

A Dream Journey into Italian Beauties

On the occasion of the new edition of the Beauty World Middle East 2024 fair, CFF presents *A Dream Journey into Italian Beauties*, an olfactory and immersive journey dedicated to the typical "Perfumes" of Italy—those scents that convey the emotions, style, habits, and cultural and natural riches of our country, making Italy not just a place to visit but an experience to live.

The protagonists are 6 fragrances created by CFF's talented perfumers: Cristian Calabrò, Arthur Marrast, and Charlotte Jullien, who will lead visitors through iconic Italian images and places, evoking memories and deep emotions, and providing a passport to a timeless Italy.

The itinerary will blend the most advanced technology, thanks to the modern and high-tech style of the stand, with the ancient art of perfumery, stimulating the five senses and creating a deep bond between the visitor and our extraordinary country. The emotional video, generated with AI and created exclusively for CFF, will guide guests through three immersive scenarios, leading them on a fascinating journey marked by images, emotions, colors, sounds, and fragrances.

These elements will come to life, transforming the vision into an unforgettable multisensory experience, where guests will feel enveloped in a genuine emotional embrace, with every note, every color, and every word resonating in harmony.

PLEASURE, PASSION, and DELIGHT are the key words that will lead viewers to discover the peninsula, a concept sublimated by the six olfactory creations. The jus will summarize the carefree spirit of the dolce vita, the pleasure of togetherness, the euphoria and sociability of the aperitif, the typical Italian joie de vivre, as well as the passion and vibrant culture, along with the romance and indulgence that will mark the last stage of this journey, allowing guests to savor the welcoming universe of gourmands and delight their senses.

At the end of the immersive olfactory journey, together with a CFF nose, guests will be able to select their favorite creation and customize it, playing with precious natural raw materials and CFF Maison Captives, to create the fragrance that represents their version of the Italian dream.

"Because every note is a memory, every perfume an emotion, and in CFF a new chapter of the Italian dream will come to life." — Cristian Calabrò, Senior Perfumer CFF

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