

Superga Beauty signs the new HOC Histoire Olfactive Collective niche perfume



As part of the creation of Superga Beauty (resulting from a merger of BPS and Manifesto Factory), **Superga Beauty, specialising in Full Service solutions**, signs an impressive leader with the all-new HOC Histoire Olfactive Collective niche brand.

HOC Histoire Olfactive Collective was officially presented in Milan as part of Esxence, the key niche perfume trade show held from 25 to 28 April 2019. **Initially created in 2019, HOC ("nose" in Russian) is an atypical, original brand offering a new olfactory approach to niche trading.**

A brand brimming with emotion



This unisex perfume is the creation of **Masha Zanier**, a young Parisian of Russian and Georgian heritage hailing from the fashion world. Heavily inspired by the "behind-the-scenes" aspect of the industry and passionate about perfume, her aim is to reveal who the true art creators of perfumes are.

London City 5:00 PM - 9:00 PM - 11:00 AM

A talented master perfumer, one of Firmenich's main perfumers, and the creator of 200 perfumes, **Vincent Schaller is thus the very first artist to write Chapter 1 London City for the HOC Histoire Olfactive Collective brand.** Through this perfume he shares, throughout the day, the emotions, discoveries, and experiences elicited by his walk through the City.

Launched in April 2019. 100ml capacity.
HOC is available for sale on the site www.hocparfum.com

An inspiring story told and staged by Superga Beauty through the design of the perfume's bottle

Masha Zanier called on Superga Beauty know-how to develop and propose suitable solutions for the creation of three London City fragrances. The design itself is one of Thierry de Baschmakoff's hallmarks.



The first perfume's inspiration is unique in terms of the shape of its bottle and vibrantly-coloured adornment on its four outer sides. **The original engraving that tells the perfume's story is revealed and magnified on the top of the magnetic cap.** Each fragrance is presented in a beautiful magnetised wooden box with a matte varnish finish bearing the brand's monogram. It is one of the key pieces of this first collection.

"Our know-how, which serves the beauty industry, coupled with the Superga Invest Group's reach in the luxury sector, have allowed us to currently offer niche brands tailor-made solutions for their perfume creation, skincare and makeup initiatives," explains Nathalie Dickeli-Duvoisin, Director of the Superga Beauty Full Service Division.

