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Women who live life with style. Or, better yet, with Principe.



Women who live life with style. Or, better yet, with Principe. Ginevra Bichi Ruspoli Forteguerra



The portrait of a woman with style who, like every other woman, lives everyday life among a thousand tasks

We met Ginevra Bichi Ruspoli Forteguerra at our store in via Del Sole. We wish to thank her for accepting our invitation to conduct together with us a little photographic game. The portrait of a woman with style who, like every other woman, lives everyday life among a thousand tasks: work, children to get off to school, the house, the family – a world of interacting relationships.

The first thing she tells us – as an “acquired” Florentine, having lived many years abroad and then returning to Florence to start University – has to do with her contact with the Principe store: “my father took me there for the first time many many years ago”.

What entices us about her is the way she moves around in the store as if this is an environment belonging to her. She has always been used to “collecting” fashion and in the past she was involved professionally, as a model and also on TV; it is her spontaneity and familiarity that strikes us.

She moves through out our store and with a light but sure touch passes her fingers over the shelves, searching for that particular item in line with her taste and in the meanwhile she entertains us with a colorful, varied conversation. Between one change and another she talks about the upcoming scholastic vacation, small organization problems, the awaking of the country side, life here in the city and – naturally – the choice of style, that color which



Hand bag in saffiano leather with the possibility of initials in silk screen printing. 398.00 Euro.

Slim fit shirt in cotton in a seemly solid color, also possible custom-made. 98.00 Euro

Classical-cut pants in techno fabric with slanted pockets. 249.00 Euro

Wedge sandals with rounded tip, all in leather, Kork Ease. 198.00 Euro

strikes us, the cut and the wearability of a simple white shirt or a pair of cigarette trousers.

After making arrangements for our photographic game, we accompany her to Sant'Ambrogio Market. We desire that she tells us, through the images the activities of an ordinary day, when, as happens with many of our clients, she starts wandering through the greengrocer stands searching for a first fruit, for an idea or drawing close to consider a highly discounted item - maybe even something ordinary - but that's amusing, something that catches one's attention. We know, as she does, that elegance is a question of choice so we are curious about the outcome. We believe as she does that everybody can find interest in and be experts of fashion, making comments on the Internet as bloggers, participating personally at international fashion shows or using the omnipresent streaming, however when we talk about elegance it's a different story. There is that extra detail that comes from everyday life, when even the best of fairy tales, transforms into the reality of prices, of the duration, of the usefulness of that which we choose for ourselves and for whom we love.

It is exactly for this reason that we feel culturally close to her, not only for the choice of our stores, but for her curious gaze of the world, her ironic courage to go out of the rigid canons of fashion, her special way of being simply true, being her own self.



Slim-fit shirt in "English round" cotton, also possible custom made. 98.00 Euro
Shawl scarf 100% cotton print. 145.00 Euro
Slim-fit jersey piquet jacket coarse grained, without lining. 325.00 Euro



Slim-fit jersey
piquet two
button jacket,
light-weight
without lining.
325.00 Euro
Slim cigarette-
model pants
in floral print
cotton stretch.
289.00 Euro.



*There is that extra detail that comes
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The same old problem: a closet full of clothes and nothing to wear



Dress in jersey with printed dots and front pleats, flared model with waist-band, 354 Euro

Sooner or later we will have to get used to the idea that fashion comes and goes but we are always here. We have seen so much fashion disappear into nothing, just lingering for a season or for short appearance in a more or less important fashion magazine. However the problem – if there ever should be one – doesn't have to do with fashion. To follow or not fashion, to ignore it or to love it, to let it condition us to a certain measure – these are only a few of the numerous possible aspect and interpretation of just one thing: us and our elegance.

*We can add a
bit of liveliness
to everyday life.
How? Choosing
to be elegant.*

It is elegance – to live with elegance – the key to all of it. The center of a universe where color, shapes, the length of a skirt or the height of a heel are the eclipse, which at

times surprises us but not its most intimate substance. So it is understandable that the term fashion – is a term of recent date. Elegance instead has its roots in the Latin term “eligere” or that is “to choose”.

Time-old experience has taught us that there is an antidote to the many tiresome days coping with the thousand tasks to be managed within the feminine realm – that is, we can add a bit of liveliness to everyday life. How? Choosing to be elegant.

To define elegance, however, is difficult because there doesn't exist just one type. You can be elegantly classical, casual, modern or even slightly unkempt. One thing we can be certain of: when we see elegance – we are immediately able to recognize it, and at times, yes indeed, even feel a bit of envy. However, what we recognize or envy, depending on the case, is never the object – beautiful as it may be – but something much more complex, that has to do with our genuineness.

It therefor takes a bit of experience to manage every aspect of our life with equilibrium and self discipline. A mix of choices which goes beyond what we wear, the capacity to make us unique, unrepeatable and adds charm to our wardrobe, our house, our professional and social relationships.



Pants in ottoman jacquard cotton, straight cut with slanted pockets, checkered fantasy. 289.00 Euro

**Elegance is not an excessive employment
but a way of seeing things from a different
point of view**

Ci avrete fatto caso: le adolescenti, nell'insicurezza della loro personalità in formazione e nell'ansia da accettazione sociale, sono le più influenzabili dalle mode, eppure non sono quasi mai eleganti.

Per dirla con l'ironia dello scrittore americano Mark Twain, l'abito non farà il monaco, ma in società le persone nude non contano quasi niente.

Eppure è dalla nostra nudità che nasce la vera eleganza. Dal sapersi osservare anche con un po' di crudeltà di fronte allo specchio, e soprattutto dal mettere al bando ogni pigrizia nella cura e nell'igiene del proprio corpo e delle proprie cose.

Si impara così a mettere in relazione cose apparentemente lontane tra loro e scoprire il mistero per cui andare a letto la sera rinunciando per stanchezza a struccarsi, non ci permetterà la massima eleganza il giorno successivo. Così come il miglior cashmere un po' raffazzonato non può sostituire freschezza e stiratura.

Sono piccole cose, istintivi gesti quotidiani apparentemente di limitata importanza, che però ci aiutano a cambiare il nostro modo di vedere noi stesse e il modo in cui il mondo ci accoglie e ci guarda.

A cominciare da quell'equilibrio e dalla sicurezza in se stesse che, gior-

no dopo giorno, ci aiuterà a dire con sempre maggiore consapevolezza l'intramontabile massima di Oscar Wilde: la moda è quel che uno porta, quello che portano gli altri è già passato di moda.

E non facciamone, per carità, una questione di sacrificio o di prezzo. Perché ognuna di noi sa bene quel che si è disposte a fare per la propria bellezza, così come avere nell'armadio l'abito giusto e in ordine fa risparmiare tempo e denaro.

*Fashion is what
one wears -
what the others
wear is already
out of fashion*



Leather sandals in solid colors, buckle, rounded tip, rubber sole and leather covered wedge, available in various colors. Kork Ease. 198.00 Euro

It's a shame to throw it away, or in other words, the syndrome of not enough space in the closet



Pajamas 100% cotton, liberty style, also possible custom-made. 159.00 Euro

We have just said that to have, in the closet, the right piece of clothing in good order means saving time and money. Right, but how to arrive at this if the closet space is never enough? First of all, we have to learn to fight the rather common habit of “declassifying” clothes worn only once in awhile or those we no longer wear, as clothing to be worn only in the house. It doesn't make sense. This being because the time we live in

our house is anyway part of our time, and also because the cardigan that has formed little wool balls or the shirt with a form a bit odd, will never help us relax inside our house, actually just the opposite, they create anxiety. Furthermore, are we really convinced that wearing the sweat shirt together with big pajama pants will not be contagious to our image, so as to effect us even when we dress to go out?

Even if almost nobody sees us when we wear something we don't like, this certainly doesn't contribute to our self esteem.

The first two rules come from the above consideration: wear, even in the house, something you like of medium quality and value and give away or throw away those pieces of clothing you will never wear to go out in. In this way you will obtain more space in the closet, a real moment of relax when rest at home and if you don't live as a hermit a continuous magic improvement in your domestic life.

It could be that you don't know yet but the space used by an item hung on a hanger is equivalent to as many as four items folded and put away

Having obtained these two results you will notice that your closet has

already more breathing space and at this point enters the third rule: fold those items that are not to be hung. It could be that you don't know yet but the space used by an item hung on a hanger is equivalent to as many as four items folded and put away. You can trust this calculation since it has been done by true masters regarding saving space the Japanese. Fold with care sweaters, shirts, T-shirts, skirts and other items adaptable; besides lengthening the freshness, you will avoid that not-so-elegant dry-cleaning effect. At this point we know what you are thinking that the folded clothes will be full of wrinkles. Well, you are facing a false myth regarding the physical aspect of a closet: the wrinkles are caused by excessive pressure and weight; never by correct and simple folding.

The last advice has to do with the care of the item itself. Before putting clothes in the closet or on the shelf, make sure that they are ready to wear at the next occasion. If there is a button that needs to be sewed tight, a hem that is coming undone or simply an item that needs refreshing or ironing do it right away, without putting it off to the next time.

The ideal wardrobe has only one rule: avoiding the too much.

As we know, each one of us has an image of ourselves; a personal idea of too much. In fact, too much has acquired, depending on the epoch, an almost philosophic concept. Impossible to measure if not by instinct - it is, however, the avoiding of “too” much the basis of the first principle of elegance. Therefore, whatever is your personal measurement or idea, it’s better to forget all of the “too” things: too low-necked, too short, too big, too tight, too decorative, too colorful, too eccentric and so on.

Once sure about our personal ability to regulate, do not forget, however, the “too” when it comes to lingerie. For example, statistics show that there is a large group of women wearing the wrong size of bra (too small, too big) which does not result in an appealing silhouette once dressed.



Don't deprive yourself, especially of those basic things



jeans

Created as work clothing in the last century by “Genova textile” jeans quickly became an authentic symbol of fashion for any and every season. There’s never a new collection that doesn’t celebrate them nor a style variation which has not been taken carefully into consideration. Versatile, comfortable and always up to date, they are without a doubt one of the indispensable pieces of clothing in a woman’s wardrobe. What is important is to find, within the various sizes, styles and washing techniques, those jeans just right for you. Jeans, for example, which flare out at the bottom tend to slim down a figure with generous thighs and hips and are ideal for whoever wears high heels. The basic rule is to not be conditioned now a days by a look a bit anachronistic, rather combine to the contemporaneity, perhaps with precious items and accessories. Better to prefer the dark denim ones which are, without a doubt, easier to combine with a jacket and a simple cashmere sweater. Jeans slightly elasticized should not be underrated, in that they are good-looking and comfortable.

t-shirt

We all know that this simple item, actually basic and strictly in solid colors, is a precious ally which gives a touch of color to essential dress and to break up perhaps with a different and interesting color the monotonous looking cardigan or a nice business jacket. So it’s always good to have an assortment and play up with colors and contrasts. Just don’t forget the only secret of elegance regarding this. The t-shirt must always be the right size. Not one centimeter more nor one centimeter less because you would pay the cost of a distorted image of yourself. A sweater a bit big would multiply the sense of being unkempt, making you look bigger, whereas a t-shirt too tight would go towards being vulgar.

T-shirt with cap-sleeves, comfort wear in light cotton with in front insert, 179€





the white shirt

If there is a passe-partout of the feminine wardrobe it has to be the shirt. A smart white shirt. Its power is almost magic: it goes well with everything except in rare cases- and adds value. For this reason it is important that it is of excellent workmanship and quality. Regarding models every possibility has been explored throughout the years: there are forms with a slimming effect, others that softly underline the form, and others still that correct with incredible sweetness a relaxed posture. We can also play up with the length and the way of attaching the sleeves hold surprising possibilities. So upon discovering the advantages of comfort and the various possibilities of the shirt, it becomes a pleasure to explore beyond the classical white shirt into the world of striped and checkered designs, and the always very elegant fresh and classical colors.



Shirts in pure cotton, made in Florence, various designs, also possible custom made. 98.00 Euro



Sweaters, Turtle-neck sweaters and Cardigans

An eternal classical is the black turtle-neck, which should always be present, all the same, sweaters and cardigans have always been an essential part of every elegant wardrobe. They are those items which are worth making an “investment” because even if it’s true that wool and cotton permit a wider and more economical choice, it’s also true that the main role is played by cashmere. This noble fiber, apart from being synonymous to long life, has the exceptional characteristic of being easy to wear. It’s difficult to not feel perfect just putting it on.



Cardigan weaved design in solid colored cotton with three-quarter sleeves.
198.00 Euro

Jackets and Blazers

Jackets can slender down and just this in itself is enough for unconditional love; therefor gaining a place of honor in every wardrobe. There is, however, another undisputed quality, that is a smart jacket can easily resolve any dressing combination. Never to be missing in any elegant wardrobe is the tweed jacket, which can be worn almost with everything. However, for this particular piece of clothing it is fun to search for material and models with a vintage flavor, otherwise new and unusual. By the way, jersey jackets have quickly gained the role of “must have” thanks to their softness yet perfect wearability and to a proverbial comfort at the same level of a sweat shirt.

Round neck jacket in heavy cotton, no buttons, three-quarter sleeves.
198.00 Euro



Pants in techno stretch fabric, solid color, straight classical cut with slanted pockets. 249.00 Euro



Black pants

Che siano in gabardine o in crêpe di lana, di taglio iperclassico o solo leggermente elasticizzati, un paio di pantaloni neri non possono davvero mancare.

L'importante è che non siano troppo aderenti, così come al contrario indossandoli creino bozze, ampiezze o pieghe. Largo dunque alla ricerca del modello "classico" più in linea con la vostra figura e personalità.

Il resto verrà da sé, nel senso che potrete indossarli con successo in ogni occasione e abbinati alla quasi totalità del vostro guardaroba.

Non ci sarà mai, o quasi, un colore, anche estremo, che non li valorizzi o un top che non vi si adatti con grande disinvoltura.



Pants of light-colored cloth

They are the definite correspondent to the black pants, however here you can satisfy your wish. As long as you wear them with the right type of shoes; they can be long-length, cigarette style or even capri style. To be avoided are those models a bit crumpled and formless. The masculine inspired cut, in this case, is a grand classic, well cited by the cinema heroines of all times. Being informal and of neutral colors, they are just right for any occasion, from everyday life to an important appointment; the only rule is to wear them during the day, never at night.

Gabardine washed out stretch pants, solid color, cigarette style with slit at the ankle. 225.00 Euro

Skirts and Day Dresses

A beautiful skirt or a dress are also essential for an elegant wardrobe. Even to break-up the monotony of almost always wearing pants. Both of these pieces of clothing are erroneously considered too complicated and too demanding, so much so that they have been taken out of the chapter casual for everyday. Actually, if certain basic rules concerning styles and length are kept in mind, they can give a dynamic and spontaneous look. One of these basic rules is that the classical model with straight lines and the length going below the knee is adapt only for tall women. Fuller lines and knee-high lengths are more indicated for women of medium-height or shorter. The vast amount of fabrics and colors in the collections create an almost infinite possibility of dressing, and it's easy to find that item which gives full value to our personality.

Jersey floral printed dress , with flared cap sleeves and round neck.
289.00 Euro



il tailleur

The tailleur, especially gray or blue, is a great classic erroneously destined only to the “professional” area of our daily life. Actually it is an item extremely versatile also for the evening and it gives us the possibility to break it up and combine with other basic pieces of clothing in a thousand ways. Just as for men suits, it is subordinate to seasonal colors, which in spring-summer allow pleasing and interesting concessions to light colors, pastel colors and usually more brilliant tints. Being one of those acquisitions which rarely one regrets to have made or seldom gets tired of it's advisable to invest a bit more, searching for more noble fabric and a more sartorial manufacture quality. The tailleur is, in fact, the classical article of clothing which lasts in time, created to hold up to frequent usage and in spite of most theories to improve over the years.

Slim fit jersey piquet jacket, solid coarse-grained (?), comfortable and versatile. 325.00 Euro



Coats, Overcoats and Raincoats. Never choose by chance.



Rain coat in practical and waterproof fabric, with zipper and double pockets. Allegri

We well know the risk of ruining an outfit when we wear these items chosen without attention, having probably thought only of its protective use or considering it as a complete look. It's a fairly common error, due to the complexity of the choice. To combine a smart look, functionality and to keep all the rest in harmony is not easy task, even for a stylist. To become a real expert is almost impossible, but in any case one can obtain the maximum elegance by trusting a fairly functional "logic".

Let's start with coats and overcoats. It would be essential to have a black one but it's not easy to find really nice ones at a price which justifies the occasions for it to be used. Therefore one can opt for something classical in light colors, giving the maximum importance to quality and the value of fabric.

You can go a lot more crazy with the so-called three-fourths, where there is more harmony between fabric designs: tweeds and in general those with workmanship, but also jacquard and velvet allow for one of the widest selection of color hues and wearability.

As far as raincoats go, many women are beginning to look for alternatives to the classical "a bit too movie

like" whitish color by successfully opting for pearl gray or a powered pink color, or even in a variation of dots e stripes - without a doubt more playful.

A classical that has asserted itself in time as a true must (mainly because of being a great alternative to the quilted jacket effect "Michelin") is the "roogr". A name and a concept that says it all: warm protection of a feather down filling and a fantastic anti-wind function, combined with a perfect wearability and a range of colors practically inexhaustible.



Black & Co. Elegance is not just one color.



Cotton
seersucker
stretch pants
with printed
vichy checkers,
cigarette model
with slit at the
ankle, available
in other designs
and colors.
239.00 Euro.

It's true that black is elegant and is always flattering, especially for hips and legs, but true elegance requires some providential searching into the fantastic world of colors. Whether you wish to breakup or enrich it with some indispensable accessory or you're looking for a fresh alternative to the consequent way of dressing monochrome. In fact, if you have noticed, it is the way of wearing colors and the familiarity established from which emerges that type of elegance which strikes us and is remembered in time.

To orient oneself is not as difficult as it may seem, it's just enough to keep in mind that certain harmony in paintings that are part of the history of Art and the basic rules of perspective. In this case, choosing the right color will result much easier and more satisfying.

Apart from red, which is without a doubt the most difficult and worrisome color to wear, if not impossible for whoever has red hair; for all the others it's worthwhile a minimum knowledge of the "palette". The more neutral colors and that are the right base are generally all grays, light blues and pastel colors. However, their being neutral also has, as

with black, a tiring effect and they can't be worn every day. The beige and greens (in their softer tones) are almost always colors which camouflage and aren't tiring. At the same level as black are colors which slim-down a figure, such as a darker shade of brown and blue. Contrary to this is white but also lively colors such as yellow, orange and acid green; all being colors that tend to enlarge.

... At the same level as black are colors which slim-down a figure, such as a darker shade of brown and blue...

Shoes: the more one has the less one wears them



Leather sandals
in solid colors,
buckle, rounded
tip, rubber sole
and leather
covered wedge,
available in
various colors.
Kork Ease.
198.00 Euro

It's useless to deny, we have an instinctive love for shoes, so much to make them become more often than one thinks discussion of ideas and passionate conversation. Naturally different degrees of intensity exist, which go from a fairly high medium to absolute fanaticism, so therefor it is often difficult a clearness of mind: which shoes are really indispensable? To answer this question we can start by identifying those shoes to avoid. To be avoided are white shoes (unless they're for your wedding), those with a strap at the ankle which tend to be a bit vulgar, and those with extremely high heels except for particular predisposition and training in that they are not healthy for one's posture nor for the backbone. Also heavy, bulky shoes - even if proposed as the latest fashion - are never elegant.

Having said this, the footwear that can't be missing in one's wardrobe can be summed up in four basic models.

Black décolleté, whether patent leather or leather, are the great classical in sobriety and what's more they result almost perfect for every combination, from the less informal to the more sophisticated.

The also classical pumps or slip-

ons, just right for who gives priority to comfort, but with the possibility - thanks to a bit of a heel - of obtaining those two centimeters slimming the ankle, which can never hurt. Boots pay attention to not choose the very short models that underline a bit too much the form of the leg - other than that, boots can be worn, especially if linear and simple, both with skirts and pants.

Last of all sandals, both the gold and silver evening version are very successful while the summer version assures freshness and self confidence in any given occasion.

Along side these we can add numerous variations, both in aesthetic terms and because they carry out a specific function. Amongst these are quite interesting footwear such as rain boots, the classical English beagle boots, and kork-ease sandals that associate leather and natural cork quite an advantage thanks to wedge heel, which can give you precious centimeters.

The Chanel models deserve a discussion apart, being of a neutral color, they are a strong-hold of elegance with a solo secret to observe: prefer those slightly pointed, because they help slim down the foot and add chic.

The perfect bag? The dimensions count.



Hand bag in saffiano leather, made in Florence, double handles, possible also with shoulder strap, available in various dimensions and colors; also possible to silk screen one's name.

Let's say it with absolute assurance. If elegance and fashion can have some type of limitation because age and physical conditions no longer permit one to dare or experiment as much as one would like regarding the bag there are no excuses: nothing should stop you from having at least one perfect and very elegant. After all a bit of experience in life has taught to all that the wrong bag or one out of place could ruin even a perfect dress. So the first aspect to concentrate on is surely the dimensions, because there is no disharmony worse than a bag too big, which always goes towards the ridiculous, or a pouch bag so overflowing to barely be able to close it.

The life of a beautiful hand bag is quite long. Empty it every night and let it air out.

To find the right harmony and to keep a bag in good condition is only a question of practice. Bags are useful for transporting that which you will need for the time spent out

of the house. Avoid accumulating, emptying it every night (just have a nice box handy to put the objects in) so that the next day you can avoid transporting more things than necessary. In this way you will also allow the material of the bag time to recuperate its shape and air out, thus lengthening the life and beauty of the bag.

At this point feel free to choose the bag which goes best with your day: the one just right for a day at work, a nice portfolio or briefcase (to prefer over the same bag used every day for everything), the right type of bag for short out-goings and one for when going shopping.

For all of these apply the same advice that of using good sense. The life of a good-looking bag can be really long and the same saying goes for this object time can be a splendid ally of beauty. It's better, therefore, to not be tempted by the latest model in fashion which, without a doubt, will be out of fashion within a season. Better yet, bet on something that will never be out of fashion. Grant yourself a nice leather bag or purse of artisan quality, perhaps in Saffiano leather and personalized with your initials. For the hard everyday life try the practical and casual Chapelier in leather and colored nylon.

Give me a big enough scarf and I will lift the world



For an elegant woman a scarf is a bit like a Swiss knife; it has multiple uses and following your intuition a scarf can lift up your day. First of all it is a fantastic decorative accessory which can break up with style a monotonous look, liven up the severe simplicity of a sweater, and give a bit of cheerfulness to party on the beach as well as to a business meeting. Then of course there are certain situations where it is truly indispensable. It can, for example, substitute a belt if you don't have one suitable; it can add a touch of grace when used as a decorative accent on the brim of a straw hat; it can cover your shoulders so to avoid the chill of a deceptive breeze on a night made uncertain by the changing of the season; and lastly it can be an excellent accessory to hold firm one's hair or cover a head not so presentable. What more, it has entered in the myth of that American lady of high society, whose name nobody remembers but only the gesture - she arrived at a very important party with a scarf elegantly tied to the straps of her handbag. Well, even if at this point it may seem strange to say so, however a scarf is also wonderful to use simply as a scarf. The ideal one even though it is always inter-

esting to evaluate form, material, workmanship, and color - is however the classical square form, to be folded in half, forming a triangle and softly tying it around the neck.



A scarf is like a Swiss knife. You can use it as a belt, to hold up hair, to decorate a bag or a hat and also simply as a scarf.

Pure cotton or silk scarves, solid colors or colored fantasy designs - starting at 75.00 Euro



When usefulness goes high headed: hats and gloves

Before the years of protest certain style details were obligatory. During the years of protest even hats and gloves were challenged and transformed in icons since being part of a too middle-class way of living. Up until when their usefulness prevailed over this ideology. Today hats and gloves are accessories highly loved with their own personal bon-ton. The choice, for that matter, is so large to satisfy every style and every demand. Starting with the most essential and useful of head wear: that in water-proof nylon with a fireman's brim which can be easily put in a bag and, when needed, frees the hands from using an umbrella! Go crazy in choosing, however, first accept an old piece of advice: try it on before going to the hairdressers, for if it looks fine with your hair a mess, it will look great with a perfect hairstyle. In regards to the protective aspect, gloves are not to be neglected. They are beautiful, comfortable and always of a fine elegance, and they are a true cure for the beauty of your hands. Because, as is known, a real woman can be recognized by her hands. The only rule of elegance says to never wear them inside places, except for an evening at the Opera.

Advice? Try on the hat before going to the hairdressers. If it looks good, then it will be perfect the hairstyling.



Elegance does not exist without perfume.



Lorenzo Villoresi perfume, 100ml, 105.00 Euro

The famous Coco Chanel loved to repeat it often: elegance does not exist without perfume. It's not believed however that she said it for mere interest. Probably she understood before others that nothing like perfume is able to potentially act on our state of mind and soul, keeping us sweetly tied to an invisible thread made of emotions, memories and desires. It is for this reason that when one chooses a perfume, it is not abandoned for a long time, even at times forever.

What's important to know is that the perfume we wear, exactly because it is so intimate, is also our personal story. It is therefore indispensable to find it, to discover it there - where globalization and the fashion of the masses find it hard to enter into. Such as in the very personal character of the master Florentine perfumer Lorenzo Villoresi or in our Florentine Perfumery with its Tuscan essence. The exploration of these aromatic worlds could require a bit of curiosity and maybe some time, but it means taking time for yourself. Time well spent.

Soaps by Gianna Rosa Atelier, small perfumed workmanship starting at 29.00 Euro

Perfume potentially acts on our state of mind and soul, keeping us tied to emotions and memories; this is why often a perfume is forever

