

THE E S S
E N T I
A L S 2 0 2 4

ACCENDIS
Perfumes to illuminate our souls



Perfumes illuminate
your essence



The Collections. Black, White and Gold

Without Black of the night sky, the magic of the stars would not be visible. Black is a state of stillness, where every light, even if small, can show itself in its delicate beauty. Black is to be and not to appear, to be oneself without poses, without filters, without shielding, to always be true. In front of a black screen we can shine in our natural uniqueness. White is the maximum light that shows itself from black. It is the state of purity, the openness to every possibility, the conjunction of the man with the universe. It symbolizes birth and rebirth, the beginning of every life cycle. The divine and perennial flame is white. White is everything that is pure, wise, enlightened and also of the aspiration towards what has not yet occurred. Different yet complementary, these two colors are the emblem of ACCENDIS perfumes. Two souls who are destined to meet. They are the perfect love made of complicity, desire, friendship, sharing and respect.

The guiding thread of ACCENDIS' colors is precious gold, which creates a magical aura. Gold becomes a symbol of eternity.

Philosophy

Accendis is the result of a research concerning our emotional light. In Latin "Accendis" means "you illuminate", but also "you bring out aromas". Fairy tales have always been the magic of fantasy that lights up and makes the fear disappear. A light that ACCENDIS explores with beautiful fables.

Miracles
are dreams
that become
light

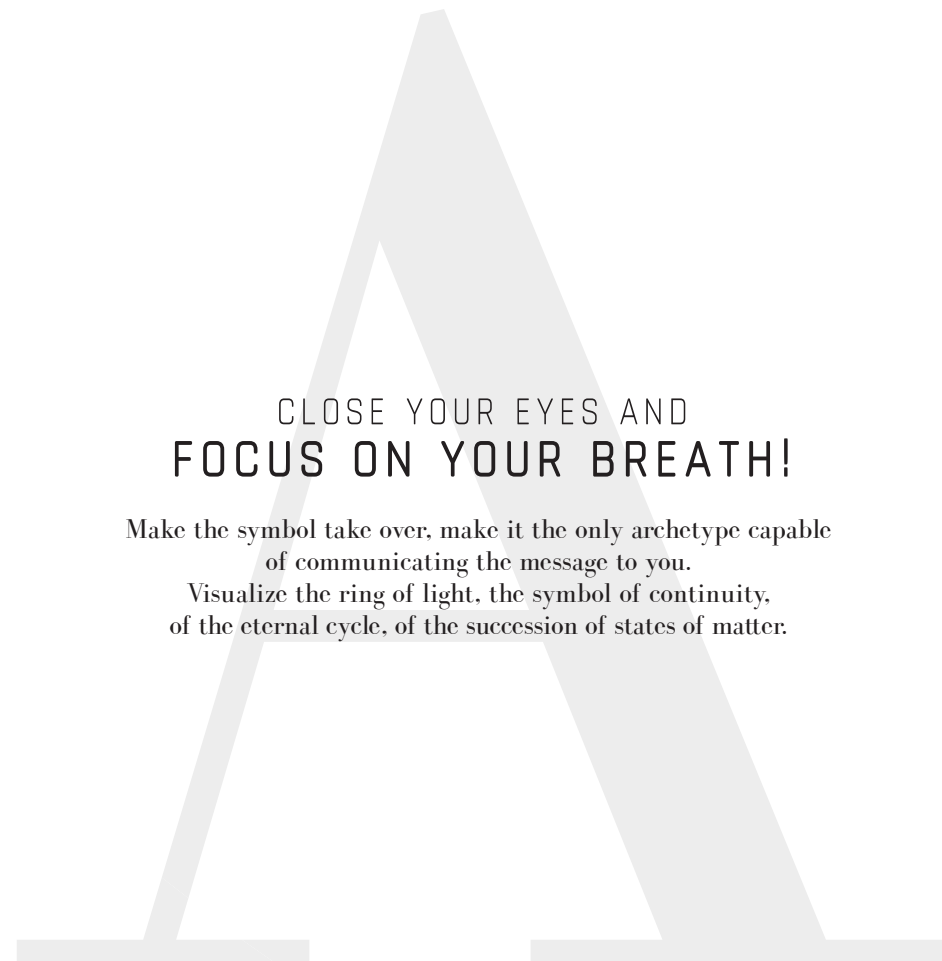
(Alan Drew)



CLOSE YOUR EYES AND
FOCUS ON YOUR BREATH!

Make the symbol take over, make it the only archetype capable
of communicating the message to you.

Visualize the ring of light, the symbol of continuity,
of the eternal cycle, of the succession of states of matter.





THE BLACKS

For the ancient people, the black color was considered sacred to the deities and was used as a symbol of unity, pure essence and equality. It was seen as the total realization, the symbol of the highest authority. Symbol of knowledge and interaction with the Universe. Black and white as the eternal dualism.

The black words
on the white paper
are the naked soul

(Guy de Maupassant)

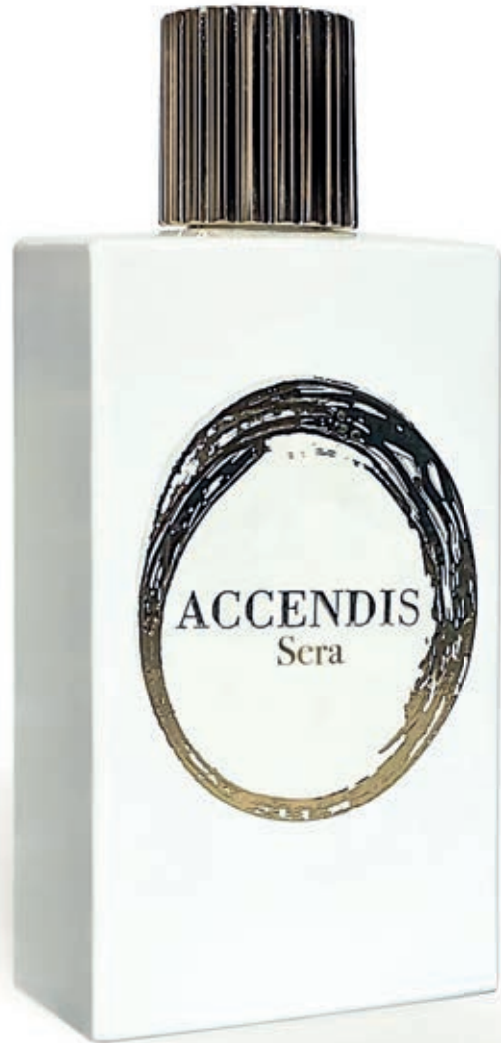


Aclus

Once upon a time there was a wonderful wood where every tree was not just a plant, but a living being. The trees themselves could not move, but offered their hair as a home for the birds that flew among them. Mushrooms and fruits of every color were born among their roots and many animals found not only shelter, but the opportunity to have fun and play with each other. The men who visited this forest not only marveled but saw the forest as a sacred place and respected the plants and all the beings that lived in it as divine creatures. In this forest, however, even a black prince had his residence. He was an envious wizard and he hated all the light and colors. One day he came by chance from a distance, from the world of light, a fairy with a group of elves seeing the black and dead forest had compassion and wanted to wake him up. With the power of his love he called a star from the sky that descended into the trees and turned to earth in a marvelous pinwheel.

Aclus

Olfactory pyramid



0.2

A long time ago when the Cherokee people were new upon the earth, they thought that life would be much better if there was never any night. They beseeched the Ouga (Creator) that it might be day all the time and that there would be no darkness. The Creator heard their voices and made the night cease and it was day all the time. Soon, the forest was thick with heavy growth. It became difficult to walk and to find the path. Not many days had passed before the people realized they had made a mistake and, once again, they beseeched the Creator. He loved the people and decided to make it night all the time as they had asked. The day ceased and night fell upon the earth. Soon, the crops stopped growing and it became very cold. They could not see to hunt meat and with no crops growing it was not long before the people were cold, weak, and very hungry so they asked to make the day and night as it was before.

Once again the Creator listened to the request of the people. The day and the night became, as the people had asked, as it had been in the beginning. Each day was divided between light and darkness. The Creator accepted the gratitude of the people and was glad to see them smiling again. To protect them and illuminate their minds, he placed their ancestor's spirits in a newly created tree. This tree was named a-tsi-na tlu-gv {ah-see-na loo-guh} Cedar Tree.



0.2

Olfactory pyramid



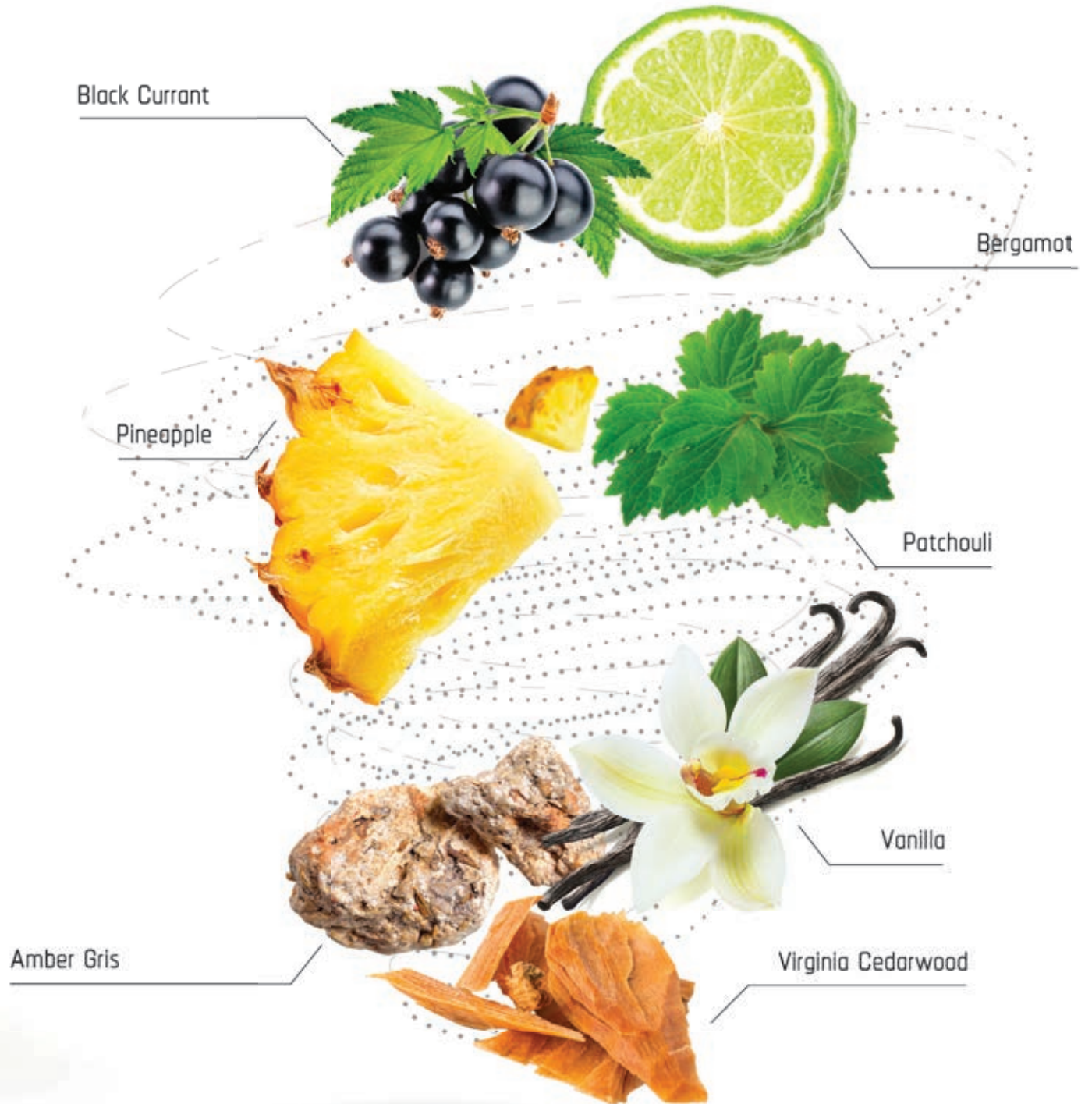
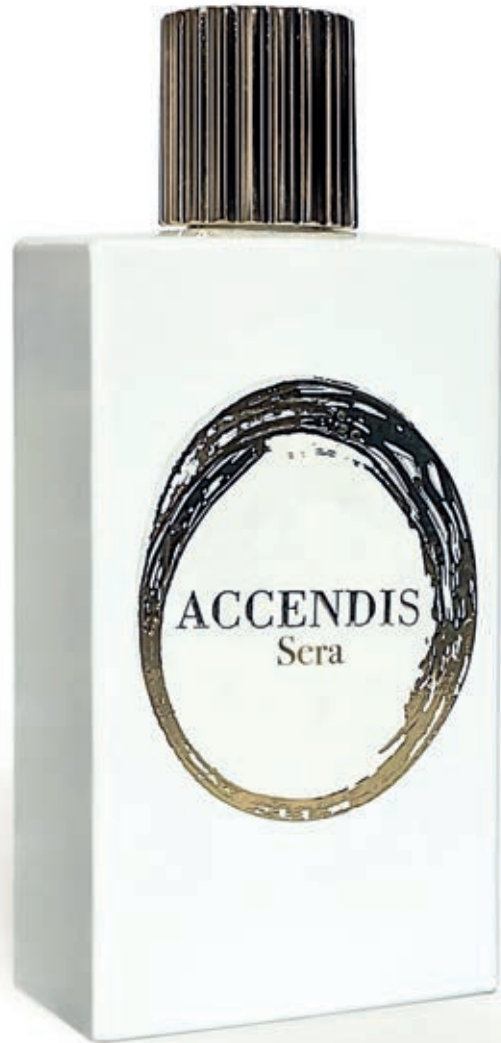
A close-up photograph of a woman wearing a traditional grass skirt adorned with large, light-colored flowers. She is looking upwards and to the right with a serene expression. The background is softly blurred, showing more of the grass and flowers. A decorative overlay of thin white lines and dots is visible on the left side of the image.

Lucevera

As an old woman, Pele was filled with evil desire for the handsome island chief and transformed herself into a beautiful young girl to seduce him. But the chief already has a sweetheart: the lovely Lani, who danced her sensuous "Hula of the Flower" for her beloved to the strains of the steel guitar. Not to be outdone by her rival, Pele dons a grass skirt to compete for the chief's affection. Lani, with her great love seduced, the chief during the a sublime light sunset where the sweet aromas of tropical fruits are warm and unforgettable.

Lucevera

Olfactory pyramid



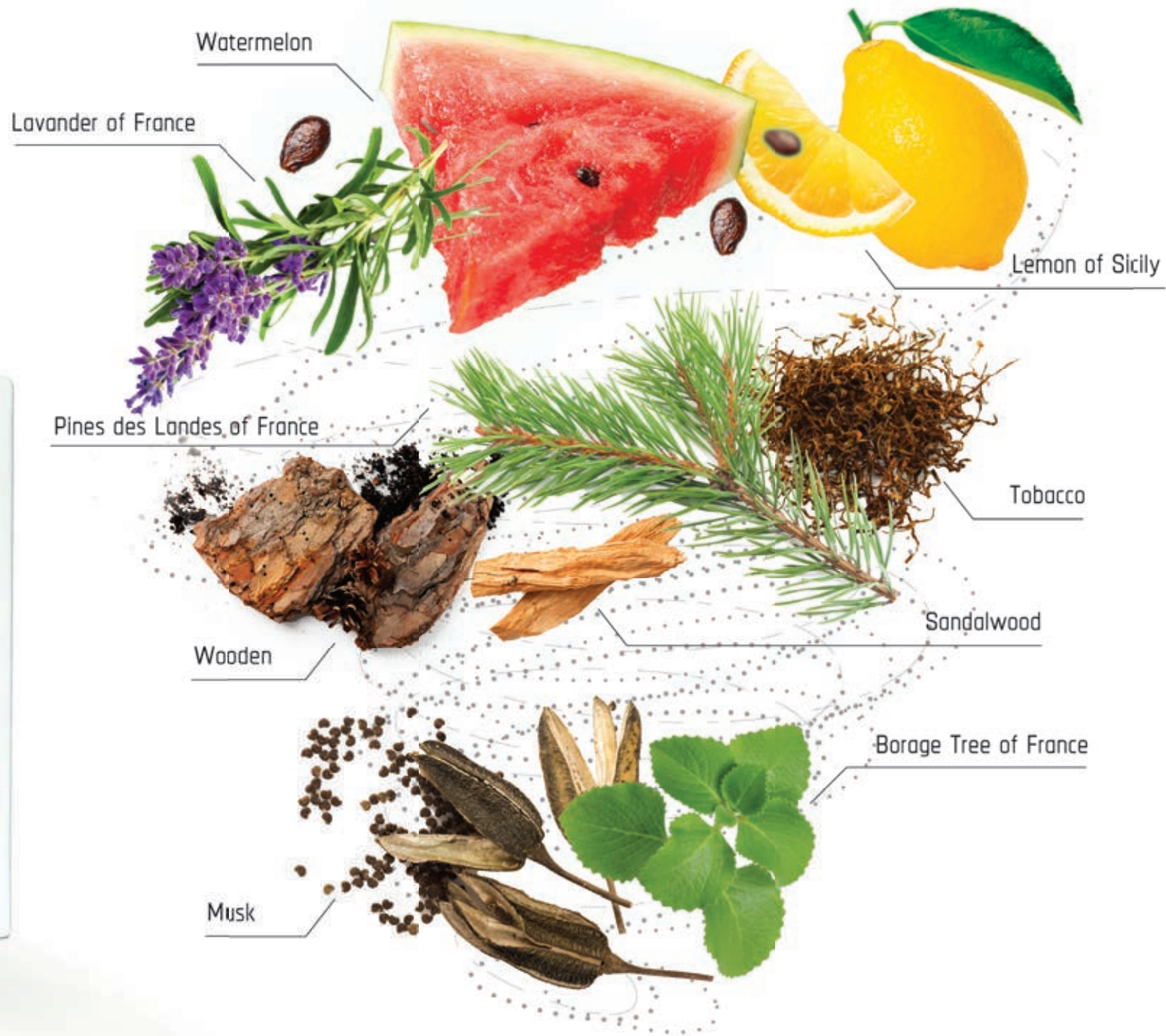
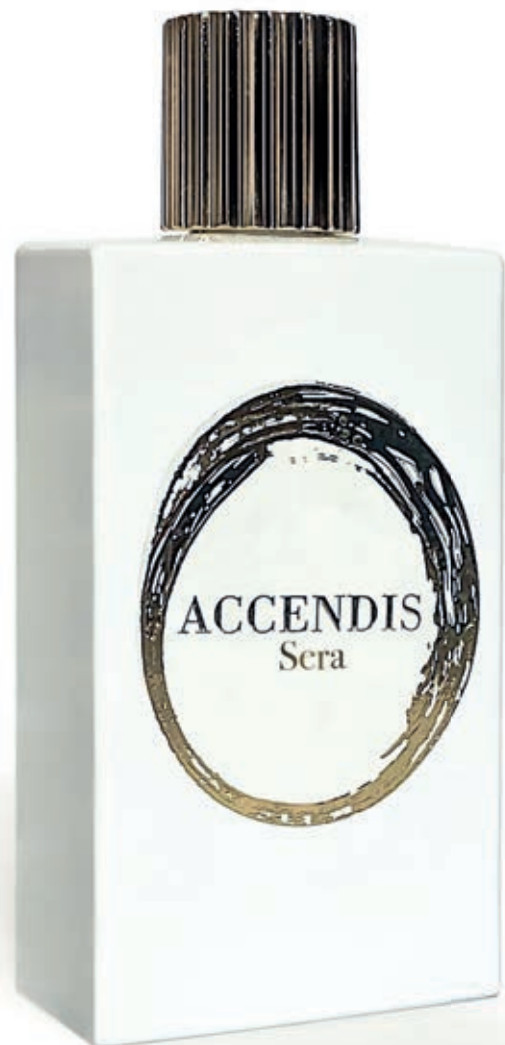
Lucepura

Once upon a time in a beautiful fairy named Lavandula with beautiful blue eyes and blond hair. One day, while looking for a place to live flipping through his notebook of landscapes, stopped on the page of Provence. Seeing his poor uncultivated lands began to cry, her hot tears of lavender dirty page open. From these tears were born the flowers of lavender. A beautiful plant symbol of purity, prosperity and happiness. LUCEPURA born with the idea of enhancing these symbols, the freshness of lavender and of the fruits are mixed perfectly with the most energetic known dates from Sandalwood and Musk, making this a wonderful fragrance blend of strength and purity.



Lucepura

Olfactory pyramid



THE WHITES

The White is the hope for the future, the state of purity, the noble sentiments and the desire to change. The White evokes purity, spirituality, and divinity.

White is
a world so high
compared to us
that we almost
do not feel
the sound...

(Vassili Kandinsky)



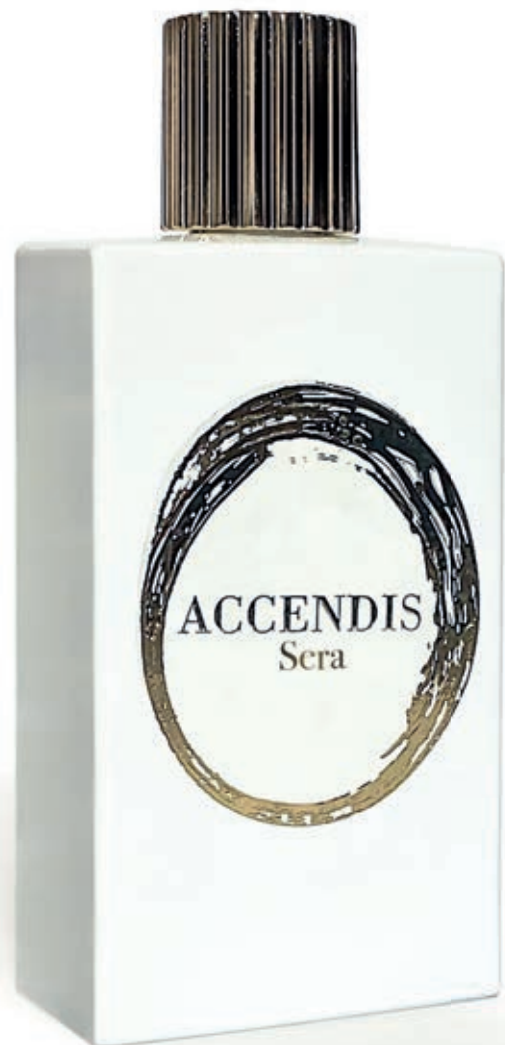


Luna Dulcius

It is said that the Moon listened to and welcomed human desires, deciding to give a small bamboo bud to a couple of poor peasants. A beautiful girl came out of the bud, bringing them love and wealth. However, the experience of a simple, loving family was crushed by human helplessness. The princess wept at the moon and the heavenly court decided to bring her back to the stars. Authentic affections and moments of life remain her most beautiful experience, but the Moon mother is a realm of music and magic, enabling to return to a state of purity. On summer full moon nights, you may sometimes smell a sweet scent of vanilla and coconut; the legend says that it is the girl's greeting to her land parents.

Luna Dulcius

Olfactory pyramid



fio

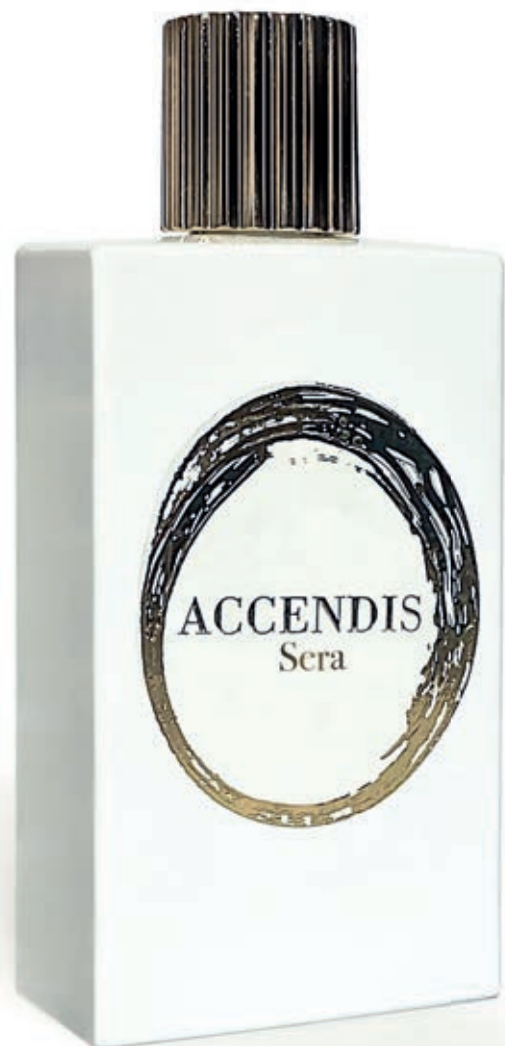
Fiorialux

A legend tells that the Osmanthus was donated to a princess by a goddess who, overwhelmed by the sufferings of humanity, gave the princess of power to turn once a year into this wonderful flower to soothe their torment with her perfume. It is said that in the end the princess had definitively transformed herself into this magnificent flower of "good humor".



Fiorialux

Olfactory pyramid

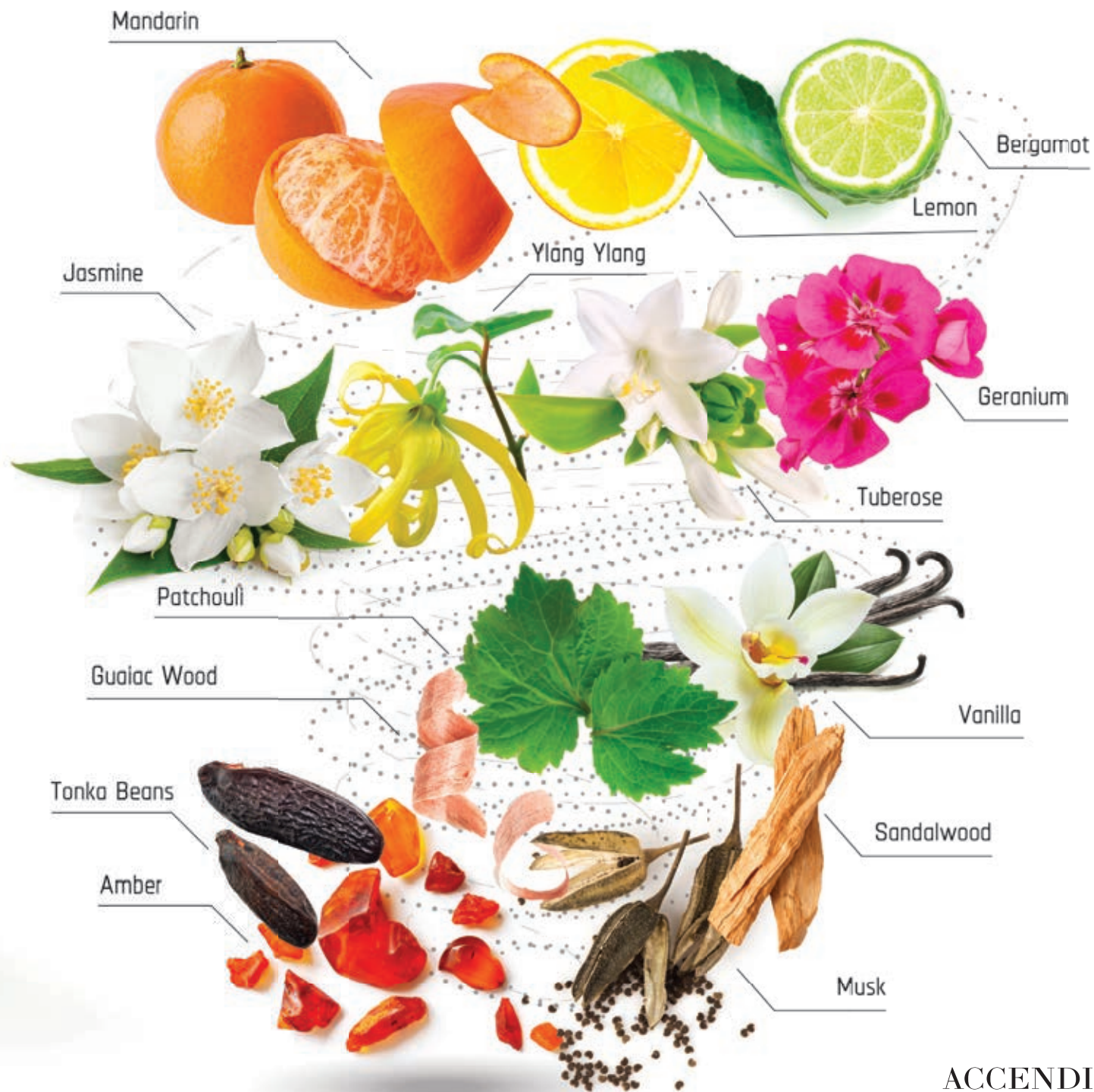


Nooria

The golden maiden was the bride of the prince of darkness. It is therefore the light that every night is extinguished by its relentless gait in a divine dance that sees the eternal succession of day and night, of sun and moon, of summer and winter. And it is precisely when summer has come to an end, replaced by the restless red shadows of autumn, the gray fogs and the sun's pale past the heavy veil of clouds, which the girl feels the darkness approaching on her. But it is an apparent end. Nooria, this is the name of the girl always comes back, lively and joyful, to illuminate the earth. Born and reborn from the sun, and always dance, play and ride, hiding in the leaves and shadows of the woods, and running free along the green slopes of the mountains. She is the splendid daughter of the sun, the laughing child made of luminous gold, and the radiant, blond girl who lives in shining reverberations, in the shining of the waters, in the rain of golden rays. Its essence can be perceived in every place caressed by the sun, its smile can be glimpsed in all its bright and pure fi lament. Playing with a ray of sunshine is like playing with Nooria, confiding her secrets and her desires, it's like revealing them and entrusting them to her. The lukewarm kisses of the sun are his sweet kisses, and soaking in sunlight is like being pervaded and fi lled with the dazzling spirit of her. She, who can still teach the beautiful girls the magical path that makes them bright, so that they can learn to shine, and to radiate harmony, love, joy and exuberant freedom. Like little living stars, who bring gold into the world.

Nooria

Olfactory pyramid



Sera

The red-haired princess came from a distant country. She had beautiful lips and deep eyes that brought the Mediterranean into her gaze. That hair had something mysterious about it and everything was hiding in those curls. The red of her hair was like a sunset, warm and bright like a summer evening where everything is absolutely perfect.

I listened for a long time to the red-haired princess.

“Never pay attention to the passing of time. Try to live the time in the moment in which you live it and when the time has passed, you do not chase it. There is no point in chasing past time.

Try to be present in the time you live because this is the only way you can be in life, because by chasing the time that has passed you too, together with time and everything that has lived, you become only memory.

“Now walk as long as you can. Travel as long as you can.

There will be a day and a time when you will meet the desert.

Do not be afraid, the desert will be overcome if you are aware that even the desert can be overcome by patience and these lines on the palm of your hand mark the many journeys you have made and that you must make and when your last journey will come, not fear, do not get scared, but let yourself live in oblivion and idleness, you will see that the silence will not end because the voices that you carry inside, and that travel alongside you, are always and always will be the voices that will accompany you”.

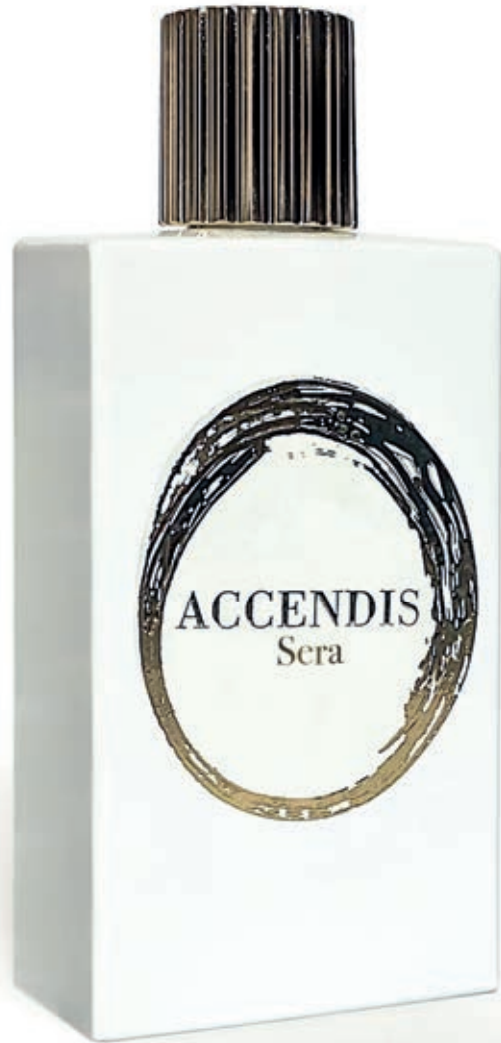
Then the red-haired princess looked me in her eyes, she took my face and kissed me.

The red-haired princess looked up at the sky and she stared into the sunset that which smelled of immensity.



Sera

Olfactory pyramid



Here is the
**ACCENDIS GOLD
COLLECTION**



THE GOLDS

Always associated with sunlight, it is a color that transmits warmth and strength. Due to its shine, resistance and "incorruptibility", it recalls the divine dimension and is a symbol of immortality.

Truth, like gold,
is to be obtained
not by its growth,
but by washing away
from it all
that is not gold

(Leo Tolstoy)



Alidoro

In the celestial realms, where stars danced in endless patterns and clouds drifted like cotton candy, there dwelled an angel named Alidoro. His name, meaning "wings of gold," was bestowed upon him by the divine beings who knew him for his radiant presence and unwavering compassion.

Alidoro was unlike any other angel in the heavens. While he possessed the grace and purity inherent to his kind, it was his boundless empathy and kindness that truly set him apart. Instead of reveling in the celestial splendor of the heavens, Alidoro often descended to the mortal realm, seeking to uplift and comfort those in need.

One day, as he soared through the clouds, Alidoro caught sight of a solitary figure kneeling in a field of wilted flowers.

With tear-streaked cheeks and a heavy heart, the mortal - a humble farmer named Luca - prayed for guidance in the face of drought and famine.

Touched by the guy's plight, Alidoro descended from the heavens, his golden wings shimmering with divine light. With a gentle touch, he brushed his fingertips against the parched earth, causing droplets of rain to fall from the sky like liquid gold. The fields sprung to life once more, and the flowers bloomed in vibrant hues, filling the air with their sweet fragrance.

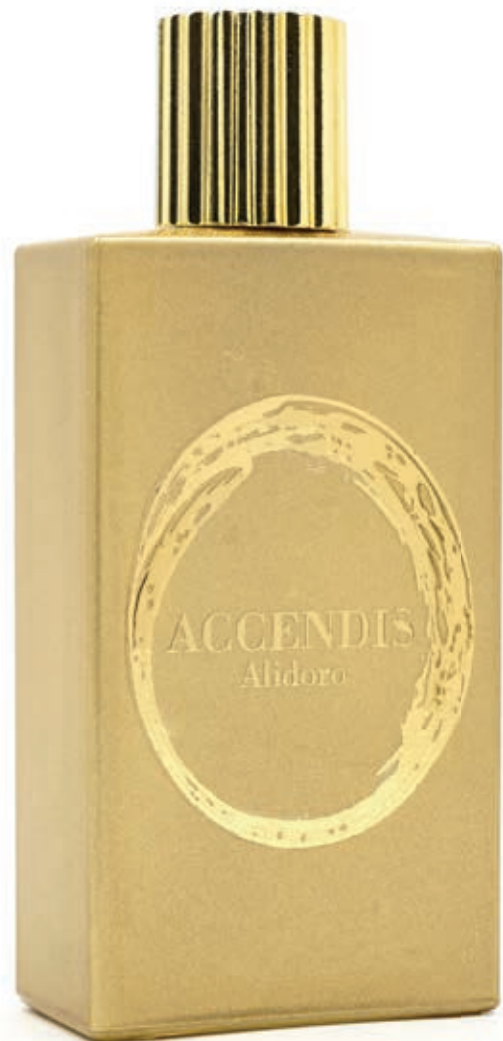
The guy looked up in awe as Alidoro smiled down upon him, his eyes alight with compassion. "Fear not, dear mortal," the angel said, his voice like music to the guy's ears. "For as long as I am by your side, you shall never be alone."

The concept of "all is one" suggests that everything in the universe is interconnected and part of a unified whole. From this perspective, the idea of being alone may be seen as an illusion.

We are never alone.

Alidoro

Olfactory pyramid



Cuoredoro

Once upon a time, in a kingdom nestled between rolling hills and meandering rivers, there lived a princess named Cuoredoro. Her name, meaning “heart of gold,” was bestowed upon her by the people of the land who knew her for her kindness and generosity.

Cuoredoro was unlike any other princess in the realm.

While she possessed the grace and beauty befitting royalty, it was her compassionate spirit that truly set her apart.

Instead of spending her days in the castle, Cuoredoro roamed the countryside, seeking to help those in need.

One day, as she wandered through the village, Cuoredoro came across a group of children huddled around a frail old man.

With wrinkled hands and a weary smile, he struggled to carry a heavy load of firewood.

Moved by compassion, Cuoredoro approached the old man and offered her assistance. With a grateful nod, he accepted her help, and together they carried the firewood to his humble cottage.

Word of Cuoredoro’s kindness spread far and wide, reaching the ears of the Fairy Queen who watched over the kingdom. Impressed by the princess’s selflessness, the Fairy Queen decided to bestow upon her a magical gift.

“My dear princess,” the Fairy Queen said, “your heart of gold has touched the lives of many. For your kindness, I offer you this gift - a golden crown that will shine as brightly as your compassionate spirit.”

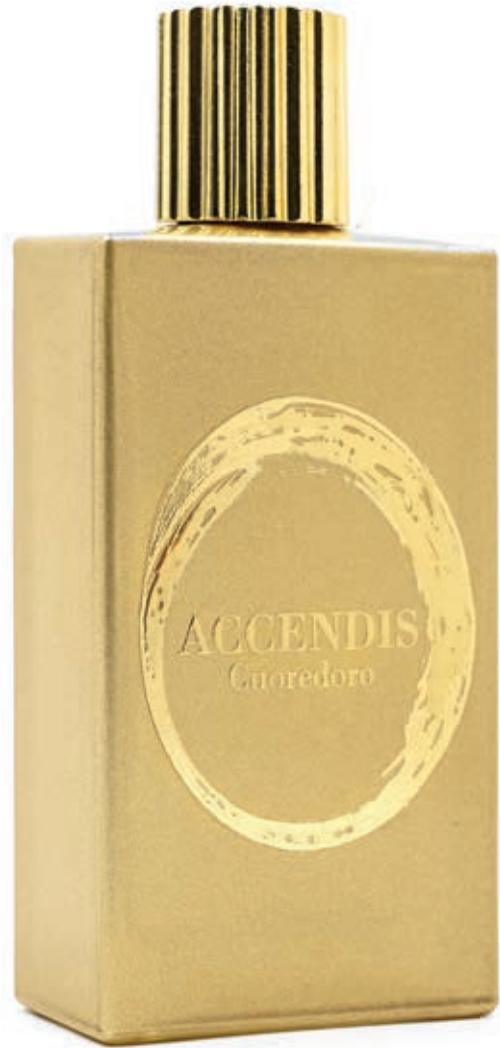
Cuoredoro accepted the crown with gratitude, knowing that it symbolized not just her royal status, but her commitment to kindness and empathy. From that day forth, she ruled over her kingdom with wisdom and compassion.

The person with the heart of gold are the richness of this world.



Cuoredoro

Olfactory pyramid



Swedish Chocolate

Coffee

Honey

Orange

Vanilla

Creamy Notes

Cacao

Patchouli

Amber

Cedarwood

White musk

ACCENDIS

Perfumes to illuminate our souls

Emy Rodriquens for:
CR STUDIOS srl

REGISTERED OFFICE:

Piazzale Giulio Cesare, 9 - 20145 MILANO Italy

HEADQUARTERS

Via Mazzini, 3 - 20834 Nova Milanese (MB) Italy

Tel: +39.0362 366843

Mobile: +39.338 6154914

info@accendis.it

emy.cesaroni@crstudios.it

accendis.it

