



Laura Biagiotti

ROMA

ROMA EDT
ROSA

ROMA UOMO EDT
CEDRO

the project

Roma – the city of the soul, echoes, illusion and desire – is a destiny, a fraction of eternity, and a spectacle that needs no intermission. Like a painter's palette, the colorful streets of Rome are a mélange that hazily floats through time and space. Roma is also a fragrance that Laura Biagiotti created in 1988 for romantic, elegant women like herself and a perfume that she designed in 1992 for cultured and passionate men that any lady dreams of meeting.

These great classics of the perfumery world have inspired two new fragrances that have captured the exciting notes of modernity in the air of Rome. Everyone falls in love with the fragrance Roma, but Roma Uomo EDT Cedro is for men who know how to harmonize extremes. Its intense green reflects the myriad shades of the 320,000 trees adorning the city. Roma EDT Rosa was conceived as a gentle caress of a feminine soul who is always in love with love. Its color reflects the hues, faded by time, of the monuments and palazzos of the Eternal City.

For the new Laura Biagiotti fragrances, Cedro [Cedar] and Rosa [Rose] are not only ingredients, but also color codes that are perceived subliminally and identify the person choosing them. Cedar green has shades of light yellow, white and gray (the nuances of the marble found in Roman architecture) contrasting with the color of meadows and trees. Rose is a color that is a symbol of beauty, tenderness and femininity that opens the doors of perception to romanticism and love.

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the fragrance

This floral-fruity fragrance is based on three rose-tinged ingredients that reveal their colorful, vivid personalities in different moments and in different ways: wild berries, peony, and rosebuds.

The olfactive composition reveals a burst of joy and vivaciousness in its head notes (bergamot and wild berries), a cocktail of flirtatiousness and sensuality in its heart notes (rosebuds, neroli, jasmine, and peony) and a distinct sweetness that gradually emerges in the base notes (vanilla, sandalwood, and caramelized musk).

NOTES:

TOP

BERGAMOT
WILD BERRIES

HEART

ROSEBUDS
NEROLI
JASMINE
PEONY

BOTTOM

VANILLA
SANDALWOOD
CAMELIZED MUSK

OLFACTIVE FAMILY

FLORAL-FRUITY

NOSE

DOMITILLE BERTIER



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ROMA UOMO EDT CEDRO

the fragrance

This eau de toilette, part of the olfactive family of luminous woods, preserves the original structure of the iconic Roma Uomo by Laura Biagiotti, but the dark facets of vanilla, wood and musk have been lightened by introducing cascalone in the head notes alongside tangerine and aromatic herbs.

In the heart notes, a vibrant new touch of rhubarb is enhanced by a blend of geranium, oak moss and cashmere wood. The base notes reveal a skillful, fresh and persistent balance of bitter and sweet by alternating Alaska cedar, Mysore sandalwood, ambergris, and bourbon vanilla.

NOTES

TOP

CASCALONE
MANDARIN
AROMATIC BOUQUET

HEART

GERANIUM
OAKMOSS
RHUBARB
CASHMERE WOOD

BOTTOM

CEDRE ALASKA
MYSORE SANDALWOOD
AMBER GRIS
BOURBON VANILLA

OLFACTIVE FAMILY

LUMINOUS WOODY

NOSE

ANNIK MENARDO



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**ROMA EDT
ROSA**

**ROMA UOMO EDT
CEDRO**

packaging and bottles

Faithful to the architectural shape of the original Roma fragrances (a column for her and Pantheon friezes for him), the bottles of Roma EDT Rosa and Roma Uomo EDT Cedro differ in color. Cedar green is softened by milky gray opaline glass, evoking architectural severity and the freedom of green spaces. The pink of peonies and rosebuds immediately brings to mind that blend of strength and fragility which makes the feminine soul more receptive to love.

The packaging is inspired by the infinite color variations of the marble found in Rome. Travertine green and Candoglia pink marble are faithfully reproduced with moiré effects in the polyester with an opaque finish.



suggested prices

ROMA EDT ROSA

Eau de toilette
25 ML NATURAL SPRAY

Eau de toilette
50 ML NATURAL SPRAY

ROMA UOMO EDT CEDRO

Eau de toilette
40 ML NATURAL

Eau de toilette
75 ML NATURAL SPRAY

Launch Date: September 2017