

MONTENAPOLEONE

PROFUMI MILANO



Italian Excellence.

MADE IN ITALY

The Company

The origins

During the production of a television program dedicated to fashion, an encounter with **Barbara Sanna** (creative nose) and **Riccardo Carugo** (technical creator) sparked the idea of creating a reference point for **Italian excellence in perfumery**.

Thus, Montenapoleone S.r.l. was born.



Simone Baronio

The Founder

Simone Baronio, 48 years old, started his career as a television publisher. Today, he manages over 20 local TV stations within the Netweek Group.

He is the **founder and sole shareholder** of Montenapoleone S.r.l.



Vision

Made in Italy



Mission

Quality above all

Montenapoleone Profumi Milano embodies the **highest Italian artisanal tradition**.

A **Made in Italy** project capable of creating fragrances that deliver **authentic and unforgettable sensory experiences**.

Our mission is to create **high-quality fragrances**, perfectly balancing **exclusivity** and **authenticity**.

Quality is at the core of everything: **product quality, bottle quality, packaging quality, and communication quality**.

This pursuit of excellence inspires our payoff: **Sua Eccellenza (His Excellency)**.

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The Creations

The experts

Each fragrance is the result of an **in-depth 20-month research process**.

The creative process is led by **Barbara Sanna**, while **Riccardo Carugo** supervises production.

Both have **over 40 years of experience** in the niche perfumery sector.



Exclusive fragrances

500/70/20/7

- Over **500 fragrances studied**
- More than **70 selected**
- Over **20 custom-modified** and tested on targeted panels
- **7 exclusive fragrances** launched

All fragrances are the **exclusive property** of Montenapoleone Profumi Milano.

The brand

Montenapoleone Profumi Milano

Via Monte Napoleone is a **global icon of Italian luxury**.

Montenapoleone Profumi Milano aspires to become the **olfactory equivalent** of that exclusive and elegant street.

The brand is registered



The domain

Montenapoleone.com

The **brand is registered** and supported by the strategic acquisition of the evocative domain:

montenapoleone.com

Distribution

Selective and targeted

Our goal is to reach **about 50 points of sale in Italy** (currently, there are 20).

We are committed to avoiding **distribution inflation**.

We seek **partners capable of enhancing the value of our products**.



Customers

Lovers of exclusive fragrances

Our customers are **explorers, curious, passionate, free, and elegant**, those who appreciate the **quality of artistic perfumery**.

We aim to reward their passion with a **distinctive and unique experience**.

Fragrances

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The collection

Products and features

Each fragrance
contains over

25%

extracts, ensuring extraordinary
intensity and persistence.

		OLFACTORY FAMILIES						
		CITRUS	CHYPRE	LEATHER	FLORAL	FOUGÈRE	WOODY	ORIENTAL
	BRAMA				●	●	●	
	COMANDO	●		●				●
	FURFANTE	●		●		●	●	●
	RETAGGIO		●		●			●
	SIGILLO	●		●			●	●
	SUSSURRO	●	●		●	●		
	TALENTO	●	●		●			●

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BRAMA

The most intense desire

Olfactory pyramid

TOP NOTES: Saffron and pink peppercorn radiate a high, vibrant energy, spicy and lively, like a spark of instinctive attraction.

HEART NOTES: Ambergris and sweet accords emit a sensual and enveloping mid-frequency, like a velvety embrace.

BASE NOTES: Soft musk, cedarwood, and vetiver create a deep, lasting vibration with earthy, reassuring tones.

OLFACTORY FAMILIES

CITRUS

CHYPRE

LEATHER

FLORAL

FOUGÈRE

WOODY

ORIENTAL



MONTENAPOLEONE
PROFUMI MILANO

COMANDO

Strength and courage

Olfactory pyramid

TOP NOTES: Brazilian orange, Calabrian lemon, and cinnamon release a high, decisive vibration, an explosion of freshness and spice.

HEART NOTES: Golden saffron, geranium leaves, and tobacco infuse a refined, velvety mid-frequency.

BASE NOTES: Cashmeran, vanilla, and sandalwood generate a deep, enveloping vibration, soft yet persistent.

OLFACTORY FAMILIES

CITRUS

CHYPRE

LEATHER

FLORAL

FOUGÈRE

WOODY

ORIENTAL



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FURFANTE

Authentic audacity

Olfactory pyramid

TOP NOTES: Calabrian bergamot, grapefruit, and pink pepper bring a high, effervescent vibration, conveying energy and freedom.

HEART NOTES: Wild lavender, green fig, and blond tobacco create a balanced mid-frequency, blending natural freshness with aromatic warmth.

BASE NOTES: Cedarwood, Haitian vetiver, smoky amber, and soft leather release a deep, lasting vibration, a symbol of authenticity and mystery.

OLFACTORY FAMILIES

CITRUS

CHYPRE

LEATHER

FLORAL

FOUGÈRE

WOODY

ORIENTAL



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RETAGGIO

The value of memories

Olfactory pyramid

TOP NOTES: Heliotrope and ambergris evoke a high, enveloping vibration, recalling the charm of memories and the promise of new beginnings.

HEART NOTES: Golden saffron and centifolia rose diffuse a sumptuous, bold mid-frequency, a weave of passion inviting you to fully embrace the present.

BASE NOTES: Precious oud, balsamic benzoin, and sandalwood create a deep, lasting vibration, symbolizing stability and elegance.

OLFACTORY FAMILIES

CITRUS

CHYPRE

LEATHER

FLORAL

FOUGÈRE

WOODY

ORIENTAL



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SIGILLO

The proof of passion

Olfactory pyramid

TOP NOTES: Bergamot with sweet citrus bursts into a high, sparkling vibration, energetic and bright.

HEART NOTES: Spiced rose, warm cinnamon, and exotic spices diffuse a warm, intriguing mid-frequency, like a coded message waiting to be unveiled.

BASENOTES: Leather, sweetwoods, and ambergris generate a deep, reassuring vibration, a symbol of strength and persistence.

OLFACTORY FAMILIES

CITRUS

CHYPRE

LEATHER

FLORAL

FOUGÈRE

WOODY

ORIENTAL



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SUSSURRO

The magic of elegance

Olfactory pyramid

TOP NOTES: Mandarin and bergamot radiate a high, luminous vibration, fresh as a silent dawn.

HEART NOTES: Centifolia rose, velvety iris, and jasmine release a refined mid-frequency, exuding elegance and authenticity.

BASE NOTES: Ambergris, soft musk, and patchouli create a deep, enveloping vibration, leaving a sweet, lasting trail like an unforgettable memory.

OLFACTORY FAMILIES

CITRUS

CHYPRE

LEATHER

FLORAL

FOUGÈRE

WOODY

ORIENTAL



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TALENTO

The pleasure of being

Olfactory pyramid

TOP NOTES: Bergamot and neroli emanate a high, luminous vibration, sparkling and delicate.

HEART NOTES: Velvety iris, jasmine, and aquatic accords release a refined, airy mid-frequency, like an elegant breath.

BASE NOTES: Sandalwood, vetiver, musk, and amber create a deep, reassuring vibration with a creamy, earthy base.

OLFACTORY FAMILIES

CITRUS

CHYPRE

LEATHER

FLORAL

FOUGÈRE

WOODY

ORIENTAL



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Communication

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Media

Digital & TV

- Social Media Campaign launched in **September 2025**
- Focused strategy on **Instagram, Facebook, LinkedIn** and **TikTok**, targeting artistic perfumery communities
- **30-second commercial**, consistent with the **premium image** of the brand



Creative concepts

7 dedicated visuals, one for each fragrance, plus a collection-wide subject



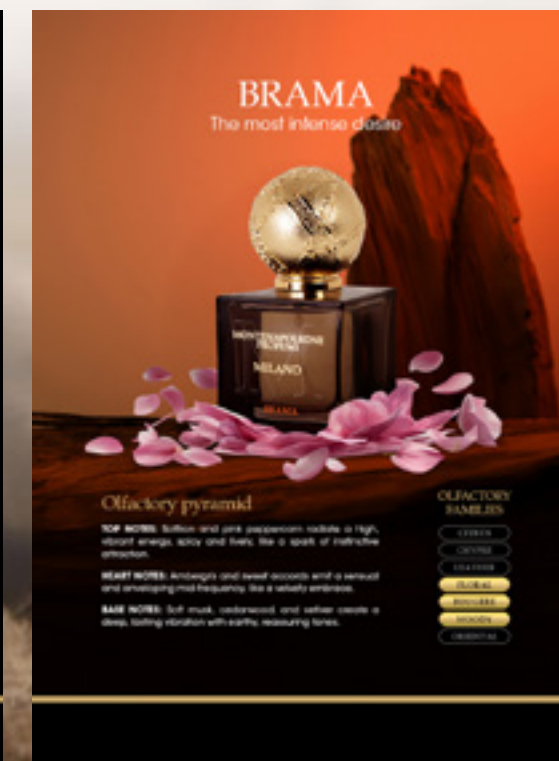
Discovery Kit

Explore all our fragrances



Consumer catalog

A complete presentation of the entire range dedicated to potential customers



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