caravaggio painting. In 2007, she initiated a course at the Pharmacy University of Ferrara on "Perfumes: Art And Production."

