



Gritti

Venetia





The Gritti, a family of perfumers.

*With this brand, the Gritti want to revive
the ancient formulations invented by their forebear Alvise Gritti,
a Venetian nobleman and alchemist who lived in the sixteenth century
and was a pioneer in creating scents that can evoke emotions.*

*The logo is composed of the family's original coat of arms.
Note the motto on the ribbon, meaning
"Do not be disheartened by difficulty".*





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And it all started ...

in the mysterious Venice of the sixteenth century.

He was the nobleman Alvise Gritti,

an inquisitive and brilliant man with few scruples,

*a scholar of alchemy and a great traveller. He would sail east, losing himself
in the discovery of new cultures. Upon his return, he wanted to turn the emotions
that had changed him so profoundly into something eternal and immortal.*

*He used the only language he knew, speaking straight to the heart and soul
through perfume. And so he created five enthralling olfactory images that have come down to us
through the centuries.*





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*seven emotional scenters
that have reached us through the centuries*



Antalya: The wait to sail towards new and uncharted horizons. The unique odours of colourful, bustling moments: water, harbour, salt-encrusted ropes and people on the wharf, all mingling their smells of salt, sun and life.

Damascus: As surprising as an unexpected, sensual encounter on a hot night.

a smooth-skinned Magdalene, her secret alcove, the smell of opium wafting through the room and sheets crumpled by bodies joined in passion. Then, just a distant memory blurring dreams and reality.

Delirium: A shiver down your spine. An impossible escape through the dusty streets of the kasbah, amidst enormous clay pots. Your heart races, and you note the acrid smell of a struggle to elude a destiny to which you cannot surrender.

Preludio: Like a warm southerly breeze that caresses everything as far as the horizon of a calm emerald sea.

Then a cool wind suddenly blows in from the east, bearing the scent of mystery and magic.

Saraj: The fleeting appearance of the mysterious Princess Alaja and, on her hands, the intense, warm and exhilarating perfume that makes the time separating today from seeing her again tomorrow seem eternal.

Aqua Incanta: I followed your scent, I have inebriated your smell, I meet your eyes and your mere presence has enchanted the air and I fell in love.

Fanòs: the island of Calypso, followed the smell to forget the time.



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no glamour, but only sublime research

