



PAOLO GIGLI  
FIRENZE

1948

*The secret of the universe*

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.

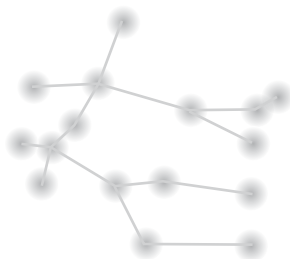
He dedicated himself mainly to foreign markets, acquiring a significant number of customers in the perfume sector, too (empty bottles), though the perfume market was quite limited at the time.

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 secret of the universe*



Life runs so quickly that we forget to live it. Caught up in a whirlwind of cravings, fears and constraints, man has forgotten he is a spiritual being who is here to live a human experience in which his goal is to regain self-awareness through nature and its beauty.

Every sweet-scented flower, every fragrant fruit tell us the secrets of the universe. The essence of their scent reawakens our memory of an unreal, unknown world that only a reconnection with our soul can disclose. Smelling, breathing in the scent of this secret magics away our surroundings, lifting us out of the physical realm, where happiness, though short-lived, discloses a new dimension. The joy we feel is so clear, so palpable and so pure that, even for just the briefest moment, it hauls us where there's nothing but light.

The incredible alchemy of the union of body and soul happens then, taking us, in an infinitesimal moment, to eternity. Through the senses, the body joins the soul that, ready to embrace it, offers it consciousness of the universe. The duality of our material world has disappeared to make room for unity among all living beings.

To rediscover what we really are out of space and time, the fragrances of this new range, simple and genuine in their notes, will enchant your senses and your soul. It will take just a simple flower, a fruit or the scent of moss to share and deeply experience the secret of the universe.

*The secret of*



  
PAOLO GIGLI  
FIRENZE 1948  
FIORI STELLATI  
MADE IN ITALY

  
PAOLO GIGLI  
FIRENZE 1948  
INFINITO E OLTRE  
MADE IN ITALY

  
PAOLO GIGLI  
FIRENZE 1948  
GIOCHI DI LUCE  
MADE IN ITALY

*the universe*





100 ml

## Fiori stellati

(Starry flowers)

*The glimmers of stars on earth first happened in the form of a fragrant flower, the jasmine, with its sensuous, fruity, wild scent. Saffron, amber and oak moss combine their indescribable scents with this starry love. The sky, the wildlife and the sea have joined into one, and their union arouses in us the incredible feeling of being at one with the universe.*

**HEAD** JASMINE & SAFFRON

**BODY** AMBER

**BACK GROUND** OAKMOSS



30 ml

## Infinito e oltre

(Infinity and beyond)

*A delicate blend of fruits, flowers and woody notes frees us of our sensory constraints. The fragrance is opulent, natural and unexpected, all at the same time. It surprises, intrigues and stretches out to distant horizons. The alchemy does its job and fills all our being with the joy of finding, inside, the way to infinity and beyond, within ourselves, where everything is eternal.*

**HEAD** BERGAMOT, CURRANT,  
APPLE & PINEAPPLE

**BODY** PATCHOULY, BIRCH &  
JASMINE

**BACK GROUND** AMBER, OAKMOSS &  
MUSK



100 ml



30 ml

## Giochi di luce

(Light and shade)

*A marvellous, unreal instant. The light shines in places through the leaves of trees and rests on a lawn that is a tender, reassuring green. It plays with shadows and reveals more soothing, exotic, irresistible scents. Nature plays along, smiles, and little by little discloses its innermost fragrances. Heaven is there, and so is eternity.*

**HEAD** WOODY NOTES, SWEET NOTES & GRASS

**BODY** CEDAR & PATCHOULY

**BACK GROUND** SANDALWOOD, VANILLA, TONKA BEANS, TOBACCO LEAF & MUSK



100 ml



30 ml

## Giardino segreto

(Secret garden)

*Since the very first notes, an outstanding garden unfolds before our eyes. Warm, bewitching and sophisticated oriental scents mixed with spices, sweet fruits and nuts intoxicate all the senses. They speak of the Arabian Nights at the core of the constellations that sparkle dazzlingly. They work their magic, and so the soul finds its personal legend in its own secret garden.*

**HEAD** GINGER, TOBACCO, CINNAMON & CORIANDER

**BODY** VANILLA, CLOVES, ANISE & COCOA

**BACK GROUND** BENZOIN, AMBER, SWEET NOTES & DRIED FRUITS



100 ml



30 ml



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