



BLOOD Concept - perfumes related to blood types!

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Esxence
THE SCENT OF EXCELLENCE
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introduces the new
perfume project...

BLOOD Concept is a new independent Italian perfume house with a one-of-a-kind idea behind the scents: they are based on blood types! The fragrances will be introduced at **Esxence in Milano** at the end of this month (*March 31, 2011*). The founders of the brand, **Giovanni Castelli** and **Antonio Zuddas**, introduce their fragrances to our readers, please welcome their bliz-interview!

"The human body is totally pervaded by a liquid vital rush that brings us what we are most fond of: Life. Filled with legends and meanings, blood is soaked with mystery, fascination and respect: it's the most tested and studied part of the human body. Hiding the multitude of secrets that reveals our inner and unique way of being. BLOOD Concept is a ceremony devoted to the pulse of life and its visceral boost. It is actually the river of life."

Perfume O is a leather fragrance, composed of thyme, raspberry, cyperus esculentus, rose hips, leather, birch, cedar wood, metallic notes.

Perfume A is an aromatic unisex fragrance which includes notes of green garden, tomato leaves, basil, star anise and metallic notes.

Perfume B is a unisex woody spicy composition with red apple and black cherry in the top, artemisia, pepper, pomegranate and black tea in the heart; patchouli, tick wood and metallic notes in the base.

Perfume AB is a unisex mineral composition with aldehydes, aluminium and slate in the top, pebble and aqua in the heart, cedar wood and metallic notes in the base.

All perfumes are available in dropper bottles of 40 ml.

Who is the author of such an idea for fragrances?

Giovanni & Antonio: Well, Giovanni is a fashion designer and the co-founder of the brand Acqua di Stresa, and Antonio is an artist who works in advertising as a copywriter and photographer. Both love everything behind perfumes and scents, and both wanted to create a very special one. BLOOD is a "no flower" concept that wants to celebrate life from the deepest feelings it may concern.

How did you choose ingredients for compositions related to blood types?

Giovanni & Antonio: Every fragrance composition is a mix of relevant elements of the era in which every blood type came out. O is the first blood type, the oldest one, so it has to be deep, strong, like first human beings. Then comes A, when people started to eat vegetables and get more sedentary. Then B, when people started to travel and mix habits and foods. The youngest type is AB, born when people started to mix themselves with different blood types (A+B). The fact you are O but you prefer A—it's what we wanted to create, compatibility and its combinations. Like when we talk about real blood types. As a matter of fact, perfume is about compatibility, always.

Every of your fragrances includes metal notes. Is that because they are quite close to the real smell of blood?

Giovanni & Antonio: Yes you're totally right!

And the bottle... why a dropper?

Giovanni & Antonio: When you think of blood, most of the time you may think about a drop or drops, a drop of blood. And the way you put the fragrance on your neck is full of sensuality, a visceral feeling. Not the same result with a common spray...

Who is your perfumer?

Giovanni & Antonio: The two of us worked with Apf France from Grasse, after a huge selection between Italy and France we chose them for the way they work: innovative, brave and unexpected. Together we set up four unique fragrances with a strong personality. (A brand new fragrance experience!)

We have only four blood types, so it seems your range would be limited to four fragrances?

Giovanni & Antonio: Blood is going to be more than four fragrances ;-)

Fragrantica is thankful to the founders of the BLOOD Concept perfume brand, **Giovanni Castelli** and **Antonio Zuddas**, for revealing some secrets about their fragrances before the official launch in Milano. We love new ideas, we love creativity and we wish you guys luck and success!

If you wish to be among the first to smell these fragrances, come to Esxence fragrance exhibition, which starts on March 31, 2011!

Credits: *"The biggest attention has been paid to BLOOD's brand image; an inspired work for the boxes and for the coordinated material is done by 2PFG designers, Fabrizio Piras and Giuseppe Porcelli, adding a plus to the prestige of the product." - www.2pfg.com*