

AM | Atelier
Fragranze
Milano

*The Italian
Attitude*

ESSENCE 2026



Beyond The (extra)Ordinary

Manifesto

There is a silent beauty in what we have always known.
Our daily gestures are inhabited by scents that belong to our memory, and by materials that feel familiar. Simple, everyday, essential, ordinary ingredients.
And that is precisely where the magic happens.

The (extra)Ordinary Collection

Starts from what is close, recognizable, and deeply Italian, to take it beyond the predictable.
Not to turn it into something else, but to reveal an unexpected, contemporary, and surprising beauty.
A sensory journey where the ordinary elevates into a striking refinement.
This is our idea of the extraordinary: the ability to reveal the exceptional at the heart of the essential.
Simplicity deconstructs and recomposes itself into unprecedented forms.
It amplifies, it sculpts, it signs. In the hands of the Perfumers, each ingredient reveals its most unexpected facet, becoming a distinctive experience.
A Collection of dialogues between what we know and what we have not yet imagined.
Scents belonging to Italian culture, projected towards a new olfactory aesthetic, bolder, more sophisticated, more iconic.
Here, the ordinary becomes extraordinary because it is observed, chosen, and rewritten with intentionality.
Because nothing is rarer than what we have always known.

The (extra)Ordinary Collection

NOTHING IS RARER
THAN WHAT WE HAVE
ALWAYS KNOWN



Confidential - Intellectual Property of Atelier Fragranze Milano

AM



ORANGENNEL

Blood Orange & Fennel

BLOOD ORANGE

FENNEL

OAKMOSS

The juicy notes of Blood Orange intertwine with the
aniseed tones of Fennel.
A sublime encounter between citrus brightness and
delicate vegetal nuances



STRAWBASIL

Strawberry & Basil

STRAWBERRY

BASIL

MUSK

The most delightful nuances of Strawberry meet the aromatic freshness of Basil.
A perfect balance of indulgence and delicate refinement



ARTICSHOCK

Mint & Artichoke

MINT LEAVES

ARTICHOKE

AMBROXAN

The iciest nuances of Mint meet the bittersweet soul of Artichoke.
An exceptional balance between aromatic vibrancy
and lasting nuances



APRIMARY

Apricot & Rosemary

APRICOT

ROSMARY

PATCHOULY

The velvety sweetness of Apricot meets the aromatic soul of Rosemary. An unexpected balance between fruity softness and Mediterranean freshness



VETIVERY

Vetiver & Celery

MANDARIN

CELERY

VETIVER

The crisp freshness of Celery blends with the
textured depth of Vetiver.
A refined balance between vegetal energy and
woody sensuality



BELLACAPRI

Tomato, Basil & Milk

TOMATO PULP

BASIL

MILK

The green freshness of Tomato intertwines with the aromatic nuances of Basil and the fluid creaminess of Milk.
An extraordinary olfactory interpretation of an iconic dish from Italian cuisine



BRUSCHETTA

Bread & Oil

OLIVE OIL

BREAD

CEDARWOOD

“Bruschetta” comes from “pane bruscato”, meaning toasted bread. The original recipe consisted of a slice of bread topped with garlic and extra virgin olive oil.

In this fragrance, the warm notes of freshly baked Bread entwine with the golden softness of Olive Oil.

A surprising and playful olfactory interpretation, revealing a more sophisticated gourmand soul



BERGAMELON

Bergamot & Watermelon

BERGAMOT

WATERMELON

VANILLA

The most vibrant notes of Bergamot intertwine with the crystalline taste of Watermelon.

A surprising union of citrusy brightness and sugary sweetness evokes the beauty of an Italian summer



MANDALEAF

Mandarin & Tomato Leaf

MANDARIN

TOMATO LEAF

PATCHOULY

The juicy notes of Mandarin meet the green intensity of
Tomato Leaves.

A surprising encounter between citrus brightness and
very Italian vibrant nuances



SALTMELO

Salt & Melon

SALT CRYSTALS

MELON

AMBER

The sweetness of Melon mingles with the mineral
purity of Salt.

A perfect balance of contrasts between fruity
radiance and vibrant salty accents



RHUBAMATO

Rhubarb & Tomato

RHUBARB

TOMATO

CEDARWOOD

The velvety tartness of Rhubarb comes alive with the
green, authentic nuances of Tomato.
An unexpected dialogue between brightness and vegetal
freshness



CHAMOMUSK

Chamomile & Musk

CHAMOMILE

MUSK

FAVA TONKA

An unexpected note of Chamomile meets the enveloping
sensuality of Musk.

A sublime union of dreamlike memories
and soft musky caresses

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