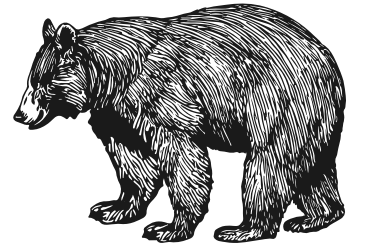


# PARCO1923

## MAGAZINE



N°2, 2023

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## THE ESSENCE OF A CENTURY

### AN ANCIENT STORY THAT BECOMES FRAGRANCE

**PARCO1923** tells the story of millennial forests and unique plants. A story written by plants that make up the botanical heritage of an uncontaminated place: the National Park of Abruzzo, Lazio and Molise. The weather, the sun, the wind, the protective snow, the banks of pristine rivers and streams, the care of man in preserving this heritage: these are the elements that have shaped over the centuries the centuries-old forests that have become a Unesco heritage site and whose scent is encapsulated in the **PARCO1923** bottles. Just close your eyes and immerse yourself in one of the paths leading into the interior of the forests, where you can sense the presence of deer, and hope to catch a glimpse of the Marsican Brown Bear – shy and peaceful – which has always been a symbol of these territories and now also of the scent. It was a few years ago during a walk inside the forest in spring that the brand's founders, Paride Vitale and Ugo Maria Morosi,

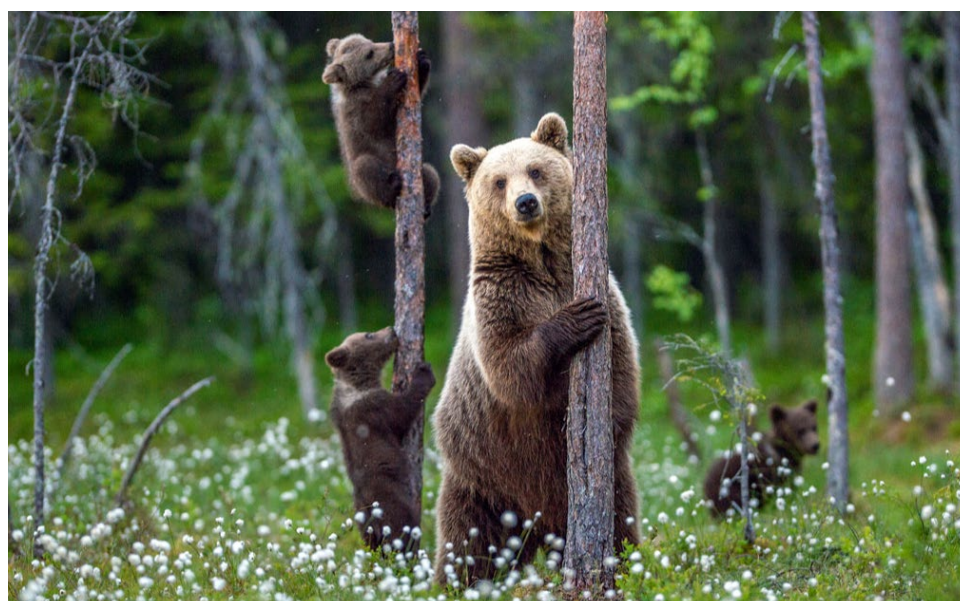


Eau de Toilette PARCO1923

together with an old park ranger, wondered how to make that sensation they felt by closing their eyes known to everyone. It took years of studying plants and their environments to arrive at the final formulation. A careful study of the raw materials, the result of a work done together with botanical experts and one of the world's most authoritative parfumeurs, led to what is now **PARCO1923**: a fragrance approved by a group of senior park rangers who decreed that that was exactly the scent of the forests of the Abruzzo, Lazio and Molise National Park. After the first olfactory creation, 2018 saw the launch of Scarpetta di Venere, a fragrance named after the rare flower that lives only a few weeks in spring along the park's streams. Few are lucky enough to see it, **PARCO1923** gives you the chance to hear it every day. With the Eau de Parfum Riserva Regia, PARCO1923 wanted to pay homage to the ancient mountain nobility, historically linked to the color blue and representative of the patriots and environmentalists who first formed the nucleus of the future National Park of Abruzzo, Lazio and Molise.

### MARSICAN BROWN BEAR

Driving along the roads in the National Park of Abruzzo, Lazio and Molise, one frequently sees a strange sign with a picture of a bear and a warning to be careful, so it is necessary to be cautious and keep your eyes wide open so not to hurt or annoy what is the undisputed protagonist of these valleys. The Marsican Brown Bear is not just any animal. With fewer than 100 living specimens, these animals are smaller in stature than their relatives around the world. Contrary to popular belief, they have a tame disposition, except when approaching cubs in the presence of mama bears.



### THE NATIONAL PARK, A CENTURY-LONG HISTORY

The history of the National Park is an ancient story of mountain noblemen and pioneers in nature conservation, in the tough struggle between poaching and conservation. At the end of the 1800s in these mountains survived the last Marsican Bears and chamois from the Apennines, only King Vittorio Emanuele was allowed to hunt in these woods, then declared "Royal Hunting Reserve" with the ultimate goal of stopping the extermination and preventing the extinction of these rare animal species. However, the monarch did not have many opportunities to take up the ancient art of hunting, and also because of the high costs, the reserve was closed after a few years.



FINE & MADE IN ITALY MATERIALS



Travel Kit

There are places in the world that men have wisely decided to preserve. Not because men lack the ability to build beauty there, but because men need Nature in which to find inspiration. These are spaces of superior beauty, the source of all others. His is a centuries-old history of forests and wildlife, mountains and streams, but not only that. Many human hands are part in this spectacle, men that have translated and still translate this beauty into products and artifacts, imbued with the naturalness and authenticity of this territory. It is the renowned small Made in Italy craftsmanship that finds, in the lands of Abruzzo, a brand that expresses a small supply chain: PARCO1923 exports to the world its essences, embellished and encased in precious materials to which artisans and ancient workshops give shape. This is why PARCO1923 is not just a perfume, but much more. It does not just satisfy the sense of smell, but gives a more complete and unique sensory experience, precisely because of its ability to decline the refinement of its essences also in the objects that preserve and accompany them. PARCO1923 is the expression of Made in Italy in its most diverse declinations. It is perfume that binds with stone and leather. Fine leather, worked and carved in a workshop in Pescasseroli, the beating heart of the Park.

A work that, in addition to quality, guarantees uniqueness. The beauty cases and travel-kit cases, apparently the same, are actually unique pieces. Each possess its own specificity, gifted to them by the unique and unrepeatable cut of the craftsman who shapes them. The result is that, even what at first glance may appear as a small imperfection, is actually a corner of beauty. Then there is the stone: Gentle stone. Gentle because it is named after the mountain from which it was mined in the past. Gentle because of the facility with which it lends itself to being worked, due to its porous, clay-like composition. It is this characteristic that allows, yesterday as well as today, an almost infinite use: from the capitals of old churches and noble houses in Abruzzo, to the ingenious and modern placement. Noone, only PARCO1923, commissioning it from artisans who give it the shape of a ring, places it under the diffuser of each bottle, enhancing its ability to first absorb and then release, all those drops of essence that would otherwise be lost with each diffusion. The elegant ring is then deliberately removable from the neck of the bottle, because its purpose is to keep the fragrance of the Park's aromas as long as possible, in the places that the imagination suggests.

STRONG & GENTLE

PARCO1923's fragrances are an expression of the brand's soul: notes as fresh and pungent as the mountain air alternate with nuances as delicate as the flowers of the Park. The elegantly designed products are essences of the highest quality, capable of restoring the atmosphere of the oldest Park in Italy. **Eau de Toilette PARCO1923**, the first-born of the brand, with its fresh and lively notes gives the sensation of a walk in a lush forest. The soul of the fragrance is composed of the mysterious essence of Laburnum, a flower that is lethal to humans but beneficial to animals, the lively Honeysuckle and the intense Broom. Developed from an ancient herbal recipe for preparing a relaxing bath, **Gentle Body Wash** thoroughly cleanses, helps relax muscles and tone the skin, giving a feeling of intense well-being. **The Exfoliating Hand**

Notes as fresh and pungent as the mountain air alternate with nuances as delicate as the flowers of the Park

**Wash**, which, inspired by an invigorating immersion in a mountain spring, cleanses and purifies hands while giving an extraordinary feeling of hygiene and deep cleansing thanks to Gentle Stone micro-granules. Essential is the **Nourishing Hand/Body Cream** that deeply nourishes the skin, making it soft and silky thanks to Rosehip extract, which rich in vitamin C, is a powerful natural antioxidant ideal for fighting skin aging. PARCO1923's practical **Hand Sanitizing Gel**



EdT PARCO1923, EdP Scarpetta di Venere

**Hand Sanitizing Gel** is designed to give an immediate feeling of freshness and hygiene at all times, even in the absence of water. Among the latest releases is the unprecedented PARCO1923 **Deodorant** available in a handy 100 ml format, which manages to give a fresh and clean feeling all day long, thanks to natural Juniper extract. Juniper extract is found in **Charcoal Natural Shampoo** giving a balsamic and revitalizing effect. The charcoal gives the product its black color, attracts and absorbs impurities from the surrounding environment. Sophisticated, sensual, sweet and assertive are the notes that characterize the **Eau de Par-**



Exfoliating Hand Wash



Scarpetta di Venere Body-care line



Charcoal Natural Shampoo



# SOUL OF PARCO1923



Eau de Parfum Riserva Regia

**-fum Scarpetta di Venere**, inspired by the rare and delicate flower that grows in the Abruzzo, Lazio and Molise National Park, that gave its name to the entire collection. The scent of the rare orchid also characterizes the **Purifying Body Wash**, where extracts of Wild Blueberry and Rosehip, natural antioxidants, help fight free radicals. **Exfoliating Hand Cleanser** regenerates skin with Gentle Stone micro-granules for deep cleansing and velvety hands. The exfoliating action promotes cell turnover and prepares the skin for Lily's active ingredients that help soothe irritated skin. Gentle **Moisturizing Body Milk** gently nourishes the skin: Rosehip extract, a power-

Elegantly designed products are essences of the highest quality

-ful natural extract, source of vitamin C, combined with Wild Blueberry extract, helps give skin elasticity. The **Soap** evokes the freshness of flowers and paths, giving the feeling of a gentle caress. PARCO1923 thought of frequent travelers when it created the **Travel Kit**, to always have your body care products with you: an elegant travel beauty case made of 100% genuine leather handcrafted by artisans in Abruzzo. Inside you can find PARCO1923 signature body care products in the handy 40 ml format. PARCO1923's most recent fragrance is **Eau**

**de Parfum Riserva Regia**, a regal tribute to the ancient mountain nobility, historically associated with the color blue and representative of the patriots and environmentalists who first formed the nucleus of the future National Park of Abruzzo, Lazio and Molise. PARCO1923 also brings the essences of the Park to everyday spaces with the Home Collection, including the Home Spray ideal for evoking the scent of the woods, and the new Collezione Rifugi, consisting of three room fragrances inspired by three historic refuges nestled in the beech forests of the Protected Area: Prato Rosso, La Difesa and Pesco di Iorio. PARCO1923 has thought of gift boxes, gift ideas to share and cherish: elegant Gift Sets to discover the variety of PARCO1923.

## PARCO1923 COLLECTION



Beanie

PARCO1923 is not only a perfume but it is a way of being close to the values of nature, animals and mountains. It is precisely for the lovers of this style and this world that the collection dedicated to the Brand's Golden Bear was created. PARCO1923 combines elegance and simplicity with casual wear offering, for the young and dynamic people, three garments "signed" by the Bear imprint. The plain white **T-shirt** with short sleeves, made from 100% cotton woven in Italy. A comfortable yet stylish **Sweatshirt**, made of 100% cotton woven in Italy, available in green and black. It can be worn in any season, goes perfectly with a sporty and casual style, without ever losing originality. A warm and cozy **Beanie**, made of wool and cashmere and available in the iconic green color, is the perfect accessory to face winter. PARCO1923 has, in addition, developed a **Lightweight Trekking Jacket** for enjoying the outdoors without sacrificing comfort. It is designed down to the smallest details; it is made of state-of-the-art technical materials that ensure its waterproofing and breathability. The jacket is available in PARCO1923 green with the iconic Bear logo profiled in gold or silver. The Collection then boasts an exclusive **Beauty case**, handcrafted by Abruzzo artisans from real leather, ideal for

holding everything you need for travel. Comfortable and practical, it can be adapted to every corner of your suitcase to have everything in the right place.

PARCO1923 is not only a perfume but it is a way of being close to the values of nature

A **Bathrobe** as soft as a bear's coat in the shade of PARCO1923 green, enveloping and warm, made of pure cotton, woven and sewn in Italy, tells of the elegance of a stately choice as in the best artisan tradition. The pure cotton **Lake Towel** embellished with the PARCO1923 logo is perfect because of its large size for home, travel or outdoors. PARCO1923 **Ski** were born from the collaboration with ZEROSKI, the Italian ski craftsmen. The combination of the materials chosen for the internal structure and the solid wood core in Okumè enhance the elasticity of the skis giving the user safety and precision on every track. A precious and unique object. Those who are familiar with mountainous areas know that an off-road vehicle is the perfect companion for reaching any place. To be unique and absolutely original, PARCO1923 completes its collection with a must-have accessory: an exclusive branded **Spare Tire Cover**.



Home Spray



Sensitive Deodorant



Hand/Body Cream, Exfoliating Hand Wash, Body Wash



# OLFACTORY ARCHITE

## PLANTS & FLOWERS OF PARCO1923

PARCO1923 tells of a unique floral heritage, that of the endemic plants and flowers that populate the Abruzzo, Lazio and Molise National Park to reproduce the sensation of immersing oneself in its Vetusteous Forests at the most luxuriant time of the year.

Who better than local botanists and park rangers, who have spent years working in these places, could identify the plants that make the olfactory experience unique? Together with them, after a careful two-year-long study, the protagonists that make up the soul of our fragrances were selected.

"In the marvelous green oasis that now constitutes Abruzzo National Park, the visitor finds, enraptured and happy, a great wealth of plants, a superb luxuriance of vegetation".

With these words the distinguished botanist Romualdo Pirotta celebrated at the beginning of the last century the value of the flora of the

Park's mountains, a botanical garrison of universal value. With more than 2,000 different plant species, the park's flora is rich and varied. Prominent among the floristic peculiarities is the Iris (Iris Marsica) (1) an endemism of the park, which grows only in certain localities and blooms between May and June. From its rhizome it is extracted an invaluable essence with a suave and persistent talcum scent. Particularly conspicuous is the Red Lily (Lilium bulbiferum croceum) (2), peculiar to sunny, dry slopes, with an intense, sensual and enveloping scent. Numerous colorful orchids are also present, of which the most beautiful, large and rare is undoubtedly Scarpetta di Venere, Venus' slipper, (Cypripedium calceolus) (3). Some plants carry special stories such as the Laburnum (Laburnum

PARCO1923 tells of a unique floral heritage, that of the endemic plants and flowers that populate the Abruzzo, Lazio and Molise National Park

anagyroides) (4), which was even said to be used by witches for their rituals. This belief lasted for centuries and probably originated from the fact that this intensely scented plant was actually poisonous, at least to humans. Because of the cluster shape of its beautiful flowers, the laburnum is known as "golden rain."

Juniper (Juniperus) (5) is widespread in Abruzzo. It is very common in the mountains of the region and over the centuries has played a leading role in both cooking and traditional medicine, particularly because of its characteristic balsamic aroma. Delicate notes are those that characterize Honey-suckle (Lonicera caprifolium) (6), which not surprisingly in history even found itself becoming a symbol of Art Nouveau. With its delicate smell, it was even said to inspire dreams of love in maidens who rested by holding one on their pillow.

Broom (Spartium junceum) (7) also carries poetic overtones; it is a rich and creamy fragrance reminiscent of honey and beeswax. Tree moss (8) with its earthy and sensual scent recalls the undergrowth while transmitting strength and security.



To be won over by its scent is equivalent to losing oneself in the Park accompanied by a scent that is capable of instilling tranquility.

Certain places owe their poetry to the streams, in whose vicinity one encounters such treasures as the Wild Angelica (Angelica sylvestris) (9), a medicinal plant with an unusual and pungent scent, believed to extend the life of those who drew an infusion from it.

The berries of the Wild Blueberry (Vaccinium angustifolium) (10), for their fresh and lively, fruity and sugary scents, have

beneficial properties.

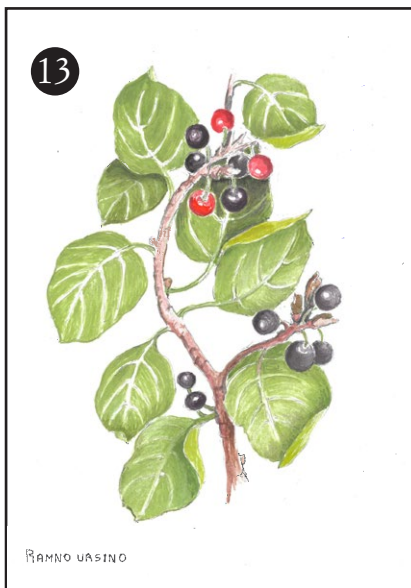
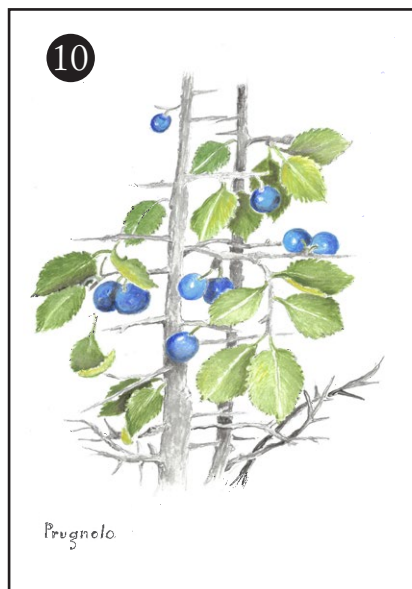
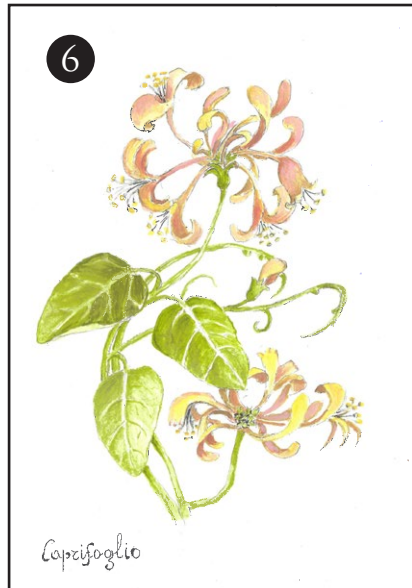
Rosehip (Rosa canina) (11) is known for its slightly spicy scent with citrusy hints of lemon.

Particular is the story of the Wild Thistle (Carduus) (12), which arises spontaneously and immediately tries to defend itself in order to survive. It behaves almost as if it were an unexpected guest destined to earn its own space as it can. Its large, pointed flowers appear in early summer and last up to eight sweaty weeks.

It is not only the flowers and plants that represent wealth:



# CTURE OF ESSENCES



Amber, a resin emitted by conifers that over time fossilizes and, in some cases, solidifies. It is translucent, ranging in color from yellow to reddish to green. Rhamnus (Rhamnus) bushes (13), whose dark purple berries are particularly appetizing to the Marsican Brown Bear, are also plentiful because they grow at the edge of beech forests. Beech forests also constitute the Park's predominant plant landscape: the scientific name of this species, *Fagus sylvatica*, recalls the spontaneous origin of certain trees in the mountains

of certain trees in the mountains of Apennine Italy, where the presence of beech trees dates back tens of centuries. Beech (14) is the most widespread tree. More than 60% of the 50,000 hectares that make up the park are covered with beautiful, lush beech forests. Some beeches can reach considerable size and age, sometimes it takes more than six people to hug one.

## SCARPETTA DI VENERE

Scarpetta di Venere (Venus' slipper) is a rare, precious and wild orchid that blooms in the mountains of the park between May and June.

Its blooming lasts only few weeks and this makes it even more precious so that you should choose the very right moment to go looking for it into the woods.

You can find it in few specific places and in bushes of a breathtaking beauty.

In blooming time, many hikers use to climb the paths to religiously contemplate this show.

They stay silent, trying not to disturb, as if every step and every breath could ruin these wonderful creatures standing there, nearly aware of their beauty.

The name comes from the Greek "Paphnia" goddess of Paphos (city on Cyprus island) Aphrodite e "Pedilon" which means sandal or shoe, for the particular shape of the flower, which precisely looks like a woman's shoe.

Aphrodite is called Venus by the Latins and she is the Goddess of love and beauty. Legends tell that on day Venus and Adonis were walking together and were surprised by a violent thunderstorm.

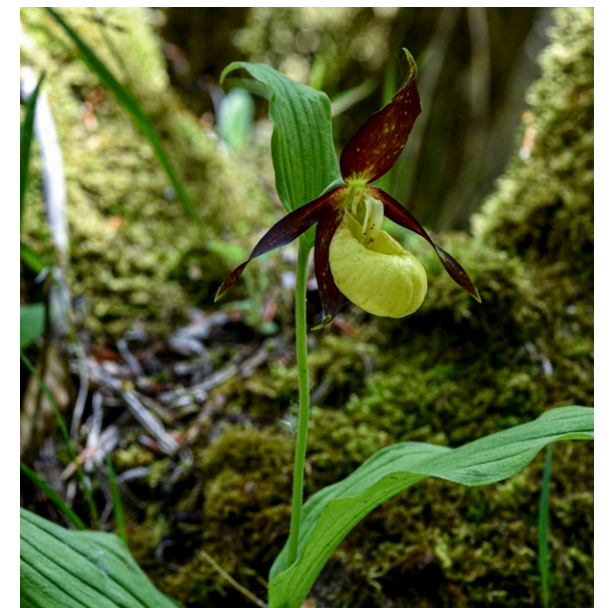
They sought shelter, but the small space and the desire to staying close made the goddess lose her shoe.

After the storm they looked for the shoe, but they couldn't find it as in meanwhile a "mortal" had run to pick it up and stained

it. Before they could take it, it turned into a flower whose main petal or "labello" was shaped like a shoe, in gold color, just like the goddess' one.

Scarpetta di Venere is also known for its phytotherapeutic properties.

Thanks to its sedative action, it is used as natural method to counteract the states of anxiety.



*Scarpetta di Venere*

## IRIS MARSICA

Maria Antoinette Colasante and Ignazio Ricci were the first to realize – half a century ago – that a special iris was growing in the mountains of the Park.

They immediately recognized the differences between the more common and ornamental *Iris germanica* and what would later be called *Iris Marsica*, which has unique characteristics, starting with its distinctive pearls.

The small leaves that surround the flower, in fact, are herbaceous in texture and mottled with a purplish blue, and the flower has a striking and nontrivial purple color enriched with darker veins.

*Iris Marsica* is a small jewel with a smaller size than its better-known variant, its maximum height, in fact, is 65 cm, reachable only at a certain time of year. After being reported in 1974 by Colasante and Ricci, *Iris Marsica* is officially recognized by the Royal Horticultural Society and several projects have been activated for its preservation.

*Iris Marsica* finds its natural habitat in mountain pastures, ideally at an elevation between 1,000 to 1,800 meters, it can also be found near rocky slopes, grasslands, shrublands and wooded glades.

However, its survival is threatened by various factors that more or less indirectly make its conservation difficult, which is why there are numerous stations in the Abruzzo, Lazio and Molise National Park where it is

carefully conserved.

This treasure, guarded within the Park, begins to glimpse around April and then shows itself in all its essence between May and June, during these months walking in the high mountains one can often admire this particular plant with a deep purple heart.



*Iris Marsica, the heart of our Riserva Regia*





# PARCO1923

[parco1923.com](http://parco1923.com)



# COLLEZIONE RIFUGI

## A SCENT THAT TRAVELS THROUGH THE REFUGES OF THE PARK

The new Collezione Rifugi by PARCO1923 is designed to release into the living space an olfactory experience that travels through the hiking refuges of Italy's oldest park. The collection consists of three fragrances, consisting of the highest quality essences and elegant design, suitable for all seasons to transform the house into a refined environment. The 360-degree narration of the territory also involves the new packaging that tells through vintage-flavored illustrations the most representative places of the Park and its protagonists.

Collezione Rifugi by PARCO1923 is designed to release into the living space an olfactory experience that travels through the hiking refuges of Italy's oldest park.

Rifugio Principessa Maria di Piemonte – also known as Prato Rosso (red meadow) – evokes the olfactory memory of a cabin in late autumn where the warmth of the fireplace warms the room and the crackling of embers can be heard in the background. The home diffuser Rifugio La Difesa transports you to a spring morning when, opening the window of the alpine hut, the smell of flowering meadows and beech forests enters, at the end the the faint scent of ash used to wash clothes in the vast fountain next door. Pesco di Iorio leads you on a clear winter day during a high-altitude walk, the clean, crisp air invigorates and invigorates the soul.

PARCO1923 – founded with the desire to spread the uniqueness of Abruzzo – continues in its commitment through products dedicated to little-known places in the area, born from the foresight of Erminio Sipari, founder and first President of the National Park of Abruzzo, Lazio and Molise to develop and promote the natural beauty of such an extraordinary habitat.

### REFUGE PRATO ROSSO

Built in 1927, Prato Rosso (1,536 m asl) is surrounded by one of the most beautiful and interesting beech forests in the Protected Area. The home diffuser evokes the fragrance of the woodwork covering the walls and the beams lining the ceilings, which release aromatic scents of wood and resin into the atmosphere, the lit fireplace gives off a faint trail of smoke, evoked by a subtle hint of incense. A sweet and sparkling hint is given by cinnamon, which is contained in freshly baked traditional sweets. The air enters from the outside when opening the door, welcoming cold visitors seeking refreshment, and bringing with it the fresh, moist scents of the woods. An intense, full-bodied fragrance with a thousand olfactory facets, suitable for all lived-in and convivial home environments.

### REFUGE LA DIFESA

Refuge La Difesa (1,270 m asl) designed in 1925 stands on the hill overlooking the fountain and the watering hole of the Difesa of Pescasseroli, an arboreal pasture with an enchanted atmosphere, where the fascinating combination of nature and culture typical of the Apennines presents one of its



Refuge Prato Rosso

The olfactory journey into which the room fragrance leads transports you to a lush meadow with tall grass and wildflowers, surrounded by the centuries-old beech forests that have become a world heritage site.

In clearings shaded by beech trees grows Iris Marsica, a unique variety of iris, which exudes an intense talcum scent. The expanses of ancient moss, traversed by wild animals, smell of rain and earth, and the rays of filtering sunlight illuminate the blackcurrant bushes, with their sour, sugary aroma.

three fragrances, consisting of the highest quality essences and elegant design

### REFUGE PESCO DI IORIO

Refuge Pesco di Iorio (1,831 m asl),

built in 1926 and also called "dei Tre Confini" (of the Three Boundaries) because it is located on the watershed of three valleys, the Carbonara Valley, the Aceretta Pass and the Pesco di Iorio Valley, stands on the ruins of the Baraccone an ancient stone structure used to control grazing on the ridge that separates the territories of Campoli. The olfactory image evokes a breathtaking panorama encompassing the territory of the Abruzzo, Lazio and Molise National Park where nature seems slumbering in the cold of winter but below the ice remains alive and throbbing, preparing for spring. Walking at high altitude, on a silent snowy path, one can smell the scent of wet pine needles, of frozen resins. A pale sun reflects in the white immensity, giving a crisp feeling of lightness and vitality: the frozen air opens the throat with every breath, giving an energetic and revitalizing effect.



Collezione Rifugi, Prato Rosso



Collezione Rifugi, Pesco di Iorio



Collezione Rifugi, La Difesa





to the left  
Marsican  
Brown Bear

# MARSICAN BROWN BEAR

Driving along the roads in the National Park of Abruzzo, Lazio and Molise, one frequently sees a strange sign with a picture of a bear and a warning to be careful, so it is necessary to be cautious and keep your eyes wide open so not to hurt or annoy what is the undisputed protagonist of these valleys. The Marsican Brown Bear is not just any animal. With fewer than 100 living specimens, these animals are smaller in stature than their relatives around the world. Contrary to popular belief, they have a tame disposition, except when approaching cubs in the presence of mama bears. As anthropologist Michel Pastoureau points out in his study of this animal, humans and bears have been united in a symbolic relationship for 80,000 years now, and what happens every day in the Park

The Marsican Brown Bear is not just any animal, it is not a coincidence that it is also called the “king of the woods”

only testifies to the strength of this bond. Hundreds of people work day by day to protect and preserve the Marsican Brown Bear, which has

Hundreds of people work day by day to protect and preserve the Marsican Brown Bear, which has become a symbol of the Park

become a symbol of the Park, whose official logo depicts it sitting up, as it is often seen inside the woods. The Marsican Brown Bear lives on average between 35 and 40 years old and, shy by nature, it prefers the solitude of the woods, but at certain times of the year it is possible to be lucky enough to catch a glimpse of it as it casually wanders the streets of the villages within the protected area in search of food. Although omnivorous, it is mostly fond of berries and wild berries, and coexists peacefully with humans so much that it is said that shepherds once carried a piece of bread in their saddlebags to give it to the bears: hence the name of the typical Abruzzese dessert “Il Pan dell’Orso”, the Bear’s bread. The Marsican Bear is the protagonist, not only of the National Park, but also of PARCO1923, drawn in the logo in gold color and depicted walking undisturbed.



Marsican Brown Bear





# PARCO1923

[parco1923.com](http://parco1923.com)



# THE NATIONAL PARK

## A century-long history

The history of the National Park is an ancient story of mountain noblemen and pioneers in nature conservation, in the tough struggle between poaching and conservation. During the XIX century, when the last specimen of Marsican Brown Bear and Apennin chamois lived there, only King Vittorio Emanuele had the permission to hunt in these woods called "Royal Hunting Reserve". The monarch, however, did not have many opportunities to take up the ancient art of hunting, so he donated the ancient lands to the world, allowing for the establishment in 1922 as a private entity and in 1923 as a state entity sanctioned by decree-law, the Abruzzo National Park,

The history of the National Park is an ancient story of mountain noblemen and pioneers in nature conservation


which arose "for the protection of the sylvan beauties and treasures of nature," as the engraving on the Bear Fountain in Pescasseroli, where the solemn inaugural ceremony took place. The Park is the result of the commitment of many noblemen, as the Marquis Erminio Sipari, parliamentarian of the kingdom and cousin of philosopher Benedetto Croce, who exposed themselves to protect the territory. Together with Gran Paradiso, the Park remains the oldest in Italy. It extends for more than 50.000 hectares among mountains, wild valleys, forests, prairies, rivers, streams and lakes: a home for thousands of animal species like the Marsican Brown Bear, Apennine chamois, wolves, deer, golden eagles. Conferences, meetings and in-depth discussions dedicated to sustainable development and biodiversity conservation were organized during 2023 to mark the Park's centennial celebration. At the National Park of Abruzzo, Lazio and Molise you can find more than 2000 species of plants and the most representative and rare became the heart of PARCO1923 fragrances.




National Park of Abruzzo, Lazio & Molise



National Park of Abruzzo, Lazio & Molise




### Il Coppo del Principe



Legend tells that the famous and powerful Sipari family gave the King the permission to hunt within their properties. As that gift seemed to be very appreciated by the King – an expert hunter – other noble families who lived in the Alta Val di Sangro gave the Royal Family that same right. The local noblemen organized a hunting trip to celebrate the opening of the new huge royal reserve and they invited the Prince of Savoia.

At the end of the hunting the Prince was so tired that he took a rest on a beech tree stump. Since then that area has known as "Coppo del Principe". Laying on that stump and immersed into the wild nature, the olfactory experience he felt was stuck in his memories and enriched by the scent of those places, so different from what he knew, whose values is internationally recognized.



National Park of Abruzzo, Lazio & Molise



# PLACES OF PARCO1923



PARCO1923, Store in L'Aquila

Always keen on promoting the Abruzzo region, **PARCO1923** chose Pescasseroli, a beautiful village in the heart of the Abruzzo National Park, as the perfect setting for its first flagship store, opened in 2016. In addition, PARCO1923 was among the first to believe and invest in the city of L'Aquila after the terrible 2009 earthquake; in fact, in 2019 the brand's second flagship store was opened there. In 2022, the essences of **PARCO1923** landed in Milan with a store in the heart of the city.

The spaces of the stores, with a style consistent with the noble soul of PARCO1923, represent the place that best tells the uniqueness of an area and the preciousness of the nature that distinguishes it. The environments, finely crafted in every detail, bring to life in an unprecedented and evocative way the elegance of small mountain villages and the beauty of the enchanting "Foreste Vetuste", the smells and colors of the endemic plants and flowers from which the natural essences

of the brand are born. **PARCO1923's** assertive and authentic character emerges clearly in the flagship stores, not only through its fragrances, but also through the design of the spaces and the antique and elegant furnishings made by the skilled hands of local artisans. Deer antler chandeliers, fine wood antique furniture, Gentle stone, green walls, paintings depicting the Park's

endemic plants, and a passionate and trained staff, according to strict standards, are the elements that make the spaces unique.

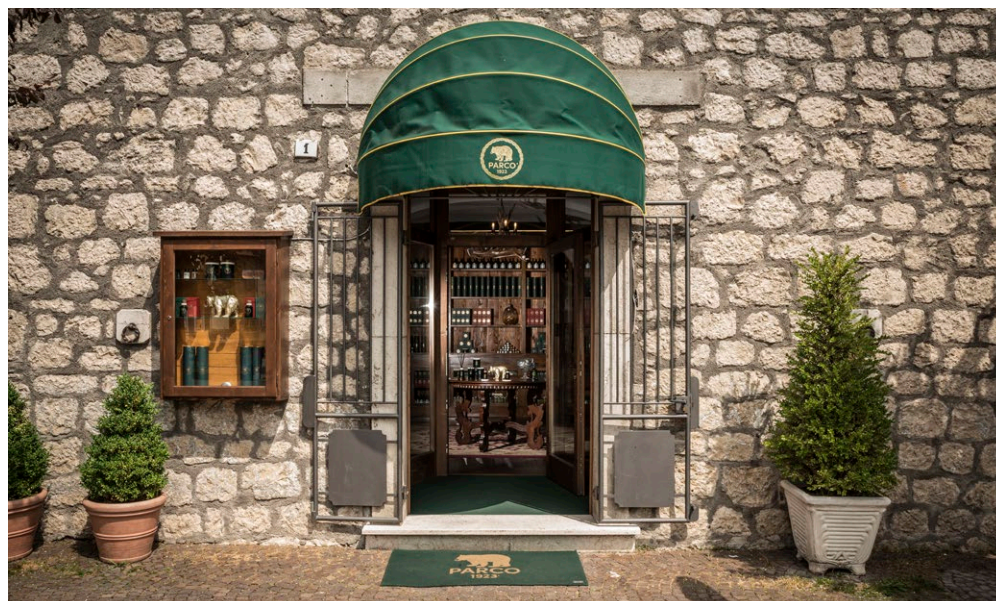
The flagship store at Via Cesare Correnti 17 in Milan, for example, aims to bring the essence of the natural heritage behind the brand to the center of the Lombard chief town. The store is an oasis that thrives in the heart of Milan's hustle and bustle, where you

can find the same atmosphere as other **PARCO1923** stores thanks to the interiors made of wood and recovered from an early 20th-century Abruzzo pharmacy. In addition, in all PARCO1923-branded flagship stores you can cleanse your hands in precious stone fountains to test the benefits of the brand's best sellers.

**PARCO1923**, with more than 90 stores in Italy, 80 abroad and three



PARCO1923, Store in L'Aquila



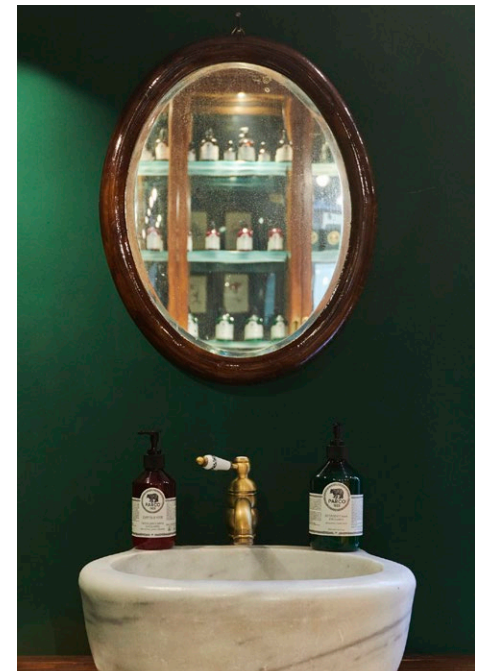
single-brand stores, carefully selects all its partners among high-end Concept Stores and niche Perfumeries around the world. It does not choose large retailers, but links up with more sought-after realities that believe in the project and propose PARCO1923 to their customers as a new story to tell.

PARCO1923 can be found all over the world in the most exclusive niche perfumeries, from Milan to New York, via Rome, Florence, Naples, Venice, Turin, Vienna and Prague.

To the left PARCO1923, Store in Pescasseroli



PARCO1923, Store in Milan



PARCO1923, Store in Milan





# PARCO1923

[parco1923.com](http://parco1923.com)



# INTERVIEW TO LUCA MAFFEI

## The plants of the Park into a fragrance



Luca Maffei

Luca Maffei, famous young perfumer, collaborated with botanists and park rangers to create PARCO1923 fragrances.

### Why did you choose to become a parfumeur?

I still don't know why I decided to be a perfumer, even if perfumes have always been part of my life thanks to my family. I grew up surrounded by fragrances and this facilitated the development of my olfactory memory. Smelling or remembering a scent or a fragrance became a quite easy and instinctive exercise for me. I knew I wanted to be part of the world of perfumes since I was very young, but I think the profession of perfumer chose me.

### What exactly does a Nose?

A nose images and creates fragrances, starting from an idea or an olfactory image in his mind and he tries to turn it into a perfume. To achieve his goal, he blends and measures several essential oils looking for the desired deal. Just like a musician does with 7 notes, a nose put them together and finds the perfect harmony. It's an ancient profession, the first essential oils formula was created by Egyptians for the KIPHI, a beauty ritual for deaths before their mummification. During the XX century the profession was recognized thanks to great Noses like Paul Guerlain, Ernest

Beaux (Chanel N°5) and Edmond Roudniskka. Their creations were compared to the greatest impressionists works. Nowadays, I consider a Nose as a designer: he expresses his creativity giving an olfactory shape to the air we breathe.

### How did you translate the Park plants into a perfume?

To create the fragrances, I followed all the olfactory facets that you can feel during a walk into the Abruzzo National Park. I mainly wanted to give free expression to that olfactory memory. When you smell the perfumes, you just have to close your eyes and feel embraced by that olfactory story where iris, brooms and the rare Scarpetta di Venere melt their gentle aromas with the firm notes of beech trees, birches and intense oak moss. These so different notes are naturally bounded by the angelica and juniper fresh notes.

### How would you define PARCO1923 perfumes?

I love thinking of them as impressionistic works. They are "en plain air" creations.

## A WALK WITH THE FOUNDERS OF PARCO1923



Paride Vitale

Paride Vitale and Ugo Morosi, both born in Abruzzo, founded PARCO1923 in 2016, a project driven by passion and gratitude for their native places.

### A walk that leads to a perfume: was it a short step?

**Paride:** It's incredible the visual and the olfactory sensation that you may feel walking through the millennial woods of the Park, during a spring day or the autumn foliage or even in the winter cold and biting air. That scent that invades you is unique and inimitable. Some years ago, I was walking through the Park with Ugo and a park ranger, and we wandered what kind of plants could give that scent so impossible to describe. That was the beginning of PARCO1923 and our work with the experts of the territory.

### Why a perfume?

**Paride:** Because the olfactory memory is the strongest one: if I close my eyes, I always relive the long walks during my childhood and I can smell the scent of places to which I feel very close. So, what's better than a perfume to make live, or relive, the magic of a special and unique place like Abruzzo?

### What makes PARCO1923 so unique and special?

**Paride:** The plants we used for PARCO1923 perfume were selected in collaboration with the National Park rangers and the local botanists. There is the mysterious and unique essence of laburnum, lethal flower for humans but good for animals, wild juniper, heady honeysuckle, sweet broom, the therapeutic effects of wild angelica and iris and, at the end, beech and moss aromas. In PARCO1923 we combine the essences of plants with local materials, such as Gentle Stone and beech wood, to capture a perfume rich in botanists secrets and sensorial memories.

### A sentence to describe your brand?

**Paride:** As Primo Levi defined Abruzzo: PARCO1923 is Strong and Gentle.

### Once got the idea, what steps did you follow to realize it?

**Ugo:** Realizing this kind of project is a difficult and long process. We started from the visual identity: the logo which is a real tribute to that land. The intense and brilliant green of the unspoiled nature, the gold color that recalls the royal seal, the Marsican brown bear, the species the only lives in the protected area. Soon after we met the President of the Park's Promotion Office, who immediately showed his enthusiasm to contribute in this adventure. For us it was important to build a link with the community and we wanted our product to be a gift for that territory. For this reason, we devolve €1 for each product sold to the organization for the conservation of protected areas. For the perfume creation we engaged one of the most important noses in the Italian scene, Luca Maffei. Collaborating with the Park's botanists, he distilled for us a unique fragrance, molecularly reconstructing the exact perfume of plants that grow protected in woods. After several tests, an old park ranger said the distilled reminded himself to the smell of the nights spent into the woods driving the poachers out. There we stopped: the perfume was ready!

### Which product do your customers prefer?

**Ugo:** The Exfoliating Hand Wash is among our best-sellers. Inspired by a purifying ablution in a mountain spring, it gently regenerates the skin with micro-granules of Gentle Stone for deep cleansing and velvety hands. The naturally porous Gentle Stone is a typical rock from Abruzzo, used over the centuries to embellish noble buildings and also recognized today for its capillary properties, thanks to which it becomes an integral part of the PARCO1923 line.

### What's in the future of PARCO1923?

**Ugo:** After Riserva Regia and Collezione Rifugi, we will continue to celebrate the Park and the endemic and unique plants of these places.



Ugo Maria Morosi



# ARTEPARCO

## AN OPEN-AIR MUSEUM IN THE HEART OF THE NATIONAL PARK



Marcantonio, *Animale-Vegitale (Il Cuore)*, 2018

Art is always relegated to closed places in order to protect it, preserve it and be able to admire it in the best possible way. With PARCO1923, on the other hand, we wanted art to meet nature and dialogue with it so that the work would be the result of the combination of man's project and the power of nature.

Arteparco was created with this in mind, an artist is involved each year to create an artwork along the Park's trails, then leaving nature free to transform, protect and enrich it. The goal is not only to promote sustainable art, but also to give visitors to these places not only the centuries-old beauty of our forests but also the wonder of a work to admire and contemplate.

Parco1923, together with the Municipality of Pescasseroli, the Park Authority and with contributions from BMW Italia, Sky Arte, GORE-TEX and Woolrich has already involved artists who have made their mark.

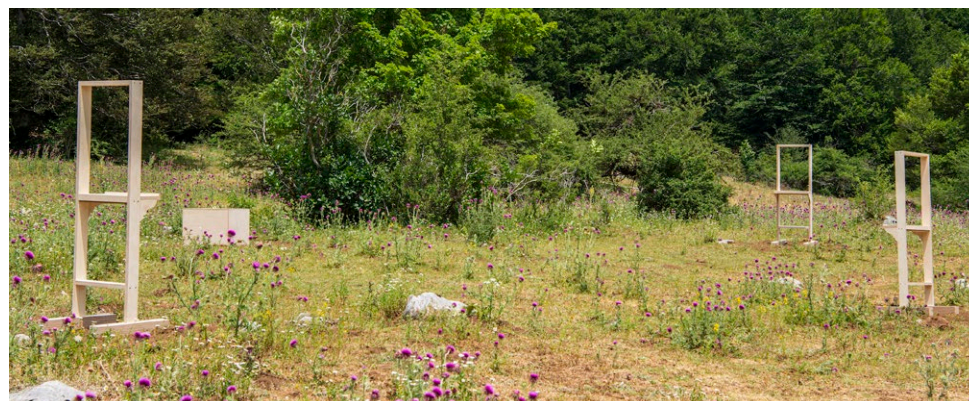
The first edition – which opened on Sept. 1, 2018 – featured artist-designer Marcantonio's **Animale-Vegitale (Il Cuore)** installation. A heart-shaped wooden sculpture was affixed to a dead tree in the Park, a refuge for various rare and valuable animal and plant species. Il Cuore, heart,

symbolizes life and biodiversity within a pristine forest. Marcantonio's work effectively inaugurated the project, making the Vetuste Forests a true open-air museum.

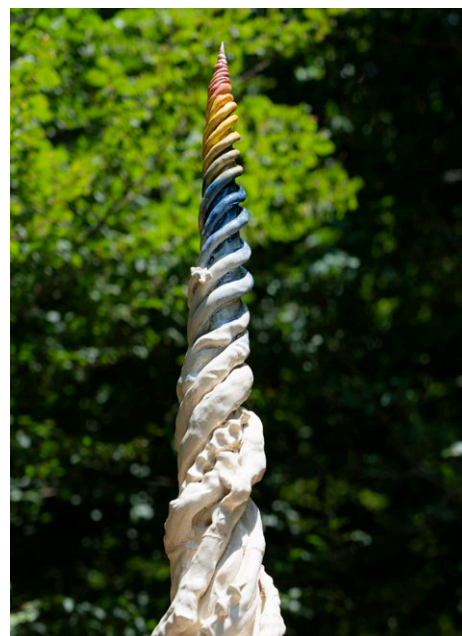
The second edition – which opened on July 15, 2019 – involved Abruzzo artist Matteo Fato's installation (**specchi angelici**). A site-specific work composed of three antique painter's easels in which nature and the enchanting landscape of the Park become the artist's canvas. With his installation, Matteo Fato

"literally" allows Nature the chance to express itself in its magnificence, becoming art itself.

After the success of the first two artworks, the protagonist of the third edition of ARTEPARCO – opening August 1, 2020 – is Alessandro Pavone with **Un tempo è stato**. The artist has imagined an imposing site-specific wooden installation (about 5x2 meters) depicting a trunk of a human arm, from whose hand one of the fascinating trees in the Abruzzo, Lazio and Molise National Park seems to be born: a



Matteo Fato, (*specchi angelici*), 2019



Sissi, *Radicorno*, 2021



Valerio Berruti, *Liberi tutti*, 2022



Alessandro Pavone, *Un tempo è stato*, 2020

reflection on the bond between man and nature, on the wonder of the cycle of life, so short for human existence compared to the natural world. The fourth edition of ARTEPARCO in 2021 featured the involvement of artist Sissi with the work **Radicorno**, which reflects on the need for a reconciliation between men and nature. Constructed on a large stone found by the artist while walking through the Park's paths, the imposing white ceramic sculpture measures about two meters and was created with the intention of evoking the metamorphic nature of a root, ending in a conical tip with symbolic and archetypal colors. The fulfillment of this artistic itinerary is now represented by **Liberi Tutti**, the site-specific installation imagined by Valerio Berruti inaugurated on Saturday, July 23, 2022 in Pescasseroli. The Piedmont-born artist, for the fifth edition of ARTEPARCO, imagined a poetic and fairy-tale sculpture together of large dimensions in which a child, while playing in nature, seems to look out curiously from a rock, allowing himself to be glimpsed by passers-by. Liberi tutti is an immersive work that dialogues with the environment and at the same time seems to evoke a future in which the encounter with nature can also have a playful dimension.

## PARTNERSHIP

PARCO1923 is open to experimentation and contamination with brands that belong to different worlds with which it shares values and vision.

PARCO1923's connection with the places that inspired the project is strong and ongoing, and is expressed through various activities organized in the area. In addition to the now renowned Arteparco – which has become a destination for tourists in Abruzzo – PARCO1923, as a technical sponsor, has participated since 2017 in the Pescasseroli tennis tournament open to all, which enlivens the summers of the village in the heart of the Park.



Parco1923 for Woolrich

With enthusiasm PARCO1923 is committed together with the Pescasseroli Tennis Club in supporting this not-to-be-missed event, and the tournament has become over the years a promotional vehicle for the village and an opportunity for PARCO1923 to relive each year the atmosphere where it was born.

With the goal of enhancing the value of its places of origin, PARCO1923 pursues important partnerships with local entities and institutions, such as the branch office in L'Aquila of MAXXI – national museum of 21st-century arts.

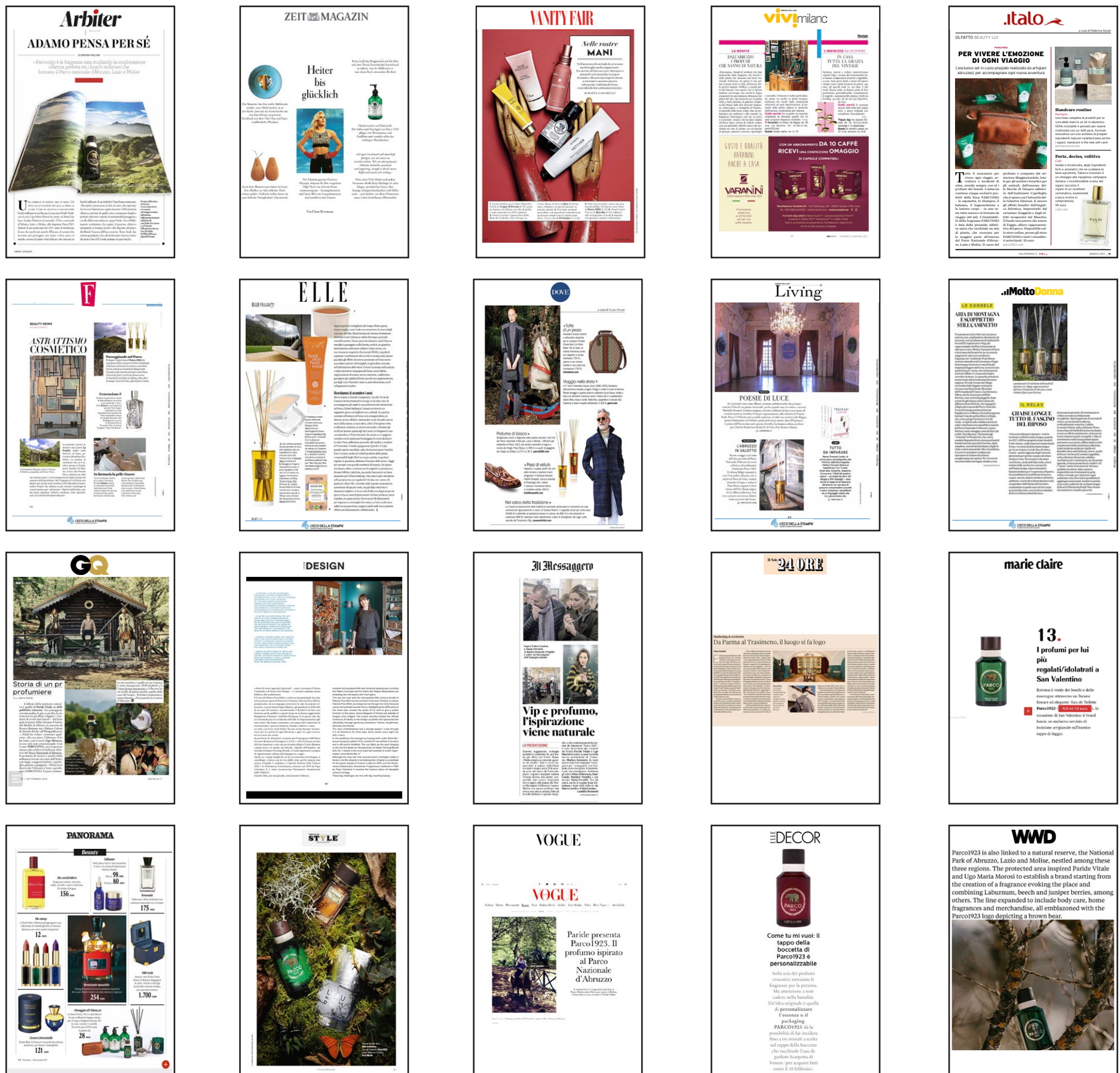
Since the day of its opening to the public – June 3, 2021 – MAXXI in L'Aquila has identified PARCO1923 as the ideal technical sponsor, recognizing in this business reality the same desire to promote the rebirth of the city.

Since 2022, PARCO1923 has also started a collaboration with the clothing brand Woolrich, both promote with their projects a lifestyle in which activities in contact with nature and environmentally conscious choices are the protagonists. Woolrich has therefore decided to bring nature inside its flagship stores, welcoming guests with the essences of the most iconic products signed PARCO1923.



# ABOUT US

From the brand's founding to the present, more than 350 articles published in lifestyle and beauty media talk about our story, our products, and our strong connection to the land and commitment to nature.



## STAY IN TOUCH



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