
HIC BEAUTY

MILANO

THE ART OF SCENT



THE ART OF SCENT

"The sense of smell has an almost magical power, he works silently, he is always active even if he does not give any signs of his presence and, when he decides, he awakens emotions and memories in us.

And, when we realize it, we are already late, he has already kidnapped us. "

Cindy Fullmann

HIC BEAUTY MILANO

MORESQUE
PARFUM

*Blend
Oud*

Jacques Folly
SAINT BARTH

NEW NOTES
EXTRAIT
DE PARFUMS

THE
HOUSE
OF OUD

THOO

International in vision and spirit, **Hic Beauty** operates and produces with pride in Milan, positioning itself as a leading company in that hub of “savoir faire” and the entrepreneurial energy that characterizes the city, the capital of the world’s artistic perfumery.

The artistic celebration of perfume and the creativity of a Maison that in a few years, with its brands, has conquered the international world of niche perfumery.



HIC BEAUTY MILANO

Hic Beauty creates, develops and positions brands, following every single step of a brand's process, from fragrance creation, to naming and packaging, from market positioning, to marketing and communication.

An advanced strategy built with care that has expanded over the years with its own brands, shareholdings and the acquisition of licenses.



Hic Beauty is the search for an excellent balance between the use of raw materials of extreme quality and the most exquisite craftsmanship of **MADE IN ITALY**, the perfect harmony between essence and aesthetics.

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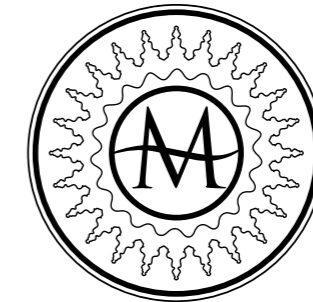
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T H E A R T O F S C E N T

A multisensory experience in a space
immersed in beauty.
A rare dimension of research
of artistic perfumery.





M O R E S Q U E

PARFUM

Moresque is the harmonious synthesis between form and content, between aesthetics and essence. Created to dress the ancient oriental tradition of perfumery with timeless Italian style, **Moresque** is a tribute to the splendor of the Moorish Art. It is also a hymn to the refinement of oriental perfumes and to the "Made in Italy" know-how.

Moresque fragrance collections reflect the philosophy of Minimalism through their design essential features: each perfume offers an appealing contrast between the absolute rigorousness of its lines and the richness of its details.









Blend Oud

Blend Oud is a refined mélange combining the knowledge of the Arabic perfumery art that goes back millennia with the most magical and emblematic ingredient in the history of perfume: Oud.

Blend Oud takes its inspiration from a very ancient tradition: that of the noble gestures of the arabic perfume masters, who used to blend the exceptional, rare and precious, raw materials, patiently and methodically, bringing to life a valued and fascinating olfactory culture.





di vetro, ossia tagliarne via una por-
zione, perché troppo lungo, ovvero vogliam-
o il fondo, o per altro. Avendo prossimo
perché che lavori colla ruota ei può fare
come l'operazione, ma il più delle volte
manca la congiuntura, ed allora è mestieri
servirsi ai soliti mezzi dei quali diremo par-
to del modo di tagliare i vetri (Vedi X. tavola)
così però questi che domandano una certa
quasi perizia e abitudine, e coi quali non
è possibile accorciare il vaso per grana da
che le porzioni rimangono intatte ed ar-
te adoperabili se la circostanza il richie-
re l'operetta inglese che s'initola The
glass blowing, perge un curioso e
modo per giungere a questo accorcia-
mento ad accennarlo. Si voglia per
assumo ad accorciare un bicchiere comune
o accorciare un orlo una determinata
parte verso l'orlo una anello ben
che se ne stacchi un anello del taglia-
re uguale e che i labbri del taglia-
re ed uniformi; prendesi allora
una ghetta di ferro più o meno
del diametro del vaso, (per
manne appunto di circa un
roventa la cima e la si t
nell'olio, procurando far
tarne la superficie. Con
sono pessimi condutt
calorico, e quindi m
superiore dell'olio
comunicandosi al
in giro appuntit
la superficie del
glio riesce preciso e
agitata riuscirebbe scabb
cura Berzelius di avere per
rimentato questo metodo e
sempre corrispondente a
ACCORDARE. (mus.) Azione
o rallentare più o meno la voce a
strumento musicale, onde poter a
struttura fra loro, dopo avere
prima corda di partenza a que
prima voce stabile la del cor
alla voce stabile da quella rive
phason, da quella, al c
come a tutti, al c
si rapporta. Per

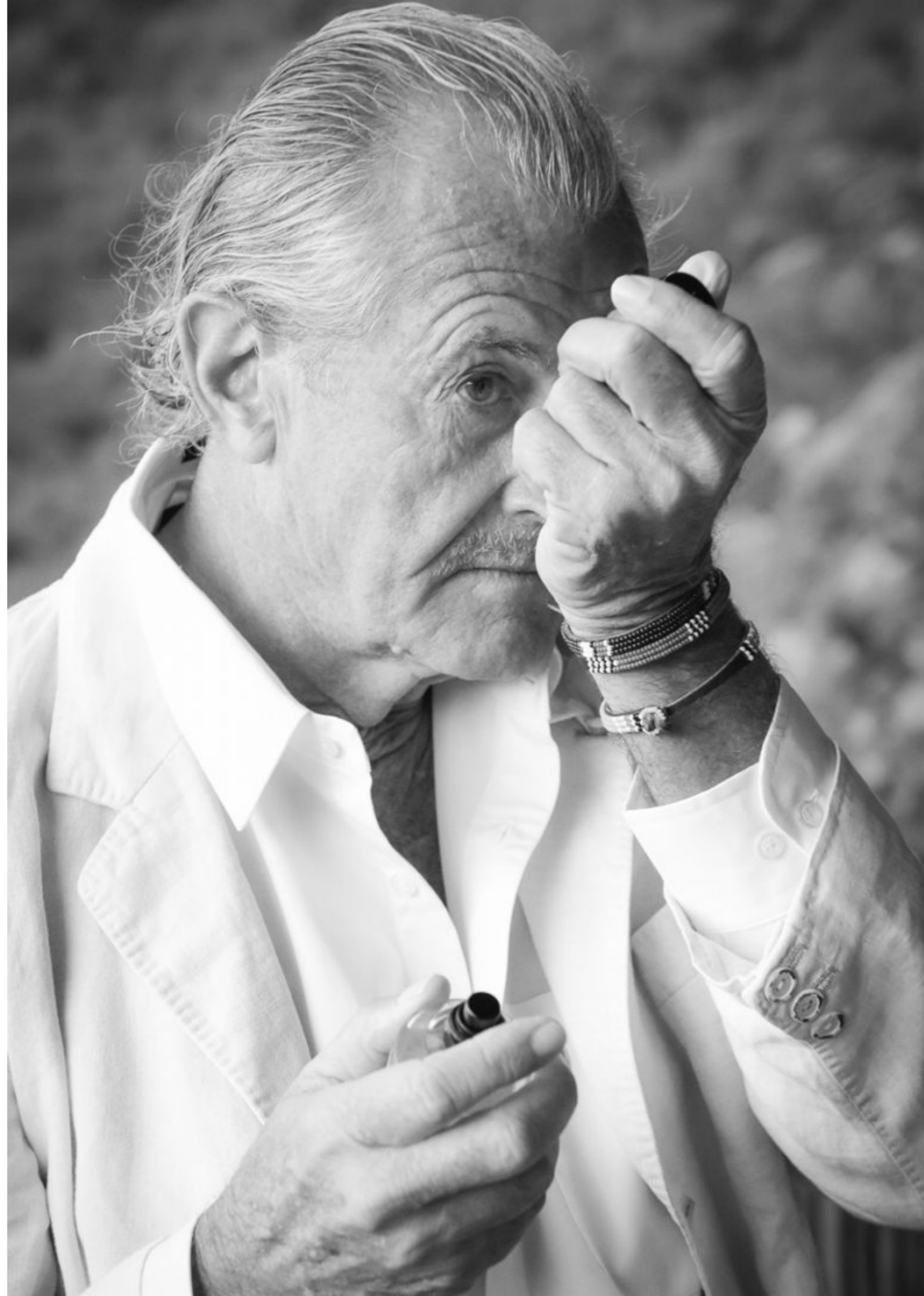


Jacques Zolty

SAINT BARTH

"I am **Jacques Zolty** and the fragrances I create tell my story as a photographer, model and artist in love with beauty and nature."

Perfumes are a powerful means of expression. They give depth to an image, revive a souvenir and speak a universal language. I started creating fragrances to give my photos a tridimensional characteristic and for my art to carry a message.



Jacques Folly
SAINT BARTH
SUEÑO SUAVE
EAU DE PARFUM
100 ml e

FoLe

*Les rêves sont-ils la vie ?
Partir de grands rêves dans
notre cœur, avec toutes
leurs nuances, et leur
donner un élément
plus...*
Jacques Folly

Jacques Folly
SAINT BARTH
ÉTÉ DU COCOTIER

Jacques Folly
SAINT BARTH
SUEÑO SUAVE

Jacques Folly
SAINT BARTH
CRAZY BELLE

Jacques Folly
SAINT BARTH
SOUP'R CLANDESTIN









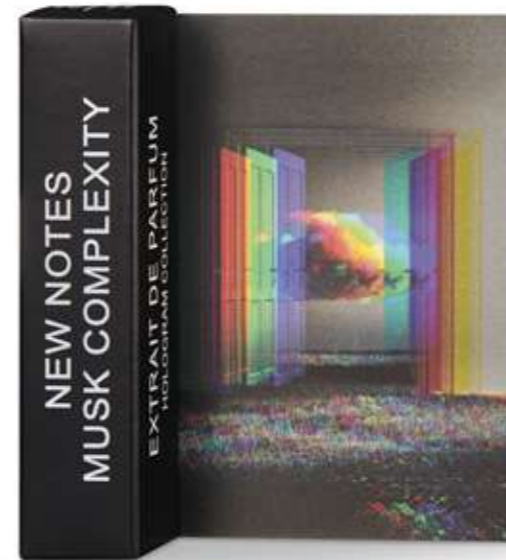
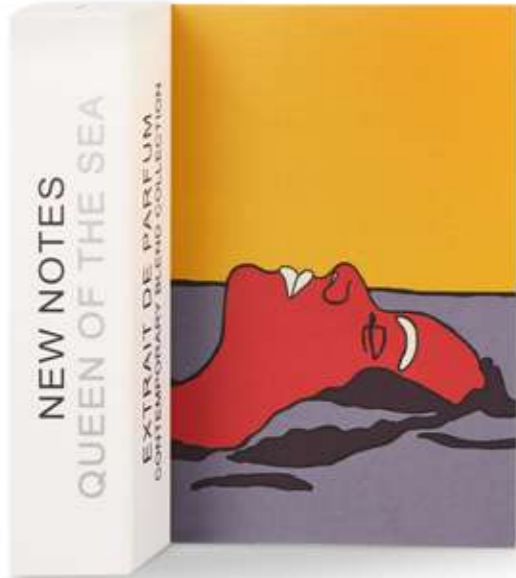
NEW NOTES

EXTRAIT
DE PARFUMS

NEW NOTES IS A NEW GENERATION
OF EXTRAITS DE PARFUM WHICH TRANSCENDS
THE CODES OF PERFUMERY AND BREAKS DOWN
THE BARRIERS OF ROLE AND GENDER,
TO EXPLORE NEW OLFACTORY DIRECTIONS.









THE HOUSE OF OUD

THE HOUSE OF OUD is the story of a friendship between Andrea Casotti, an Italian Master Perfumer, and Mohammed Abu Nashi, a producer of Jakarta oud, two people who share a passion for art, perfumes and travel, together with a sense of beauty and their love of study.

Their ideas and inspirations have been collect from all over the world into a single 'house'. Theirs is a rather special house: it has no walls or borders, but is open to opportunities and to visits, furnished with knowledge, experience and the age-old art of perfumery.







THO

Andrea Casotti's concept is an exciting freestyle, the personal accumulations of a nuclear engineer who is also a visionary, a street artist and a perfumer: a chameleon-like explorer who employs dynamics, colours and the ingredients of his fragrance house with talent to reproduce a vibrant synthesis of widely different universes in every one of his creations.









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