



PARCO1923

***The brand that narrates the story of an unspoiled land
through the scents of plants unique to the world***

PARCO1923 tells the story of an unspoiled place: the **Abruzzo, Lazio, and Molise National Park**. Since its inception in **2016**, the brand has embraced the **mission of promoting and spreading the fame of this extraordinary land through the narration of its scents**. In the universe of PARCO1923, each fragrance is a **sensory journey** into the millennia-old history of the woods and the mysterious flowers that grow in the Abruzzo, Lazio, and Molise National Park, which was declared a UNESCO World Heritage site in 2017. The study of the products pays homage to every detail of this place and its history: from the brand's **name**, which celebrates the founding year of the Park, to the **choice of the Marsican brown bear** as the emblem of this natural oasis.

The flagship product is the homonymous Eau de Toilette **Parco1923**. The inimitability of the fragrance is given by its **unique olfactory pyramid**, inspired by the essences of protected flora such as the **Laburnum, Juniper Berries, Honeysuckle, and Fragrant Broom**, to name a few.

The brand's excellence was recognized by the **Accademia del Profumo** itself, which in **2024** awarded the fragrance **Pesco di Iorio** as Best Home Fragrance of the Year. In addition to the most iconic fragrances, such as Parco1923, **Scarpetta di Venere**, and **Riserva Regia**, the brand offers a **complete line of body products** and a **home collection**, transforming every space into an immersion in the most authentic and precious nature.

Paride Vitale and his partner **Ugo Morosi** – both originally from the Abruzzo National Park – are the creators of the brand. - *“Olfactory memory”* - Vitale explains - *“is the strongest one we have: always, if I close my eyes, I relive the long horseback rides of my childhood and smell the scent of places to which I am attached with my heart.”* Morosi adds: *“For a long time, the old park rangers lived in the woods to flush out poachers. We asked them to test our essences and, together with local botanists, they helped us over two years of intensive work to refine our research, leading to the creation the essence you find in PARCO1923.”*

Thanks to the careful collaboration with botanical experts and the renowned nose Luca Maffei, PARCO1923 has become what it is today: an essence approved by a group of senior park rangers who recognized its authentic nature.

With flagship boutiques in **Pescasseroli, L'Aquila, and Milan**, the brand is present in **over one hundred retail locations throughout Italy**, including exclusive artistic perfumeries, concept stores, showrooms, and dedicated corners in high-end shopping centers.



Renowned Michelin-starred restaurants and hotels have chosen PARCO1923 to fragrance their spaces.

All products are available for purchase at the flagship stores, on the website www.parco1923.com, and throughout the network of selected retailers, listed on the site's store locator.

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