



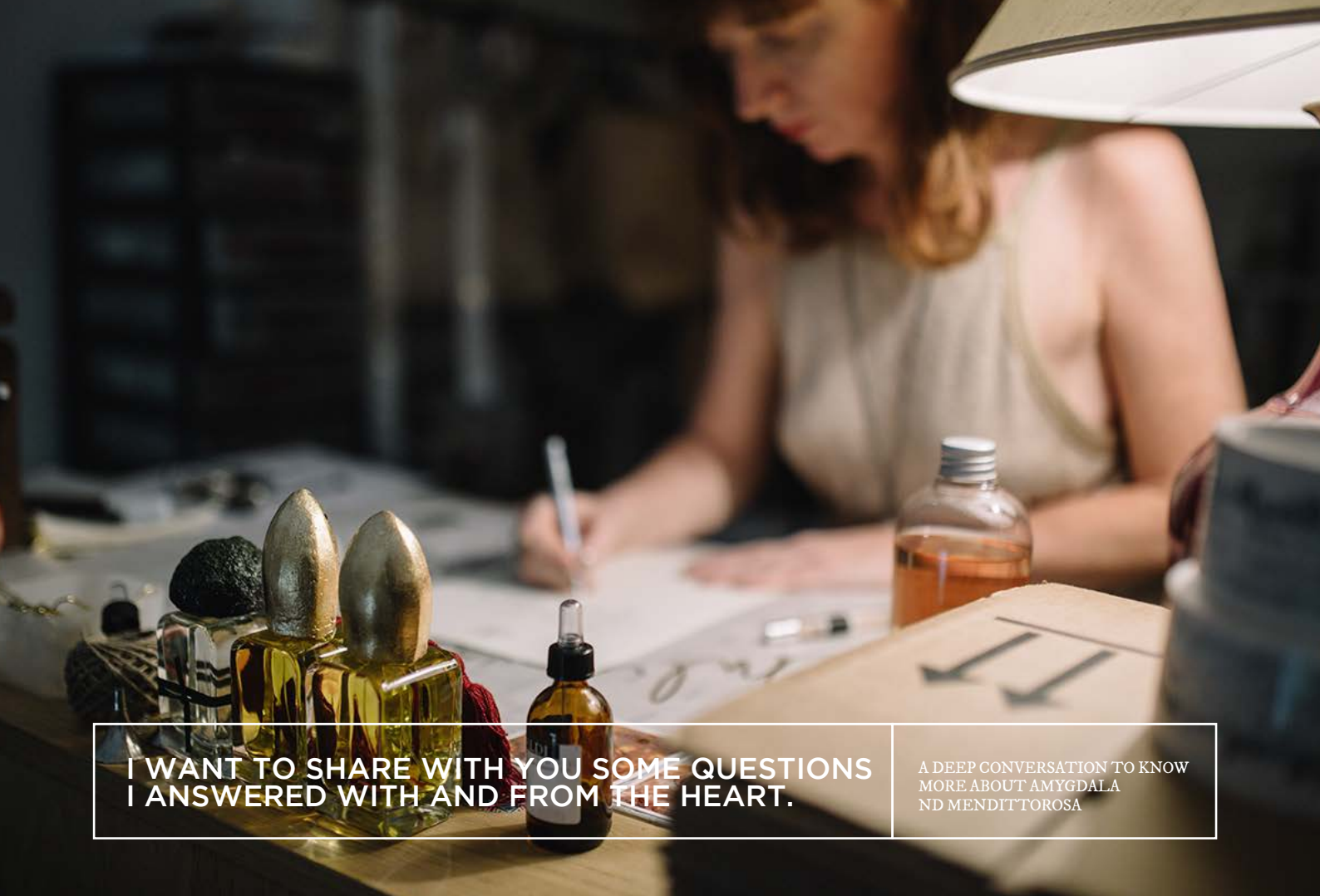
Mendittorosa®

Perfumes of Luxurious Concepts
Handcrafted in Italy
with Imagination and Heart

I WANT
TO SHARE WITH
YOU SOME
QUESTIONS
I ANSWERED
WITH AND FROM
THE HEART.

A DEEP CONVERSATION
TO KNOW MORE ABOUT
AMYGDALA AND
MENDITTOROSA





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Q. Please share one of the most luxurious perfumes of the brand. What is the brief story behind this perfume?

A. I share with you Amygdala. One of our most luxurious perfumes. Or Amy as I call it during the day at Mendittorosa. Amygdala is a small part of our brain, shaped like an almond. According to the most followed bio-psychological theories Amygdala is the place of emotions, fear and olfaction. During my recent master psychology study, I was taken by the idea - no it was more than an idea - more like a vision that such a small "pezzetto" (very small piece in Italian) could be the center of so much. Like the biggest in the smallest. Or so "in the highest as in in the lowest". Fears, emotions and olfaction seem all activities of the very primordial and ancient part of the brain not controlled by the developing of the Neocortex that is newest part of the brain. It made me think: Is Amygdala also a place of freedom? Freedom from thinking in the cognitive way? Part of the deepest brain, the most ancient part we have. All these suggestions brought me to think about what is would smell like... In the smallest part of human brain, the infinite smell of something unlimited, a never-ending field of flowers, blooming freedom, all closed inside itself and at same time open to anything. This is also, what we are, isn't it? From fear to peace through the smell. From despair to love folded in a flower. Violet because they recall the primordial flower.



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Q. Could you elucidate the journey of creating a standout perfume, from inception to the beautifully crafted bottle?

A. Quite difficult, but I will try. May I try to do it in “chapters”?

Chapter 1: The vision, the synesthetic moment; from daily life arises an insight, a new awareness that I wish to share shaped in a perfume, because perfume is the language I speak better. In that moment it is possible, for me, to see the flacon, its decorations and to smell the perfume inside my head, perhaps inside my own amygdala...

Chapter 2: The briefing: it's time now to share this vision. First, we have to choose with whom to share it. Who can be more sensible to this new vision? Sometimes it is so difficult to choose and thus we share it with more than one “perfumer” creating a little artistic challenge between them.



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At other times the vision comes with the name of the perfumer included so to speak and with no doubts. This for instance happened for Athanor (Luca Maffei) and Orlo (Anne Sophie Baeghel).

It starts, then comes a dialogue between me and the perfumer/s to let him or her enter the vision and to let him or her to smell the same I smelt in my head. I ask them to send some trials but without knowing anything about ingredients and formula, because I don't want that my bias, my tastes and my prejudices will interfere with the creation process.

Chapter 3: The cooperation, the perfumer starts to work on the project, sending me first trials. And for each trial we share feedback and corrections. This can go on for many months, sometime without any end, so the project doesn't see the light of day or arrive to the finishing line.

About Amygdala this has been a long process, but it was clear that it was there in its potential since the beginning. Right from the first Luca Maffei track proposal. Luca immediately entered in this organic, symbolic, and chemical brain kind of Metaphysic.

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Chapter 4: We have it: when I can finally recognize the smell of the vision, we stop the process, I ask for the reveal of the notes and also to know more about the perfume way to arrive to that.

Chapter 5: The drawings: meantime vials go up and down Italy or Europe between our Atelier and the perfumer, we are also sharing the name and the concept with one of our artist friends, to start the project about which dress and decoration the flacon will wear. In the case of Amygdala it was Nibo, the art name of Carmine Borrelli, who is both goldsmith and sculptor.

To design Amygdala caps, we choose him for his refined knowledge of symbolism and matters. Indeed, Nino started to draw an intricate "matryoshka" of almond shapes (tree of them - one inside the other), inclined in a certain way. Almonds inside one another. Eye inside eye, "mandorla sacra" or "vescia piscis"¹. The outer box is handmade in Naples, and what is important to understand here is that the choice of the colors and their contrast, very organic, very carnal, is not a coincidence but a very inside outside concept.



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Q. What elements ensure that a perfume retains its scent longer on the wearer?

A. In our personal vision this is all about the perfect blend between the good ingredients and the proper concentration, the richer the concentration the longer it stays, but of course it is also about the wisdom of the perfumer in creating the proper “base” to allow the perfume to lie and stay with you longer.

Q. In terms of longevity, how long does a high-quality perfume typically last?

A. From 6 hours at least going on, we invite you to try Amygdala or Le Mat or Athanor or Osang or Sirio. Also, after having a shower, they will still be with you. With me anyway.

PROFUMI EVOCATIVI ARTIGIANALI E RARI
CHE RACCONTANO ANTICHI RIMEDI
E NUOVE POSSIBILITÀ.

Menditto Rosa[®]

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Q. Do you have any insights or recommendations for individuals keen on selecting the right scent?

Q. How can one discern the quality of a perfume?

A. I would like to answer these two last questions together, because from Mendittorosa point of view they are strictly connected.

First, use your eyes. If the outside calls your attention, the name, the look, something. Then smell it, and what is inside will talk very clearly to you, if we allow it to do it.

Stay together with it, compare it with other experiences you have, trust your intuitions about it. Compare with what you read about it. Do you think, it is true or not. And remember: The primitive part of your brain, where olfaction works, knows everything about it. You don't need any teachings. Trust your Amygdala that nobody can take away from you. A perfume is honest. Really, it cannot lie. Who sell it, can eventually do it. Once you spray and smell, all the talks are zero. Now your deep intelligence can arise from your own amygdala, and you can detect the honesty of its voice without voice, in the silence.

This must be the reason, why we are making perfumes. Instead of anything else. Less noise. More beauty.



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