



PAOLO GIGLI
FIRENZE

1948

The Spirit of Mother Earth

MADE IN ITALY

Story of the brand

It starts with Nello Gigli (Paolo's father). After world war 2, Nello Gigli started a small glass decoration business. Gold decorations and stove enamel.

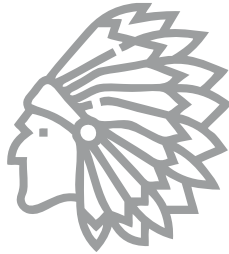
He dedicated himself mainly to foreign markets, acquiring a significant number of customers in the perfume sector, too (empty bottles), though the perfume market was quite limited at the time.

A few years later, supported by a perfume chemist, he started manufacturing finished products, still dedicating himself to foreign markets.

When his son Paolo joined the firm, the whole production system became more modern and up-to-date, of course.

At present, Paolo Gigli perfumes keeps the same craftsmanship principles as before, paying attention to the aspect of the product (bottles and packages), though taking into consideration modern times in terms of taste and market trends with respect to fragrances. Today, this firm exports its products everywhere around the world.

The Spirit of Mother Earth



In this world that has lost the sense of its primal values, in which the spirit is enslaved to material things, if human beings want to rediscover their truest essence, they will have to remember that they are closely bonded to nature and that they are one with it.

There is a population, American Indians, that has always managed to preserve and hand down the sense of a deep bond between our spirit and the spirit of all the beings that live on our planet. Animals, plants, trees are part of ourselves. We are so closely bonded together that we are one. If we respect them, they will respect us. Everything is within us, beauty, the sense of the sacred that we have so regrettably lost, and we would only need to look inside ourselves to find it again.

It is in this spirit that the new fragrance collection, “Lo Spirito di Madre Terra” (The Spirit of Mother Earth), inspired by Sioux names, has been created. Each fragrance reminds us of what we are, in the depth of our hearts. Living beings like many others, whose true spirit is filled with love and respect for all that surrounds us.

The Sioux names of the fragrances in this new collection remind us of how some elements of life seem easy but primal, in this world taken over by technology, the destroyer of the Essence.

The herbal, fruity, woody and flowery notes of these fragrances carry the memory of the real beauty of our most intimate essence, the only one that gives us access to *joie de vivre*, in harmony with the surrounding world. Through these natural, genuine notes, it is up to us to find it again in communion with all our senses and spread it in a fragrance that promises to take us on a journey back to basics.







100 ml

MAKAWI (Generous)

Generous, this is the meaning of this Sioux name for which generosity is the key feature of the Spirit. Sharing, like nature does with all its physical and spiritual gifts, provides beauty and compassion, unleashing the wonderful energy of love within us.

HEAD	SOUR CHERRY, LIQUOR & BITTER ALMOND
BODY	ROSE, JASMINE&PLUM
BACK GROUND	SANDAL WOOD, TONKA BEANS & VANILLA



100 ml

KIMIMELA (Butterfly)

The butterfly, like a fire dancing in the air, recalls the principles of alchemy. The transformation of the soul from a cocoon to a magnificent, light, magical creature. Its wings spread out, it flies lightly from one flower to the next, from a barely-opened bud to the most delicate fruit. Such is the scent etched into these fragrances that our real essence is revealed to the whole world.

HEAD	SAFFRON, MANDARIN, BERGAMOT & ORANGE BLOSSOM
BODY	CARDAMOM, NUTMEG, JASMINE & YLANG
BACK GROUND	VANILLA, AMBER,WOODY NOTES,MUSK & TONKA

CHUMANI (Dewdrop)

The herald of dawn, the delicate, transparent dewdrop is intoxicated by the scent of wild herbs. The surrounding woods release their indescribable scent that the heat of the rising sun spreads in the fresh morning air. A magical, silent moment in which the Spirit becomes one with the Earth.

HEAD	HERBACEOUS & INCENSE
BODY	CEDAR, CYPRIOL & CAMEL
BACK GROUND	VETYVER, AMBER & MUSK



100 ml

PAYTAH (Fire)

Impalpable, insatiable, fire recalls the purification of nature and its rebirth. The harbinger of a better world, in which life is stirred up by truth and freedom. Oriental woody notes linger around, and all one's being gets brighter and joins unconstrainedly in the way to heaven.

HEAD	CARDAMOM & SICHUAN PEPPER
BODY	ROSEWOOD, AMBER & SANDALWOOD
BACK GROUND	OUDH, VETYVER, VANILLA & TONKA BEANS



100 ml



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