

UERM I O L F A C T I V E W A R D R O B E

UERM I
G U A R D A R O B A O L F A T T I V O

UERMİ = WEAR ME

Perfumes and fabrics share an intimate relationship with your skin.

As you wear your clothes, you wear your own perfume.

Caressing your senses, they can all bring back memories: an old pair of jeans, a silk scarf,

a cashmere sweater can recall a fragment of your past, when associated to a perfume.

UERMİ OLFACTIVE WARDROBE gives a tribute to the wonderful world of textiles with its collections of fragrances.





UERMI PHILOSOPHY

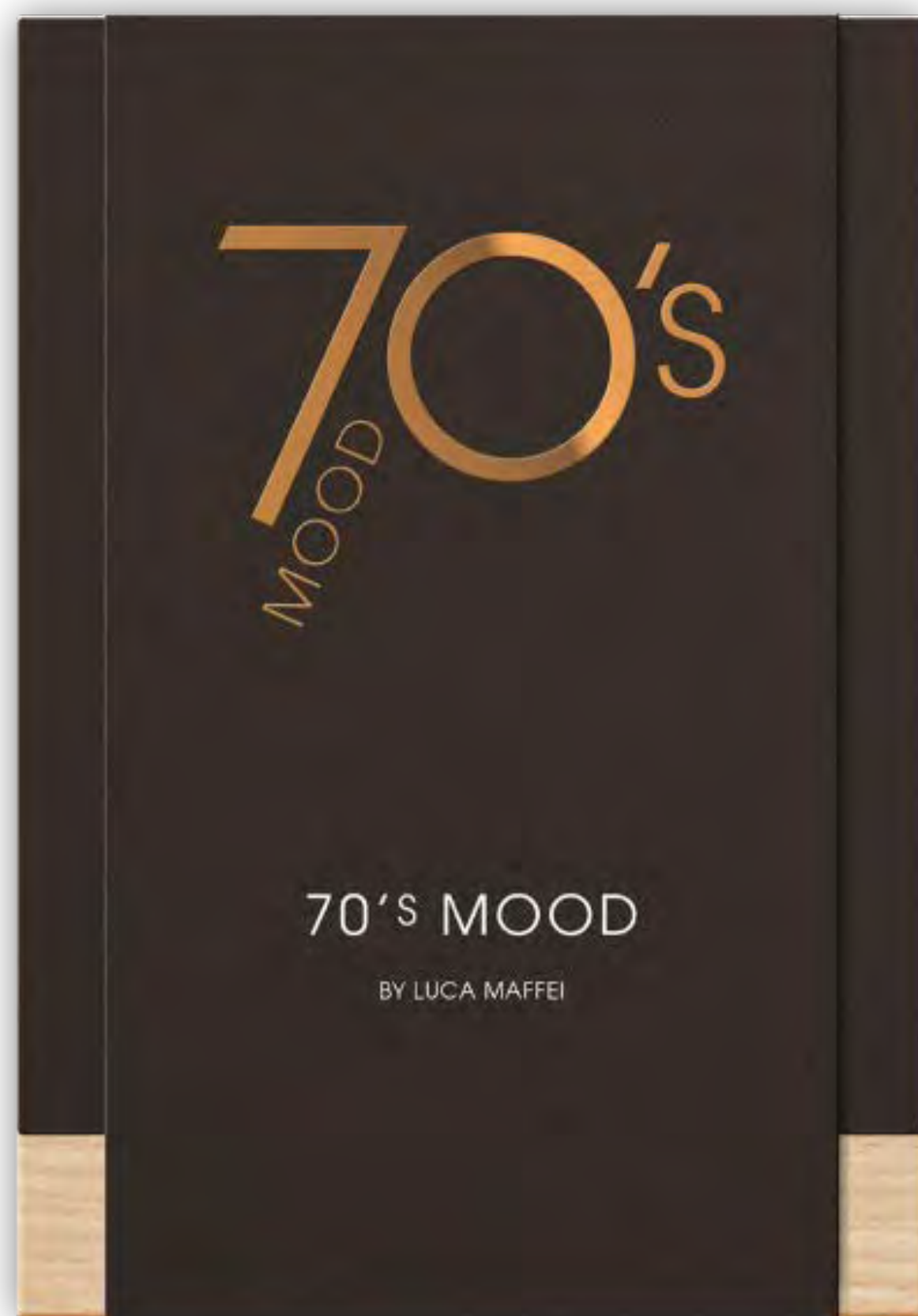
- Absolute excellence of raw materials, compositions, creativity
- Each perfume has its inspiration, its own story and identity
- Non stop research of olfactive beauty, an innate 'obsession' for the Italian culture

Our collections have been created with some of the most prestigious and creative Master Perfumers of the world : Maurice Roucel, Antoine Lie, Cécile Zarokian, Jean Jacques, Alexandra Carlin, Luca Maffei, Philippe Bousseton, Sylvie Fischer, Aliénor Massenet, Pierre Guéros.

UERMI is a 'Made in Italy' brand: concept, creativity and manufacture are proudly Italian.
The authentic artistic perfumery finds its origins again: research, excellence and craftsmanship is in every single small detail.

UERM
GUARDAROB
OLFATTIVO

LAUNCH 2023



70's MOOD

BY LUCA MAFFEI FOR UERM

THE NEW APHRODISIAC FRAGRANCE
TRIBUTE TO AN ICONIC ERA

The Seventies



The Seventies have been revolutionary, everywhere and in every sense. Through profound changes, at times controversial, a huge storm of creativity has transformed cultures, music, art, design and fashion in a unique way. UERMI has plunged into all that ferment of ideas, rebellions, unprecedented colors, shapes and philosophies... to create a new perfume that celebrates that mood. So ironic, overwhelming, intense.

70's MOOD

by Luca Maffei

Opulent and aphrodisiac, this composition opens with sparkling head notes warmed up by the sensuousness of the chocolate flower.

Creamy and velvety, its heart has one protagonist: Patchouli, wonderfully wrapped in silky woods and made unforgettable by a cascade of natural vanilla.

INSPIRATION : The 70s were very creative years for fashion, fabrics, colors and patterns. Do you know that in ancient times oriental merchants used to place Patchouli leaves on their cashmere to make it scented and therefore even more precious?

H pink pepper, cardamom, bergamot, **chocolate flower**

♥ patchouli, cashmeran, amber woods

B natural **vanilla**, labdanum, benzoin

DANGEROUSLY
APHRODISIAC



EdP 100ml

U E R M I
G U A R D A R O B A O L F A T T I V O

U E R M I C O L L E C T I O N
E D P 1 0 0 m l



UERMÍ HAS CREATED NEW BOXES TO WRAP ITS FRAGRANCES IN LUXURIOUS DESIGN
AN ECO-FRIENDLY CONTRIBUTION TO OUR PLANET



EACH BOX NARRATES ITS FRAGRANCE
THE OLFACTIVE FAMILY, THE COMPOSITION



UERMİ PACKAGINGS ARE A TRIBUTE TO
ITALIAN CONTEMPORARY AND TIMELESS DESIGN



UERMi ULTIMATE

SOLARO COLLECTION

4 FRAGRANCES DEDICATED TO THE IRIDE-SCENT FABRIC
THAT NEEDS THE SUN TO REVEAL ITSELF.
A TRIBUTE TO THE SCENTS AND COLORS OF AN ITALIAN VACATION.



SOLARO COLLECTION

FOUR OLFACTIVE EXPERIENCES THAT NARRATE A POETIC STORY



OUR COMMITMENT TO SUSTAINABILITY OF PRODUCTS AND PLASTIC FREE PACKAGING

SOLARO is a prestigious fabric, beloved by icons of Italian style and elegance, that can be worn from spring until autumn. This collection, signed by Pierre Guéros for UERMI, is inspired by this refined textile and the magic atmospheres of an Italian summer.

SOLARO COLLECTION

Four fragrances, 4 tributes to the scents and colors of the Mediterranean sea. The perfect vacations we all dream of, in any season.

Each name of fragrance portrays one of those wonderful feelings of happiness that we want to re-live again. And again.



SOLARO COLLECTION

IL SOLE DENTRO *THE SUN INSIDE*

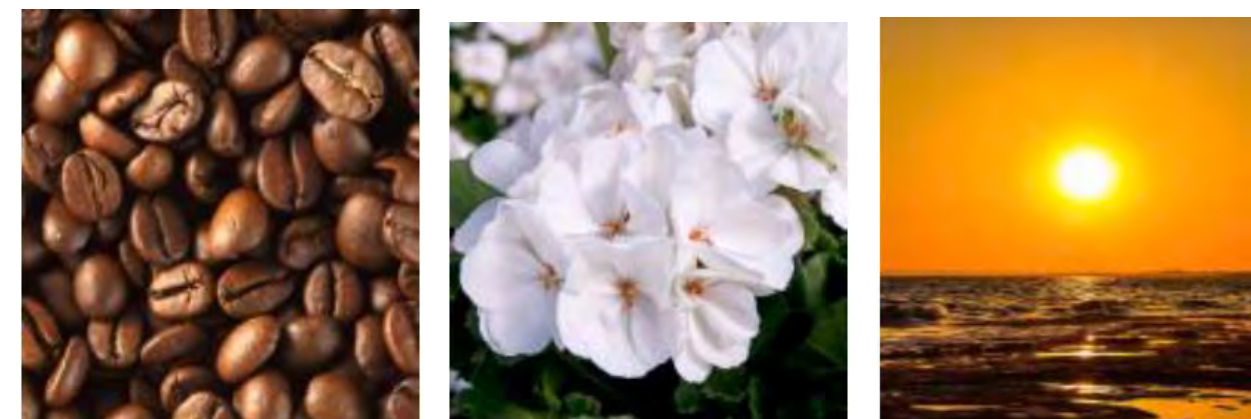
by Pierre Guéros

The scent of Mediterranean flora illuminated by golden sun rays.

Coffe and cardamom enveloped in a sexy bouquet of white geranium and helichrysum, radiating a translucent elegance. Notes of vanilla, sandalwood and oud define its sensual base.

INSPIRATION : Solaro...Only a few fabrics are have such a recognizable image. The diversity of the warp and the weft creates an evident iridescent effect which captures the reflections of light and reflects back different shades of light.

- H orange, cardamom, **Coffee Extract CO₂**
- ♥ **geranium**, helichrysum, **solar accord**
- B **vanilla** Madagascar, sandalwood, boya oud



Coffee
& **Vanilla**

EdP 100ml



SOLARO COLLECTION

L'ISOLA CHE NON C'È

THE ISLAND THAT DOESN'T EXIST

by Pierre Guéros

An olfactory journey that starts with a luminous accord of citrus brightened by lemon and touches of lively lily of the valley. The final destination is a play of contrasts: the warmth of olibanum, amber notes and precious woods seal the composition.

INSPIRATION : Solaro...considering its whimsical appearance, it is a perfect fabric for the mid-seasons or even the hot days. A medium weight wool fabric, whose structure is usually available in the diagonal version, a classic gabardine, and the wide or narrow herringbone.

- H lemon, elemi, **ginger Madagascar**
- ♥ Lilybelle®, pink pepper leaf, **olibanum**
- B **amber**, cedarwood, vetiver Madagascar



Citrus
& Incense

EdP 100ml



SOLARO COLLECTION

DOVE L'ACQUA È PIÙ BLU *WHERE THE WATER IS BLUER*

by Pierre Guéros

Lively, ozonic, absolutely seasonless. Sea breeze drenched with Mediterranean scents, citruses and refined sea daffodils. Notes that dive in deep atmospheres, where the intensity of patchouli meets unusual and sensuous notes of seaweed.

INSPIRATION : Solaro, so sophisticated ! As for the color, one of them is an iconic one: on the front greenish beige color with slightly iridescent shades of red and brick red on the reverse.

- H bergamot, mandarin, lemon
- ♥ lily of the valley, sea daffodil, **marine accord**
- B algae, patchouli, musk



Mandarin
Marine

EdP 100ml



SOLARO COLLECTION

DILLO ALLA LUNA

TELL IT TO THE MOON

by Pierre Guéros

The essence of elegance under the moonlight.

An intense creation full of mystery, notes of grapefruit on an aromatic heart of cypress, rosemary and juniper berries. Dominated by a magnificent vetiver sublimated by the sensuality of amber.

INSPIRATION : A Solaro suit is definitely an unconventional garment, yet not too extravagant.

In fact, the iridescent effect mentioned is just enough to remind the world that you have enough self-confidence to wear a suit that goes beyond...

H **grapefruit**, bergamot, juniper berries

♥ rosemary, cypress, **black pepper Madagascar**

B vetiver, amber, guaiac wood



Grapefruit
& Vetiver

EdP 100ml



WE TWEED

by Jean Jacques

This composition opens with fresh and spicy sensations. The central accord shows an intense, deep incense note. Benzoin and ambroxan make the drydown a touch crunchy, powdery and pungent, rounded by a superbe blend of cedar wood and oud.

INSPIRATION : **Tweed**...so totally charming! Old fashion yet contemporary, a personality with a balance of contrasts: sober and colorful, rude and refined, elegant and casual.

This perfume embodies as well a world of contrasts.

H **black pepper**, cardamom

♥ **incense**, violet leaves

B patchouli, benzoin, ambroxan, **cedar wood**, oud, leather

WOOD & PEPPER

EdP

- 30ml
- 100ml



VE VELVET

by Luca Maffei

The protagonist is vetiver, timeless classic, just like velvet is.

This vetiver is elegant and unforgettable, due to its strong personality.

Vetiver Haiti and Java dominate in synergy. The fragrance opening is sunny, citrusy, luminous. In the base notes precious woods and amber wrap around the 2 vetivers.

INSPIRATION : Velvet gives us an idea of 'lived in'. Distant memories, deeply rooted, just as the roots of vetiver that extend very deeply in the ground.

H bitter orange, **bergamot**, grapefruit, angelica roots

♥ ambrette absolute, rhubarb, jasmine, **vetiver haiti**

B **vetiver java**, cedar wood virginia, clearwood *, musk, grey amber

* innovative molecule that recalls the smell of patchouli

VETIVER EXTREME



EdP 100ml

OR WHITE

by Cécile Zarokian

An opening fresh and peppery is soon enriched by unusual powdery heart notes.

Base notes of subtle vanilla and tonka bean wrap around the sensuousness of amber and musks.

It smells like clean, pure blue sky.

INSPIRATION : An innovative, eco-futuristic fabric, so pure, precious and soft, made with milk proteins... an extraordinary textile, rare to find, good for your skin.

H bergamot, lemon, **tangerine**, pink peppercorn, **sweet almond**

♥ orange blossom, jasmin notes, **orris butter**, cinnamon, coriander

B amber and wooden notes, animalic and leather notes, **fava tonka**, musks

PURE PURENESS

EdP 100ml



NU LEATHER

by Luca Maffei

Just as in the most exquisite balanced compositions, this fragrance alternates bitter with sweet, piquant with velvety, citrusy with spicy. The main protagonist is sandalwood, with a very exclusive Leather natural raw material.

INSPIRATION : LEATHER, the first, most ancient garment ever worn by humans... and still doesn't cease to fascinate us... endless objet of desire. It renovates itself in time, re-invented even in bio, animal-free versions.

H **bitter orange**, bergamot, nutmeg

♥ Sichuan pepper, **Leather MD**, papyrus, incense

B **sandalwood**, cedarwood, vetiver, cashmeran, amber, musk

SANDALWOOD
in LEATHER



OR ANGE

by Cécile Zarokian

A new concept of citrusy composition that evolves into a fruity, gourmand jus that finally melts in the skin, impeccable for every season. A game of contrasts and balance for an intense, warm and musky orange.

INSPIRATION : From the intriguing concept of 'sustainable textiles' that will shape our future comes the innovative and mysterious fabric generated from citrus byproducts. Ingenious, clever and fascinating.

H **orange**, petitgrain ⁺, lemon, lime, bergamot, tangerine

♥ mango, kiwi, ylang, ginger, **coriander**, juniper berries

B orange blossom, bulgarian rose, amberwood⁺⁺, hay, **musks**, benzoin

⁺ essential oil from leaves and unripe fruits of bitter orange

⁺⁺ combination of crystallised resins

CYBER CITRUS

EdP 100ml



EN LACE

by Aliénor Massenet

A deep luminous scent composed with the whitest flower. A touch of tangerine and cloves around the sophisticated bouquet of jasmine, raw gardenia and unusual carissa. Vetiver and cedar wood add a new dimension to its creamy floral facets. This fragrance embodies the timeless elegance of a precious handmade lace.

INSPIRATION : Lace is innocent and sensuous at the same time. Refined but also gothic. Intimate as well as bold... in so many different interpretations.

H tangerine, cloves, **green accord**

♥ creamy jasmin, gardenia, **carissa** *

B **vetiver**, musk, cedar wood

* white tropical flower, fleshy and fragrant

SEXY BOUQUET

EdP
• 30ml
• 100ml



DO WASHI

by Antoine Lie

An extremely fresh opening, an accord of peony and lilac, made unique by a milky sensation. Cashmeran (interesting molecule that smells like precious wood) and tonka bean add softness and powderiness.

INSPIRATION : An extraordinary new textile, **Washi** Fabric, created from a Japanese-Italian project. An unprecedented cocktail of silk, cashmere and rice paper for a unique result that resembles pure linen. When East meets West ... tradition becomes future.

H milky accord

♥ peony, lilac

B cashmeran, tonka bean, musk

SURREAL PEONY



EdP 100ml

UR SILK 19

by Alexandra Carlin

A beautiful balance of flowers, spices and wood to contour the silky scent of fig melting in white tea. Head, heart and base notes blend together to become a sensuous fragrance, fresh and warm at the same time, powdery yet effervescent.

INSPIRATION : **silk** has always been present in different times and cultures, worn by men and women, the most sensual feeling on the skin. Its preciousness has a unit of measure called 'momme', and the number 19 symbolises the perfect balance for the highest quality of silk.

H **white tea**, cardamom, bergamot

♥ **fig milk**, orris⁺, jasmine

B **vetiver**, cedar wood, **musk**

* not the flower but the root of iris, with a more precious, intense scent

FIG ICON

EdP 100ml



SO SATIN

by Alexandra Carlin

An ode to ginger, made of wonderful contrasts jus as **satin** is.

It opens with the brightness of bergamot and mandarin, pepper and ginger in unison.

Lemon blossom, delicate wild rose blend and Artemisia Absinthium add a unique note to this composition, fresh and sparkling like a glass of Champagne.

If summer had a perfume, this is it!

INSPIRATION : Satin is a peculiar textile weave with a sleek texture, smooth and glossy on one side, dull and matte on the other. This makes it so precious and unique to see and touch.

H **bergamot**, mandarin, pepper

♥ **ginger**, wild rose, lemon blossom

B **vetiver**, **artemisia absinthium**, musk

GINGER DAZZLE

EdP 100ml



OR CASHMERE

by Cécile Zarokian

This interpretation is a masterpiece dedicated to authentic amber lovers.

Its texture is powerful, distinctive, extremely sensuous, almost gourmand in a rather unique way, due to a smoky rum and a delicate hazelnut to enhance the sublime Grey Amber.

INSPIRATION : Nothing can feel as luxurious, soft and perfect as cashmere does. It wraps you in comfort, it goes with everything, it ages gracefully and slowly. Classy, elegant, unique.

H **rum**, green notes, thyme, cardamom

♥ **hazelnut**, jasmine, patchouli, cinnamon

B labdanum*, vanilla, ambergris, sandalwood, benzoin, musks

* precious balsamic resin

NAUGHTY AMBER

EdP 100ml



OR KANABO

by Cécile Zarokian

Back to childhood, to warm feelings, fragrant cookies, powdery dolls and loving embraces, of course. This composition is a concentration of top quality natural raw materials where the main protagonist is an Osmanthus absolute, creamy and sublime and a shiny Sichuan pepper.

INSPIRATION : The word KANABO in Esperanto means HEMP, the most ancient fabric we have record of (8.000 years old!). It is still considered one of the most eco-friendly and beneficial to our planet.

H **sichuan pepper***, Sicilian orange

♥ **osmanthus absolute**, fruity apricot and creamy notes

B opoponax, fava tonka, vanilla pods, **heliotrope**, boisé notes

* called 'fake pepper', it's a berry with a piquant lemony scent

OSMANTHUS, BABY



OR DAMASK

by Maurice Roucel

A bouquet of juicy berries, shiny magnolia and jasmine, seductive patchouli and leather. An elegant, passionate and creamy tribute to the magnificence of the rose ... the queen of all flowers.

INSPIRATION : **Damask** is a fabric with 2 different structures to see and touch. The precious beauty of this complex and luxurious fabric has survived for millenia.

- H **red berries**, neroli, violet leaves
- ♥ **rose absolute**, magnolia, jasmine
- B patchouli, **leather accord**, vanilla

PERFECT ROSE

EdP 100ml



UD IKAT

by Pierre Guéros

A majestic Oud Ajmal highlighted by the spicy freshness of elemi and red berries.
The heart notes are soft and elegant with a dark density and texture.
The drydown of Sandalwood and Cedarwood wrap this precious Oud Ajmal in a soft veil. The most sensual intensity of liquid gold.

INSPIRATION : **IKAT** is not a textile but an ancient technique of dyeing special patterns, a form of manual art passed down for centuries, often becoming an icon of status which continues to be taught to young apprentices.

- H **elemi**, bergamot, red berry
- ♥ **patchouli**, vetiver, cypriol
- B **oud ajmal**, sandalwood, cedarwood

Natural Essential Oils in the formula: 29,8 % : Cedarwood, Patchouli, Elemi, Vetiver Madagascar, Bergamot, Gurjun Balsam, Amyris, Cypriol, Lemon, Red Berry, Mandarin Madagascar, Cinnamon Bark Madagascar, Oud Ajmal, Sandalwood, Vanilla Bourbon Madagascar, Turkish Rose, Vetiver coeur Madagascar

LOUD, LIQUID GOLD

EdP 100ml



MY TUXEDO

by Maurice Roucel

A seduction game that opens with a cocktail of cardamom and bergamot, a caress of jasmine on a vetiver sophisticated texture. The drydown is stunning: the uniqueness of the exclusive Tabac Bourbon De Laire embraced by the creamiest musk.

INSPIRATION : For the first time UERMI is inspired not by a textile but an iconic fashion outfit, adored by women and men, mixing the image of a perfect gentleman with a sexy James Bond. The result is... simply irresistible.

H orange, bergamot, **cardamom**

♥ jasmin notes, salvia sclarea, **Madagascar cinnamon**

B vetiver Haiti, **tabac bourbon De Laire***, creamy musk

* exclusive molecule, an aromatic tobacco grand cru

TABAC GOURMAND



OH DENIM EXTREME

by Sylvie Fischer

A masterly interpretation with raw materials of great prestige, opening with notes of tangerine and bergamot, cinnamon and black pepper. The heart is pure opulence: jasmine and tuberose absolutes, neroli and ylang-ylang. In the drydown : patchouli, vetiver, cedarwood and olibanum.

INSPIRATION : Even denim has its extreme side. Not the classic evergreen jeans, but its more precious, rare and elaborated versions so original and creative to reach almost an artistic expression.

H bergamot, mandarin, **petitgrain**, cinnamon, black pepper

♥ **tuberose absolute, jasmine absolute**, ylang ylang, neroli

B patchouli, benzoin, vetiver, cedarwood, **olibanum**

TAMED TUBEROSE

EdP
• 30ml
• 100ml



EN LACE

by Aliénor Massenet

SPECIAL EDITION

ORIGINAL PACK VERSION

A deep luminous scent composed with the whitest flower. A touch of tangerine and cloves around the sophisticated bouquet of jasmine, raw gardenia and unusual carissa. Vetiver and cedar wood add a new dimension to its creamy floral facets. This fragrance embodies the timeless elegance of a precious handmade lace.

INSPIRATION : Lace is innocent and sensuous at the same time. Refined but also gothic. Intimate as well as bold... in so many different interpretations.

H tangerine, cloves, **green accord**
♥ creamy jasmin, gardenia, **carissa** +
B **vetiver**, musk, cedar wood

+ white tropical flower, fleshy and fragrant



EdP
• 30ml
• 100ml

WEAR YOUR MOOD

COLLECTION 30ml

5 fragrances, 5 best sellers in a smaller, easy format



WEAR YOUR MOOD GIFT BOX 3X30ml

A fragrance for every mood, a limited edition casket, small handcrafted masterpiece in beechwood.
A 30ml format for 3 best sellers signed by great master perfumers. All of them also in a single packaging.



EN LACE
by Aliénor Massenet

MY TUXEDO
by Maurice Roucel

OH DENIM EXTREME
by Sylvie Fischer

TRAVEL SIZE COLLECTION

18 fragrances in travel size format to carry along always with you

UR SILK 19
WE TWEED
DO WASHI
MY TUXEDO
UD IKAT
OR WHITE
OR CASHMERE
OR ANGE
OR KANABO
SO SATIN
OR DAMASK
NU LEATHER
VE VELVET



IL SOLE DENTRO
L'ISOLA CHE NON C'È
DOVE L'ACQUA È PIU BLU
DILLO ALLA LUNA
70's MOOD

TRAVEL SET COLLECTIONS

3 Discovery Sets in travel size format • 4 selected fragrances each

OR WHITE by Cécile Zarokian

OR KANABO by Cécile Zarokian

OR DAMASK by Maurice Roucel

OR CASHMERE by Cécile Zarokian

VE VELVET by Luca Maffei

UR SILK 19 by Alexandra Carlin

SO SATIN by Alexandra Carlin

WE TWEED by Jean Jacques

IL SOLE DENTRO by Pierre Guéros

L'ISOLA CHE NON C'È by Pierre Guéros

DOVE L'ACQUA È PIU BLU by Pierre Guéros

DILLO ALLA LUNA by Pierre Guéros



UERMi DISPLAYS

A UNIQUE WAY TO DISPLAY OUR FRAGRANCES
AND EXCLUSIVE CERAMIC SCENTED CYLINDERS*



DISPLAY FOR 4 TESTERS WITH CYLINDERS*

*each cylinder is already sprayed with its fragrance to be periodically revived with a few puffs to maintain the scent



DISPLAY FOR 8 TESTERS WITHOUT CYLINDERS



BEECHWOOD DISPLAY for 3X30ml

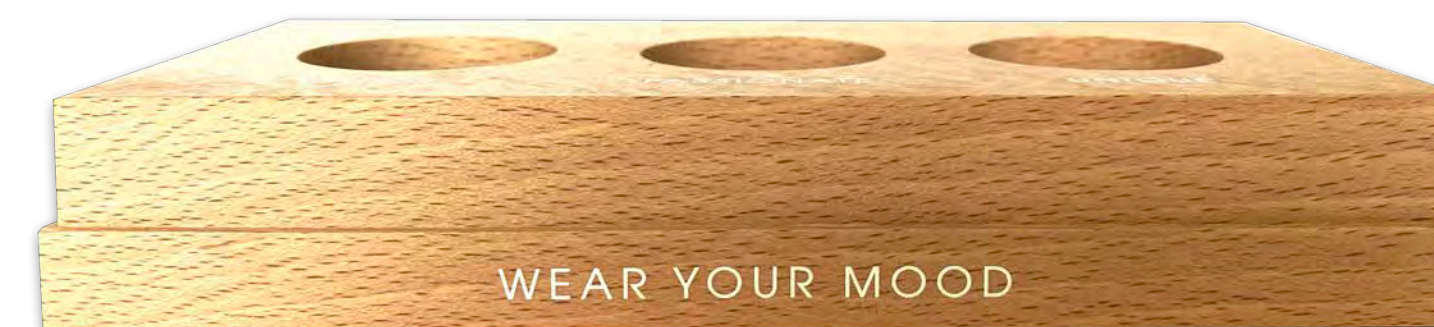


SINGLE DISPLAY WITH CYLINDER for 100ml

UERMI POS MATERIAL = SUSTAINABILITY



WALNUT AND STAINLESS STEEL DISPLAY
for 4x100ml
UE710 - 46x22 cm



WOODEN DISPLAY for 3X30ml
UE707 - 19x9 cm



WOODEN DISPLAY
for single 100ml
UE709 - 10x8,5 cm



CERAMIC CYLINDER
Realised by an Italian
Faenza Artist
UE711 - 6x10 cm



WALNUT WOOD CYLINDER
for BLOTTERS
UE705 - 6x9,5 cm

UERMI MASTER PERFUMERS



Maurice
Roucel



Antoine
Lie



Cécile
Zarokian



Jean
Jacques



Luca
Maffei



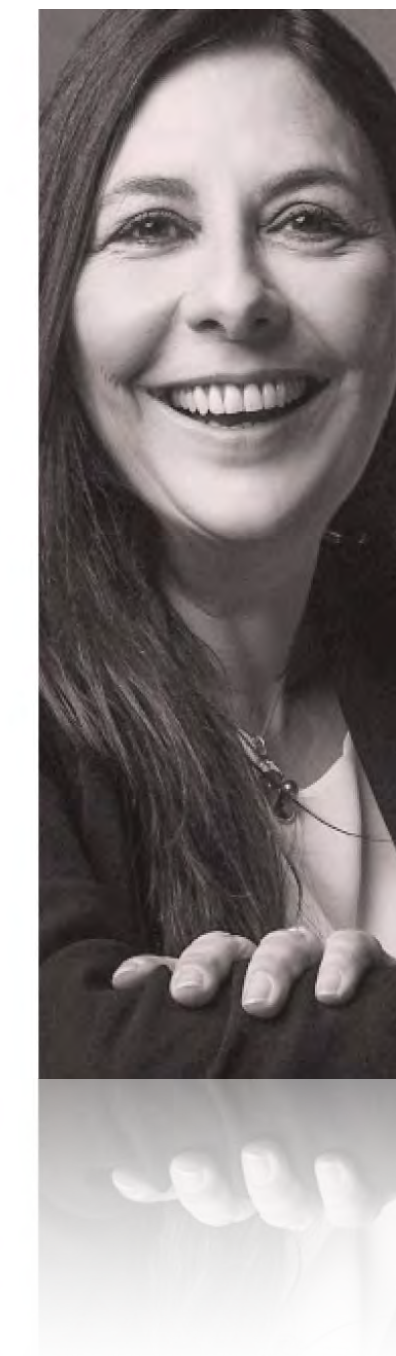
Aliénor
Massenet



Philippe
Bousseton



Alexandra
Carlin



Sylvie
Fischer



Pierre
Guéros



www.uermi.com



UERMI Guardaroba Olfattivo is a Made in Italy brand: concept, creation and manufacture are proudly Italian, as far as the manual labelling and packaging of each piece.

The production process - maturation, maceration and bottling takes place in Italy.

The head office and logistics are in Prague, Czech Republic.

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ONCE UPON A TIME...

UERM
GUARDAROBÀ OLFATTIVO

...OUR HISTORY

AURORA CARRARA and PALMIRO PEAQUIN
The creators and artistic directors of UERMI

Always on the creative side of life, both of them.

And always eclectic, daring pioneers and entrepreneurs in many domains.

Aurora has lived her young and most important educational decade in the United States, interested in writing and journalism.

After graduating at the State University of New York she had the great privilege to work for years for one of the most important Italian newspapers, La Repubblica, at the correspondents' office of New York, meeting and learning from the best Italian journalists and writers of those memorable times.

Back to Italy she met Palmiro and they decided to work together on many different common fields of interest: communication and advertising, music and entertaining, leisure and lifestyle... all complex yet connected domains.



AURORA & PALMIRO...OUR HISTORY

Always working on multi-level 'platforms' they have founded together a successful 360° advertising agency with media planner, that was also creating and organising events, concerts and music festivals.

Simultaneously they have founded in Italy some innovative projects as owners and editors of a local newspaper, a radio network and an avant-garde, very popular night club with restaurant, hotel and weekly live concerts with international artists of blues, soul, rock, jazz, ethnic... all genres of good music.

Palmiro had spent his young years as a well known DJ and music was one of his passions as well, together with the talent of restoring and transforming spaces into awesome venues.



AURORA & PALMIRO...OUR HISTORY



There was another passion they had in common, since they were kids: the amazing world of **perfumes**.

Aurora remembers, as a teenager, never being satisfied of the perfumes available in stores at the time, when only commercial perfumery existed. And the discovery of essential oils to mix on her own together or with other fragrances was very interesting to her.

For Palmiro as well the perplexity had always been: 'how can millions of people can wear the same fragrance when a perfume is such a personal signature to wear?'

Before the artistic perfumery was born, the whole world would wear a Chanel, a Dior, a Guerlain... and so many women would smell like Chanel n.5, hoping perhaps to have something in common with Marilyn Monroe.

AURORA & PALMIRO...OUR HISTORY

In the mid 80s, the birth of niche perfumery has changed the rules of mass perfumes. And has changed Aurora and Palmiro's life, at that time still just passionate 'aficionados'.

Years later that passion became a dream come true: a new world for them to discover, to travel through, searching for innovative small brands of perfume makers with a creative approach: high quality raw materials and ingredients, new concepts of scents to experiment with. No limiting rules or trends to follow... bur rather create.

People's identities could be expressed, enhanced, recreated through a perfume. A breakthrough.

It was physiological for them to decide to share their findings and their treasures with others.

That's how their first boutique of artistic perfumery started, in Courmayeur- Mont-Blanc, a prestigious international vacation resort at the foot of the highest mountain in Europe.



AURORA & PALMIRO...OUR HISTORY

The boutique was named 'Bazaar des Senteurs', it was one of the first and most important niche stores in Italy for over a decade.

A rewarding experience that has taught them to take their passionate interest to understand other people's tastes, needs, desires, philosophy, reactions. In those golden years of the authentic selective perfumery everything has been experimented, even the search for the weirdest and most irreverent scents.

Such experience has enriched them with an expanded knowledge of the realm of perfumes, meeting experts, master perfumers, chemists, essences producers.

Feeling so strongly about fragrances lead Aurora and Palmiro to the next level: the creation, as artistic directors, of a new brand: UERMI.

The desire was to create only what made really 'sense to the senses': excellent perfumes to fall in love with, to wear with real passion.



UÈRMI...OUR HISTORY

The concept of UÈRMI Fragrance Collection was launched in 2013. UÈRMI simply means Wear Me, phonetically transcribed in Italian.

As you wear your clothes, you wear your own perfume. A perfume, like a fabric, is worn directly on your skin and translates your personality to the rest of the world.

It is so logical for an Italian to love the beauty and the sensuousness of the textile world: cashmere, silk, tweed, denim, velvet, satin, leather... just to begin with.

Palmiro's mother was a seamstress and used to sew some of his clothes when he was young. Aurora's mother as well.

To love fabrics was natural to someone who loves beauty in every sense and form.



UERMI ...OUR HISTORY

In collaboration with a selection of prestigious 'master perfumers' the UERMI project was then launched : it initial collection starts slowly winning the heart of many lovers of authentic artistic perfumery around the world... our memories are filled with beautiful corners in far away countries.



10 CORSO COMO
new york
&
UERMI
FRAGRANCE COLLECTION

Invite you to celebrate the launch of
UERMI Fragrance Collection
at 10 Corso Como New York

Friday, October 12

11AM Meet and Greet with
UERMI Founder Aurora Carrara

Followed by light bites at the
10 Corso Como Restaurant

1 Fulton Street
(Corner of Fulton and Front Street)
New York, NY 10038

RSVP: 10corsocomo@purplepr.com

www.uermi.com
www.10corsocomo.nyc
10corsocomo.nyc



UÈRMI ...OUR HISTORY WITH CAMPARI



Galleria
CAMPARI

BITTERSWEET SYMPHONY

13 ottobre - 22 dicembre 2016

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Direttore/Director

Marina Mojana
Direttore artistico/Art director

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Exhibition management
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Si ringraziano/With thanks to:

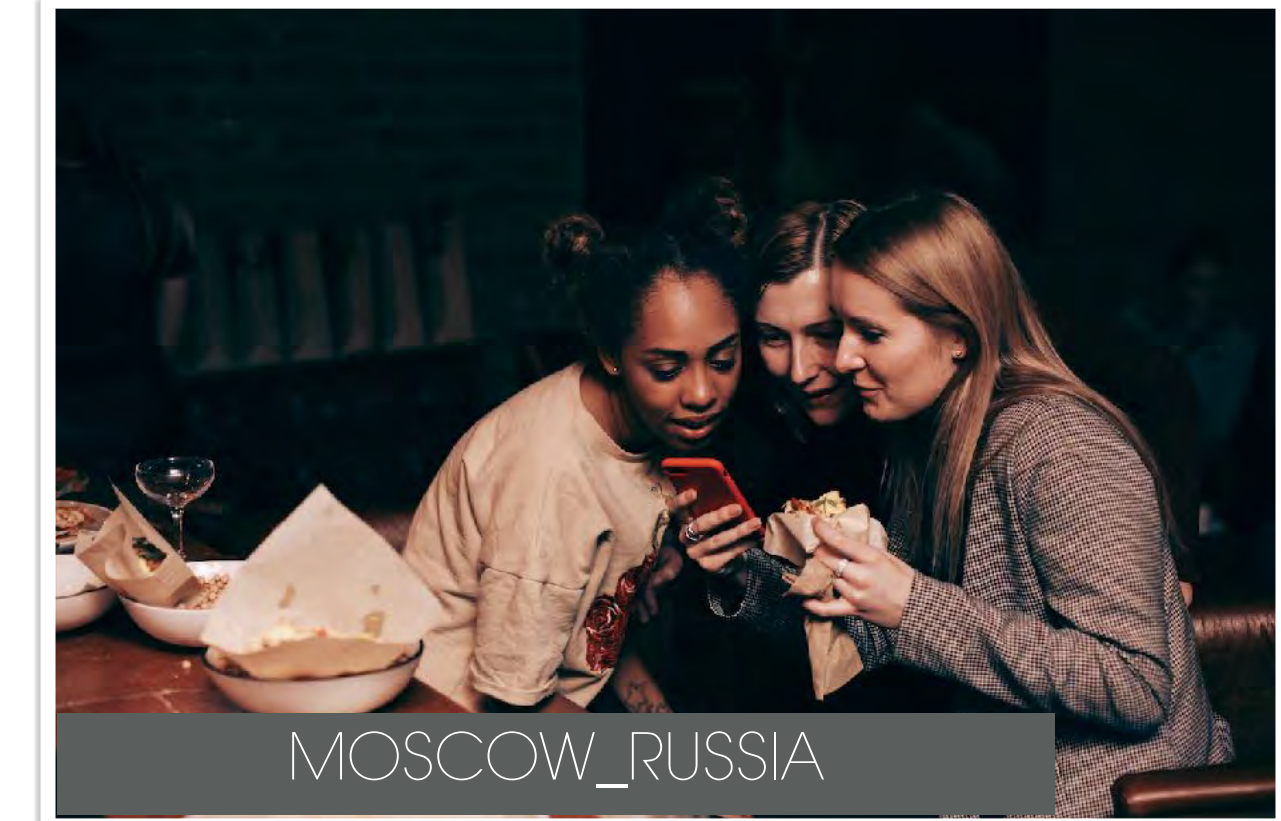
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Adriana Albertini
Marina Belli
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Federico Sacchi
Roberta Savelli
Johanna Wah!

UÈRMI was chosen by CAMPARI
in its interactive multimedia exhibition
BitterSweet Symphony
to represent the sense of smell
with 2 fragrances, bitter vs sweet:
VE VELVET and DO WASHI.



UERMI ...OUR HISTORY 2014-2018



UERMI ... (R)EVOLUTION



PITTI UOMO 2021 AWARD



WHAT MAKES UERMI UNIQUE



The creation of a brand is always a complex recipe, of course.

UERMI has been conceived even before artistic perfumery was officially born, then developed and refined over a long time.

Passion has always been the first ingredient (it always is), followed by obstinate creativity, research, experience, a touch of madness.

We are the only brand of 'niche' perfumery to be fully dedicated to the world of textiles. Perfumes and fabrics caress and gratify in real time our senses... smell, sight, touch in particular.

And they can evoke memories. An old pair of velvet pants or jeans, a tweed jacket, a silk tie or a scarf, a cashmere sweater ... can bring back a fragment of our past. A fabric, just as a perfume, can make us travel through time. The master perfumers we have selected to collaborate with have created for us beautiful 'olfactory answers' to provocative questions like... *'if you think of velvet or silk or tweed... what kind of scent would first come to your mind?'*

Each interpretation has always involved memories, becoming very personal, intriguing.

UERMI feels deeply connected to the world of textile, the world of fashion.

Creation to us means also constant evolution, sometimes revolution. Through time UERMI has been inspired by the fabrics that most fascinate us, but also surprise us, because innovative or mysterious (see DO WASHI, OR WHITE, OR ANGE, UD IKAT). Or else it has dedicated a fragrance (MY TUXEDO) to an iconic, irresistible garment. The hunger for creative evolution has taken us, in 2022, to create a collection of four fragrances (THE SOLARO COLLECTION) as a tribute not only to a trendy fabric but also to an Italian golden age: the Dolce Vita.

This year, 2023, will see a new exciting launch, a perfume dedicated to an entire decade so revolutionary, intense and amusing in every domain (fashion, art, music, life itself): the crazy, roaring Seventies.

What makes also UERMI very special is our choice to create fragrances with many different master perfumers, so that the creativity and diversity of the compositions reach the top level, for us very important. As of today UERMI is collaborating with 10 among the best 'noses' of the world.

UERMI COMMITMENT TO DESIGN, BEAUTY, EXCELLENCE AND SUSTAINABILITY

From its very beginning UERMI has concentrated its efforts on the quality of the fragrances.

Purity, aesthetic minimalism and eco-friendly packaging materials (we know a packaging life is of a few minutes... then it becomes waste) have always been important in the brand philosophy.

But with time we felt the need to render more precious our bottles, our labels, our boxes, in order to better represent the value of our precious content.

In 2019 UERMI took a huge leap and became part of a solid holding, with an Italian CEO, based in Prague, Czech Republic.

This has allowed us important investments for a total re-branding: new bottles, new packagings signed by an Italian designer, new displays, new materials, new concepts, improvement of every detail, refinement of all fragrances.

The philosophy of deep respect for our planet has been maintained, or rather taken to a new level of sustainability.

UERMI packagings do not contain any plastic but elegant paper, the bottles are set on beech-wood bases (to be kept as candle holder, not discarded).

We have created an 'Odorama System' in order to smell the fragrances from ceramic custom-made cylinders, handcrafted for us from a Faenza ceramist

Together with the re-branding of the visual identity, which has coincided with the pandemic that has changed the world, UERMI had also planned to completely re-start the marketing and distribution strategy, keeping in mind how the niche perfumery world has evolved. The brand positioning around the world intends to be selective and even more respectful of its values.



SINGLE DISPLAY
WITH CYLINDER
for 100ml

UERMI
GUARDAROB

...AND THE NARRATION CONTINUES

