

**1) When did you first discover your passion for Fragrance & Cosmetics?**

*I come from a family of pharmacists I've always been very passionate about galenical preparation I looked around the old recipes of my grandmother and my great-grandfather and I started out in that direction. Once graduated in Pharmacy at the University of Ferrara – where I mainly got interested in cosmetology and pharmacology – I was admitted at the EFCM program, which was held in English for the first time. I discovered the world of fragrance, a wonderful and fairy world, and I completely fell in love with it! Pharmacists don't know anything about this world until they get in touch with it.*

**2) How would you describe your experience in the EFCM-MBM program?**

*I had a wonderful time both in Versailles and in Padova, especially because of the multicultural environment which allowed you to get in touch every day with different beautiful realities. We all lived in the same residence, every evening we experienced a different food culture (we learnt how to cook Indian, Chinese, Korean food ..) and we shared the traditions of each country. Then I've been to Mosca and New Delhi at my friends' wedding and they came to mine and we also met on the occasion of the tenth anniversary of the Master in Paris. We are still in touch after more than 10 years and we always say that it would be beautiful to collaborate all together, for instance to create a brand in China or in India with the design made in Italy and sell it in Russia or in USA. Never say never!*

**3) What did you do at the end of the Master's program?**

*My professional career is strictly connected with my love story. At the end of the University, I broke up with my boyfriend and I went to Versailles, I probably would never have gone if we stayed together. When I came back to Italy I got back together with my boyfriend and we decided to get married. Unlike some colleagues who thought first to their career, I thought first to the family but at the same time I started working for a cosmetics company near Brescia and later for a Perfumery Atelier in Milan. Then we moved to Bassano del Grappa and I decided to start my own business and open my laboratory as it was always my dream. My father's side of the family are all entrepreneurs so the entrepreneurship is in my blood. I wanted to create something mine and I put into practice everything I had learnt during the EFCM-MBM program, I mean both technical and marketing part. I created a new profession that's called Fragrance Designer which is a kind of product manager who takes care of the product line from downstream to upstream.*

**4) What challenges have you faced in the cosmetics industry so far?**

*In Italy, getting started has been fairly difficult from a legal point of view. They were not able to understand and tell me which the right legal form for my business could be. Finally I decided to create a society with my father who is both an entrepreneur and an "inventor". In 2017 we founded the company Fragrance Designer, specialized in the production of perfumes and room fragrances, private labels and olfactory scenography. We've also created and commercialized fragrance diffusers labeled Fragrance Designer Diffuser and Qi, which can cover up to 300 square meters. We started doing many projects for stores, company headquarters, for instance, we perfumed the Diesel headquarters, Geox stores, the jewelry store Misis as well as the Furniture Showroom in Milan and so on.*

**5) How difficult would you say that this career path is in terms of making a name for yourself?**

*It has been pretty difficult. If I had to maintain a family I wouldn't even have started because it takes a long time. It is not something that gives you an immediate economic satisfaction maybe it gives you exposure but then you need to work really hard to get recognized in this business. In order to increase my reliability, in 2012 I launched my own lines of room fragrances and eau de parfum, that was really successful even in US and Dubai. In 2014 the eau de parfum Agrums of my collection was included by the famous French perfumer Nicolas de Barry in his book "101 parfums à découvrir" where he presents a selection of fragrances you have to try at least once in your life. It has been one of the greatest satisfaction in my professional career. The book was written with the collaboration of Aitana Lopez de Carrion, a former EFCM-MBM student who attended the program some years after me. She was the one who encouraged de Barry to try my perfumes and he chose one of them.*

*In the last years, I also got in touch with another EFCM-MBM student, Lucia Dessy, who did her internship in Fragrance Designer and was on my side during my first "Scent Dinner", an event where perfumers and chefs transform the same raw ingredients in fragrances and dishes. It really touched me. After our collaboration, she started her own business in Sardinia. I really tried to share with her all my experience. We are good friends now.*

*it would be great if all EFCM-MBM students got in touch together because I think that many of them could collaborate in one way or another.*

**6) Where do you draw influence and inspiration from for your work?**

*I've always been very creative and I realized that any concept or entity like a place, a brand or even a person can be transformed in a perfume. On the occasion of its 10<sup>th</sup> edition, we have also created the fragrance of the EFCM-MBM program that included vetiver representing students who are putting their roots. I always say to all the people who have commissioned a perfume that I am only a translator and they are the one who create it. This is a fundamental aspect of my job and the customers love it.*

**7) What projects are you currently working on?**

*On October 14th we inaugurated the olfactory path within the Ancient Delta Museum, which houses the entire cargo of a Roman ship discovered near Comacchio. We have recreated 3 perfumes which recall the sea, the oriental spices and the iris root in the Convivium area, where women were also admitted.*

*I am also involved in the organization of olfactory dinners in collaboration with several chefs and I am already working for next year Furniture Showroom in Milan.*

*I also hold some courses for the Accademia Techiche Nuove in Milan, I like teaching and above all working with students. A couple of years ago one student did her final project work about "Fragrance Designer" while another one analyzed the olfactory scenograph, showing that the use of the olfactory diffuser in a store helped increase their sales because people felt more comfortable and spent more time there.*

**8) What are your tips for students and juniors looking forward to pursuing this career path?**

*At first, I would recommend everyone to gain some experience by working in a company because it is very difficult to start your own business without any kind of professional experience. Then if you work hard, you have the opportunity to make a great career in a multinational company but also to create something by your own: however, it is all a matter of choice, some people love to be part of a specific mechanism others need more openness to achieve their goals.*