Kartell Fragrances: design perfumery

Kartell Fragrances is a new brand dedicated to the innovative formula of combining home fragrances with home decor items in perfect Kartell style. Thus a new project is born uniting perfumery and industrial design.

The first collection of home fragrances, Kartell Fragrances, will be launched at its world premiere in January 2015 during the Maison&Objet show in Paris. Featured will be 8 perfumes, 4 different types of diffusers in various shapes and colours for a total of almost 70 combinations intimately connected with the Kartell core business where design is the aesthetic expression bonding form and function. Kartell Fragrances presents an array of various candles, home sprays, electronic devices with capsules and diffusers and is associated with the function of perfumes which is to render the air pleasant and enhance whatever environment in which they are released for their own energies to promote physical and mental well-being.

Sophistication, irony, colour and technology matched with new shapes play with the sense of smell and design with the result that this new collection is simply unique on the international perfumery scene. The task of coordinating mood and design in the 2015 collection was entrusted to Ferruccio Laviani who was assisted by extraordinary “expert noses” of some of the best essential perfume houses in the world: Annie Buzantian, Honorine Blanc and Fabrice Pelegrin (Firmenich), Mathieu Nardin (Robertet), Celine Ripert (Mane), and Sébastien Plan and Marie Hugentobler (Cosmo International).

Technological innovation played a key role once again in carrying out this project. In addition to the special technology used in the Capsules on Air diffusers, Kartell applied its technological know-how in the field of plastics to the plastic used for the new line of top quality, long-lasting design perfumery which is compliant with the standards required in this specific commodity area.

Just as in any design project, the fragrances portray and evoke a special moment, a particular emotion or feeling. For this reason the new Kartell Fragrances collection will be associated with an “iconic fragrance” which will be instantly recognisable and representative of the intrinsic values of the trademark to surprise and transport visitors in all the Kartell flagship stores.

Kartell Fragrances will use its own large scale distribution involving all the most exclusive concept and department stores around the world in addition to all the Kartell flagship stores.
“Today, Kartell is committed to working increasingly in a variety of sectors, while continuing to clearly express our identity and image. With the Kartell Fragrances project, we’re looking to move onto a market sector that we believe is important in a unique way. We have chosen the world’s finest noses to combine exclusive essences for Kartell that we have paired with designer objects that express the brand’s creative synthesis yet are designed specifically to diffuse the fragrances. In this way, Kartell Fragrances represents yet another step in the brand’s development and value, so that we can continue to guarantee consistently high quality, original design and functionality in all our products.” - Claudio Luti, President of Kartell

Kartell Fragrances: the olfactory palette

The Kartell Fragrances collection of home fragrances for 2015 offers eight different creations available in four applications - perfumed candles, diffusers with high tech fibre aroma reeds, electronic capsule diffusers and sprays. Each perfume fully reflects the values, the philosophy, the brand and the aesthetics of Kartell. Crystalline, oneiric and dreamy, some with an innovative touch, others more classical, all are bound to conquer the heart and seduce. The resulting olfactory palette expresses a classical style, tradition, richness of content, irony and, above all, a certain allure and personality. Ghost Diamond incarnates the iconic perfuming of Kartell Fragrances and describes its character and identity just like an olfactory signature. An instantly recognisable fragrance representative of the intrinsic values of the trademark to surprise and transport visitors in all the Kartell flagship stores.

GHOST DIAMOND
flowery, musky

An ode to purity, transparency and serenity through the transparent harmony of an effervescent grapefruit blending with flowery aquatic and marine scents against a background of jasmine and precious woods.

Ghost Diamond is a Marie Hugentobler creation, Cosmo International perfumery

OMBREUSE
flowery, musky

Homage to the classic rose and its intense, elegant perfume masterfully interpreted and emphasised with notes of peony and lily of the valley warmed against a background of sandalwood, with musk rendering the whole light and sublime.

Ombreuse is a creation of Fabrice Pelegrin, Firmenich perfumery

NEROLI
flowery, citrusy

Neroli and orange flowers drench the air with their sensual, luminous perfume on a sunny day in midsummer Sicily. The elegance of jasmine lends a special touch of femininity.

Neroli is a creation of Mathieu Nardin, Robertet perfumery
DROPS
flowery, green, aquatic
A luminous transparency comes from the vegetal notes refreshed by dew drops and enhanced by aquatic and flowery scents.

*Drops is a creation of Annie Buzantian, Firmenich perfumery*

PORTOFINO
woody, citrusy
The sea breezes, the whiff of citrus fruits, fresh notes, aquatic and aromatic, blend into a breath-taking view and a murmur of waves. Mandarin and green lemons, rosemary, cedarwood and patchouly.

*Portofino is a creation of Celine Ripert, Mane perfumery*

AD-RED-NALINE
woody, spicy
An energising, vibrant blend. The red of a surprising hot pepper releases the positive energies of adrenalin with an extraordinary patchouly base.

*Ad-Red-Naline is a creation of Sébastien Plan, Cosmo International perfumery*

ALHAMBRA
citrusy, flowery, oriental, woody
This debuts with fresh fruity notes proceeding to express a warm amber sugary heart blending into a noble base of patchouly and cedarwood.

*Alhambra is a creation of Honorine Blanc, Firmenich perfumery*

NOIR
oriental, spicy, flowery, woody
Dominant are amber notes but the heart of the perfume reveals sophisticated flowery and spicy scents with an elegant woody, leather base.

*Noir is a creation of Honorine Blanc, Firmenich perfumery*
Kartell Fragrances: fragrant objects

The fragrant and decorative objects of Kartell Fragrances are the new revelations in the world of home fragrances and interior design. With their sinuous shapes, different formats and vibrant colours, the objects of Kartell Fragrances harmonise elegantly with any home living style from the most traditional to the most contemporary and modern and leave their tangible olfactory signature. For the first collection Ferruccio Laviani has developed such themes as the plasticity of the lines, the luminosity of the colours and porosity. This is how the objects which can encapsulate fragrances may yet also release them by inventing new ways of expression and the re-interpretation of innovative technologies that are user-friendly. Candles, sprays and diffusers with high tech fibre aroma reeds flank the electronic devices that use the Kap-Souls. An assembly of perfuming objects that seem to almost float, like the perfume...

The perfumed candles

Dice, Nikko and Oyster are the graceful perfumed candles of Kartell Fragrances. They are manufactured in Italy with a soft creamy wax, hand-poured in layers. As they burn you will experience the pleasure of ancient rituals while in your hands you hold ultra chic pieces of modern design inspired by classical forms. Their distinctive feature is also the use of superlative plastic in perfect Kartell style which means that they are long-lasting and, after use, they can be kept both as containers for your smaller objects and to enrich your collection of design items. Although they are made of plastic, they have been developed to withstand any heat generated by candle flames.

DICE

An ideal dice-shaped container sculpted with softly rounded edges; flat sides reveal circular geometries and luminosity: a piece that will never be overlooked. Holds 210 g of perfumed wax for a burning time of about 40 hours. Available in 8 colours and 8 fragrances.
Sizes: cm 7.6 x 7.6 x 7.6 h

NIKKO

Reminiscent of ancient oriental ritual, this charming candle comes with a cap to preserve the fragrance over time and can be used time after time. Contains 500 g of perfumed wax for a burning time of about 60 hours. Available in 8 colours and 8 fragrances.
Sizes: cm ø 12.4 x 13.8 h

OYSTER

A rich candle of generous proportions in an elegant box bringing to mind lacquered Japanese bento boxes. With its smooth surfaces and softened corners, it reflects light and colours in a uniquely charming manner. Holds 950 g of perfumed wax with a burning time of about 100 hours. Available in 8 colours and 8 fragrances.
Sizes: cm 13.1 x 13.1 x 18.7 h
Diffusers with high tech reeds

Kartell Fragrances re-interprets the diffusion of fragrance with a bundle of reeds and transforms it into a decorative piece suitable for any environment and style. The fragrance is released through the reeds manufactured of special black high tech fibre which is particularly effective.

CACHE - CACHE

A room diffuser shaped like a cupola and finely worked, suggestive of rituals and meditation. The solid transparent cap of resin with its rich texture is particularly exquisite. To use with 300 ml refills and the 7 piece bundles of high-tech fiber sticks 30 cm long. A simple and charming object that gently releases perfume, particularly suited to small and medium-sized rooms. Holds 300 ml of fragrance for a release lasting 3 months. Available in 8 colours and 8 fragrances.
Sizes: cm ø12 x 13.6 h

MIIING

The Kartell Fragrances idea of making the sticks invisible by integrating them into an elegant piece with sinuous and classical lines which diffuses the perfume discreetly through its own porous texture. A delight for both the eyes and the nose. It comes with a 300 ml refill. Available in 5 colours and 8 fragrances.
Sizes: cm ø 25.2 x 39.0 h
Electronic Kap-Soul operated Diffusers

Fascinating and original yet simple electronic devices that can be programmed, and run on electricity or lithium rechargeable batteries. They can also be recharged via a USB port connected to the PC. The various functions for continuous or alternate cycles can be regulated by remote control as well. These electronic diffusers were designed by Kartell Fragrances to enhance living and work areas, making them special through the subtle yet captivating power of perfume released by home decor items in original new forms.

VOGUE

A new planet in the firmament of home fragrances: the perfume is elegantly released from its core through its extraordinary multi-circular texture. A piece of spheroidal design intended as a home decor item, surprisingly beautiful and with the agreeable function of releasing fragrance. Vogue is able to perfume areas of up to 25 m² for almost 3 days in the non-stop position. It uses the Kartell Fragrances Kap-Soul technology. It comes with a free perfumed Kap-Soul sample.
Available in 5 colours.
Sizes: cm ø 24 x 26.5 h

POP-UP

This playful piece has stacked rings of the same diameter around an outer longitudinal axis which can be either open or closed and you may create your own volumes and geometries. Playing with Pop-Up you can also interact with the function of this perfumer from Kartell Fragrances: in fact, the more the rings open up, the stronger the perfuming power becomes, whereas, by progressively closing them, you can regulate it to decrease the release of the fragrance. Pop-Up can perfume areas of up to 25 m² for almost 3 days in the non-stop position. It uses the Kartell Fragrances Kap-Soul technology. It comes with a free perfumed Kap-Soul sample.
Available in 5 colours.
Sizes: cm ø 12 x 26 h
Home fragrance spraying

It is the aim of Kartell Fragrances to endow air freshener sprays with a new role and greater visibility within the home. Thus Ferruccio Laviani created design items marked by a refinement in their lines reminiscent of art déco and available in generous sizes.

PERFUMEGUN

A déco design item enhanced by the rich texture of the many lines. Easy on the eyes and pleasing to the nose, it is perfect for the living room and bedrooms, whenever you wish the immediate effect of fragrance. 150 ml.
Available in 3 colours.
Sizes: cm 10.2 x 3.9 x 20 h
Refills and scented capsules

KAP - SOUL

This is a simple solution and a rather ingenious way of using liquid perfume in a solid capsule which is able to faithfully and effectively release all the fragrant richness of its characteristic ingredients. Easy to use and intuitive, these can be used only with the electronic diffusers designed by Kartell Fragrances. The Kap-Soul contains very advanced technopolymers in granules which micro-encapsulate the fragrances and diffuse them harmoniously from the solid state.
Sizes: cm 4.9 x 4.9 x 1.5

REFILLS FOR HOME DIFFUSERS AND SPRAYS

These can be used with the Cache-Cache and Ming diffusers; these refills are made of transparent plastic (PET). Holds 300 ml of fragrance, for a release lasting 3 months.
Available in 8 fragrances.
Sizes: cm ø 8.0 x 10.1 h