

Dubai, November 15th, 2021

Fueguia 1833 is proud to announce its establishment in the Middle East region, starting off with a unit in Doha, and an exclusive partnership with Al Tayer Group, to develop its presence with Ounass, Harvey Nichols and Bloomingdale's.

Julian Bedel: "When I compose a scent, I know that I am dealing with powerful ingredients, that they are mediators and modifiers of our mood. I believe that behind each scent, there is an involuntary incassation of the ingredients & their stories: the weight of the ingredients, the molecular weight, and the timing during which the perfume tells a story during its life (about 8 to 15 hours), is very associated with music as it is made of silence and intensity, and this is pretty much intangible as much as it is visible. Fragrances fascinates us by their impetus. It's a special composition, a mystery, it's art. I look forward welcoming our existing Middle Eastern customers: I know their knowledge and deep connection with fragrances, and appreciate how they play with our different scents, combining & layering them, amplifying them, to create their own signature scent. The full collection of our fragrances (over 100 fragrances) along with the exclusive collection of Pura Esencia (same as the perfume collection but with no alcohol) will be available at Bloomingdale's."

Inspired by the transformative power of scent, the company creates olfactory symphonies never explored before. Taking its origin from Patagonia with no other than an Argentinian botanist & artist as its founder & leader, Julian Bedel, transcends the fragrance industry.

In the past 10 years, Julian has worked with his creations as if they were a palette for his canvas: more than 100 creations in order to ensure a creative assortment for each individual to be able to appreciate variety, versatility, and for each to find its own scent.

Within the company, the connection to nature and sustainability is strong: originally sourcing its inspiration from the virgin territories of Patagonia (territory never explored before), Julian uses molecules from nature and science to create olfactory experiences, and continues to source rare natural botanicals often used for the first time in perfumery.

In addition to this, the company is conscious: the discards from the production of wood boxes in their Milan wood shop are re-used in an upcycling logic to create other products, for instance, they happen to create incense from the discards.

Julian Bedel invests significantly in ingredients production, plants research and in technology associated with pharmaceutical business for the extraction from plants and for the separation of the aromatic molecules to use as actives in the products.

Each creation is considered as a piece of art, that each individual can observe and appreciate for its subtleties.

The artistic vision is predominant and lives within each creation, but also within each stand-alone boutique in the world where a strong brand identity is breathable thanks to the unique design and experience.

There is also a strong attention to exclusivity within the company: because of the scarcity of the ingredients distilled, Fueguia 1833 produces only limited series of fragrances: 400 bottles per batch.

Each creation features the year of production and a serial number, and manufactured in accordance with the availability of the natural ingredients.

There are no expiration, nor preservatives used in the creations, which lead the fragrances to evolve with time, to mature and macerate, providing exclusive scents. Some of these exclusive scents have witnessed 10 years of maceration and were carefully selected to be included within the "vintage cave" of the company, at the flagship store in Milan.

Conscious & sustainable, the company is vertically integrated: for every step of the manufacturing process, from the sourcing of the ingredients, to the production of essences, and the creation of final products in the company's own laboratory in Milan, Italy.

The company is at the forefront of innovation, one of them being the *Muskara Collection: Muskara* is a collection where the formulation capacity of Julian Bedel reaches its upmost creativity. *Muskara* draws from the desire to create a hedonistic fragrance based on the imitation of pheromones. The collection features a very high concentration of the molecules derived from the synthesis of natural oils that reproduce pheromonic sensation.

The collection was emerged upon the combination of three different research:

1. Winners of the Nobel Prize Leopold Ruzicka, who was awarded for the contributions in the field of chemistry of hormones;
2. Richard Axel and Linda Buck, who were awarded for discoveries in the functioning of the olfactory system;
3. The study conducted by Julian Bedel himself in the pharmaceutical field, in order to understand how exactly certain molecule are to produce a stimuli in the nervous system.

The fragrance that defines this line is *Muskara Phero J*, defined by Bedel as an "anti-perfume" by possessing the ability to interact with the natural smell of the skin, enhancing the olfactory identity of the wearer.

Fueguia formulations: a conscious decision to use only biodegradable vegetable elements.

Fueguia 1833 formulations contain: biodegradable ingredients; musk of plant origin; ethanol of organic origin; natural exotic ingredients; the blend of essences undergo long maceration processes.

Fueguia 1833 formulations are 100% free from: polycyclic musk compounds (PCM); UV filters; synthetic preservatives; synthetic dyes; ingredients of animal origin; animal test; phthalates.

About Julian Bedel

Julian Bedel is an Argentinian-born scent artist and the creative mind behind pioneering fragrance company Fueguia 1833. Originally from Patagonia, Bedel followed in his family's artistic footsteps as a trained musician and painter before founding Fueguia 1833 in 2010. Seeking a new palette for his work, Bedel began exploring the world of scent, building on his fascination with its ability to strike an emotional chord. Like notes for a musician or pigments for a painter, Bedel uses molecules from nature and science to create an olfactory experience, and he continues to source rare natural botanicals for Fueguia's library of fragrances, often used for the first time in perfumery.

Bedel's training is purely empirical, ensuring that his approach to perfume creation is unrestricted by the industry's many traditions and protocols; this gives Fueguia 1833 a fresh and uninhibited edge and sets Bedel apart from his peers.

Fueguia 1833 worldwide presence

Fueguia's boutiques are unique places designed to accompany customers on a journey of sensory discovery.

They are currently located in Milan, New York (Madison and Soho), Tokyo (Roppongi and Ginza), London (Harrods), Buenos Aires and Jose Ignacio (Uruguay). Fueguia products are also available through a growing network of selected distribution partners.

The company will be launching a unit in Doha and in Dubai exclusively with Al Tayer group through Ounass, Bloomingdale's and Harvey Nichols.

Prices may vary according to uniqueness of the ingredients, and their concentration.

The collection offers products going from AED 500 to AED 3666.

www.fueguia.com

