



## The Merchant of Venice

### The perfumery art of Venice

**The Merchant of Venice** is the brand of artistic perfumery inspired by the city of Venice and its centuries-old trade with the Orient. Established in 2013, it includes exclusive collections involving a wide range of Eau de Parfum and Eau de Toilette, body-care and room products.

The **concept** takes its inspiration from the rich history of the city of Venice, with particular reference to the period of its maximum commercial splendour. Between 13<sup>th</sup> and 16<sup>th</sup> century, Venice became the first European power due to the *mude*: naval convoys organized by the Venetian Republic to trade goods from Asia to the European markets. The trade goods included raw materials, spices, and essential oils, all of which entered the Western markets for the first time. This system allowed the development of a rich and valuable perfumery tradition in Venice.

The strong relations between Venice and Byzantium enabled the Serenissima Republic to become the point of reference for the distribution of spices and a wide range of other products. The attention towards oriental costumes, where body care was already prevalent among wealthy families, made Venice the European reference point for an increasingly refined fashion, in which perfumes were a fundamental element.

The participation of the Serenissima Republic in the Crusades, its strength to penetrate the Mediterranean markets and beyond, and its internal production system, were some of the elements that contributed to the development of cosmetics and to its wide popularization. At the time in Venice there were: the *spezieri di fino* (pharmacists); the *spezieri di grosso* (the merchants of raw materials for the preparation of pharmaceuticals); the *muschieri* (cosmetologists) who perfumed gloves and made Cyprus powder, perfumes, rouges, hair products, and much more; and the *saoneri*, who perfected the techniques of soap production.

The **historical-cultural character** of The Merchant of Venice is based scientifically on the exhibition dedicated to the history of perfume in the Museum of Palazzo Mocenigo in Venice, promoted by Mavive, a historic Venetian company operating in the perfumery sector, in collaboration with the Fondazione dei Musei Civici of Venice. In this exhibition the cosmetic history is revealed, particularly focusing on the role of Venice; it also presents original instruments, historical finds, precious texts and documents, and an extraordinary collection of perfume bottles, true jewels of ancient craftsmanship.

The **fragrance lines by The Merchant of Venice** are the result of the skill of master perfumers who reinterpret ancient recipes from the Venetian tradition. The fragrances are enclosed in precious bottles, the colour and shape of which are inspired by the processing techniques from the millenary tradition of Murano glassmaking.

- **Murano Collection** involves six Eau de Parfum fragrances (50ml e 100ml), each one inspired by a specific *muda* (ancient Venetian maritime trade route) and by the raw materials imported by it: Flower Fusion, Suave Petals, Byzantium Saffron, Mandarin Carnival, Asian Inspiration, Noble Potion.
- **Rosa Moceniga** celebrates a noble flower, the history of which is interwoven with the history of Venice. It originated in China and its name derives from the ancient Mocenigo family. The family

house in Alvisopoli (Italy) hosts an over 200-year-old rose garden, which was imported from France by Lucia Mocenigo after one of her trips to visit her dear friend, Joséphine Bonaparte. The scent of this extremely feminine rose is now elegantly evoked in an Eau de Parfum (50ml e 100ml).

- **Museum Collection** involves 40 monothematic Eau de Toilette (50 ml) representing the main Asian and European raw materials and olfactory families. The collection is completed with twelve fragrances Concentrée, which ensure a greater persistency of the olfactory note. The uniqueness of this collection lies in the creation of the *fragrance layering*: the fragrances can be used individually or combined with each other in order to create a tailor-made fragrance.
- **Nobil Homo** is the masculine collection by The Merchant of Venice, and re-expresses the charm of the ancient Venetian aristocracy in a modern key. It includes five Eau de Parfum and one Eau de Parfum Concentrée (100 ml): Venetian Blue, Venetian Blue Intense (Concentrée), Esperidi Water, Dalmatian Sage, Sultan Leather, Ottoman Amber.
- **Murano Exclusive Collection** represents the ideal combination of the highest Venetian craftsmanship and the most refined fragrances, created by master perfumers. It is a collection of exclusive Eau de Parfum Concentrée characterized by a high perfume content. Each one features an olfactory signature specifically created to focus on the floral and oriental notes, which gives a unique, refined, and definite character to each creation. The line includes: six Eau de Parfum Concentrée (100 ml): Arabesque, Craquelè, Fenicia, Liberty, Rococò, Vinegia.
- **La Fenice** is the cultural project that connects the image of the brand, The Merchant of Venice, with an internationally renowned institution, Gran Teatro La Fenice. Both names are highly recognizable nationally and internationally for their constant research and investment in creativity and elegance. The fragrances dedicated to La Fenice will represent the union of olfactory compositions evoking musical harmonies, giving a synaesthetic sensory experience. The line includes two Eau de Parfum: La Fenice Pour Femme (50ml e 100ml) and La Fenice Pour Homme (100ml).
- **Venezia Essenza** evokes the essence, the beauty, and the uniqueness of Venice. Featuring gilded tiles decorating the bottle, it celebrates the tradition of Venetian mosaics. The line includes two Eau de Parfum Concentrée: Venezia Essenza Pour Femme (50ml e 100ml) and Venezia Essenza Pour Homme (100ml).
- **Murano Art Collection** represents the ideal union between the perfumery art and the Murano glass art. It combines the highest olfactory ambition with the stylistic elegance of unique, handmade vases by master glass blowers. The collection includes six Murano glass vases and twelve Extrait de Parfum bottled in elegant 30ml glass phials. They are infusions with highly concentrated essential oil content, which gives an exceptional diffusion power and high persistency on the skin. Each phial can be elegantly inserted in any of the six vases. In 2017, the collection was enriched with four Diffuser Vases and twelve String lanterns, a result of the collaboration of the brand with the renowned NasonMoretti glass furnace.
- **Secreti Nobilissimi** is the body care collection including Bath Mousse, Shampoo, Body Cream, Shower Gel, Bal, Balm, and Micellar Water in various fragrances.  
The name of the collection is inspired by the ancient recipe book of the 16<sup>th</sup> century, Secreti Nobilissimi dell'Arte Profumatoria, one of the first treatises on modern cosmetics. The detailed secrets of herbs and medicinal plants contained in this book provided the source of inspiration for the formulation of this exclusive line.

The Merchant of Venice **boutiques** are characterized by the elegance and refinement of their interiors. The brand counts **ten one-brand stores**: the historic restored pharmacy in Campo San Fantin and the Spezieria All'Ercole d'Oro in Venice, the concept stores in Murano and at the Marco Polo airport of Venice, the store inside the Perfume Museum in Venice, and the boutiques in Verona, Florence, Milan, Rome, along with Dubai.

The shops in Milan and Rome were designed by Pier Luigi Pizzi, an internationally renowned set designer who worked in the most prestigious theatres in the world, including the Gran Teatro La Fenice and the Teatro Alla Scala.

The Merchant of Venice also covers the *luxury hôtellerie* sector through the creation of personalized amenities and services. The choice of exclusive products that represent the Venetian perfumery tradition enables hotels to stand-out and offer an authentic and original experience to their guests. This initiative also conveys the concept of travelling already expressed in the brand's collections.

In June 2017, the brand inaugurated the first **The Merchant of Venice SPA** inside the Hotel Kempinski Palace, a 5-star luxury hotel located on the charming island of San Clemente in Venice. Inside the SPA, guests are immersed in an exclusive sensory experience based on precious and perfumed oils. Each treatment has been thoroughly studied to guide body and mind on a unique journey to discover the art of Venetian perfumery.

The Merchant of Venice Boutiques:

**FLAGSHIP STORE**

Campo San Fantin  
San Marco, 1895  
30124 Venice  
ph. 0039 0412960559

**SPEZIERIA**

**ALL'ERCOLE D'ORO**

Strada Nova, Santa Fosca  
Cannareggio, 2233  
30121 Venice  
ph. 0039 041720600

**CONCEPT STORE MURANO**

Fondamenta dei Vetrai, 114  
30141 Murano – Venice  
ph. 0039 0415274297

**MUSEUM SHOP**

Mocenigo Palace  
Santa Croce, 1992  
30135 Venice  
ph. 0039 0412440207

**WORLD OF VENICE**

Aeroporto Marco Polo  
Viale Galileo Galilei, 30/1  
30173 Venice  
ph. 0039 0412603881

**VERONA STORE**

Corso Sant'Anastasia, 10  
37121 Verona  
ph. 0039 045590356

**ROMA BOUTIQUE**

Via Bocca di Leone, 93  
00187 – Rome  
ph. 0039 066780834

**FIRENZE BOUTIQUE**

Via degli Strozzi, 28/R  
50123 – Florence  
ph. 0039 055216559

**MILANO BOUTIQUE**

Via Brera, 4  
20121 Milan  
ph. 0039 0280581268

**DUBAI MALL**

Financial Center Rd – Dubai  
Emirati Arabi Uniti

**The Merchant of Venice Srl**

Via Altinia 298/B, 30173 – Venezia, Dese - Italia

[www.themerchantofvenice.com](http://www.themerchantofvenice.com)

[info@themerchantofvenice.it](mailto:info@themerchantofvenice.it)

ph. 0039 041 5417771