



Spezierie Palazzo Vecchio combines science, nature, and authentic beauty. Founded in 1989 by Dr. Giovanni Di Massimo, the brand merges niche artistic perfumery, high-concentration herbal supplements, and cosmetic innovation, always rooted in herbal tradition. With a strong connection to Italian historical memory, it reflects a vision of beauty inspired by the Renaissance and craftsmanship excellence. Every creation, from perfumes to supplements, is born with the intent to combine quality, effectiveness, and authenticity.

In the 1960s, in the small pharmacy of Corvara, the young Dr. Giovanni Di Massimo began his journey, fascinated by the therapeutic and olfactory properties of plants. Graduating from the University of Urbino with an innovative thesis on the chemistry of medicinal plants, he developed his first herbal formulas: arnica, tea tree oil, chamomile, and calendula. After a decade of experience as a pharmacist, in 1978 he took a sabbatical year to deepen his research on medicinal plants. The Marche region, with its Mediterranean landscapes, inspired his vision of perfumery: fragrances that evoke memories and authentic emotions. It was here that the idea of combining his pharmacological expertise with the art of perfumery formulation took shape. In the 1980s, after returning to Florence, he immersed himself in the Renaissance perfumery tradition, studying ancient manuscripts and historical recipes. In 1989, he founded Spezierie Palazzo Vecchio, opening a laboratory and herb shop in the heart of the city. The first perfume, "Caterina de' Medici," was a tribute to his muse. Over time, the brand became known for its alchemy between science and nature: supplements that nourish from within, cosmetics that respect the skin, and perfumes that intertwine memory and the senses. Since 2000, the products have been distributed in Italy and worldwide, with a trusted partner in California. The e-commerce platform was launched in 2011, expanding access to its creations. Since 2015, Francesca Di Massimo has been leading the company, continuing the tradition while focusing on innovation and sustainability. Spezierie Palazzo Vecchio continues to grow, preserving the essence of its history: an ancient knowledge that lives in the present.

Spezierie Palazzo Vecchio offers three product lines that combine tradition, research, and quality.

- I Profumi di Firenze – Dottor di Massimo, a registered trademark since 2013, captures the essence of our perfumery art with Eau de Parfum, concentrated extracts, and home fragrances.
- La Cosmetica Fiorentina – Dottor di Massimo, registered in 2015, offers treatments for face, body, and hair, along with oils and soaps formulated with natural ingredients and effective active principles.
- Gli Integratori Naturali – Dottor di Massimo, developed since the 1970s and notified to the Ministry of Health since 2000, features high-concentration herbal formulas designed to ensure maximum benefit and effective bioavailability.

Each line is born from the balance between innovation and tradition, offering authentic experiences and high-quality wellness solutions. The inspiration behind our perfumes comes from an olfactory vision passed down through generations, blending tradition and innovation. Nature, with its pure raw materials, evokes Mediterranean landscapes. Renaissance Florentine perfumery comes to life in essences inspired by the city's history, while Tuscany and Florence, with their timeless charm, are reflected in our creations. Some perfumes hold deep memories, while others transform music into olfactory emotion. With the second generation, led by Francesca Di Massimo, the inspiration expands. Art becomes an olfactory expression, memory takes shape in tributes to family history, emotion becomes the protagonist, and cultural integration celebrates the meeting of distant traditions.

Today, our heritage is renewed in the constant pursuit of research, giving life to fragrances that tell stories, evoke emotions, and keep a tradition of excellence and passion alive.