



## “Palio”

### By Lorenzo Siena Fragrances

Lorenzo Siena Fragrances was formed in 2006. I had always been fascinated with fragrances and scents since my early teenage years and actually developed “Palio” years ago. It was one of those things where you experiment and come up with your own “personal” fragrance, however, the accolades were immediate and, honestly, quite surprising to me. People (strangers) started asking me “what I was wearing,” the name, and where they could obtain it. At this point, the project began to “take on” a life of its own. Keep in mind, I do not claim to be an “alchemist” nor a “perfumer” per se, but I am a businessman with a “good sense for scent.” Thus I decided to embark on this journey of producing “Palio for Men.” With that, as stated, my company was born in late 2006, but the journey had begun many years earlier.



The “long and winding road” led to several meetings with business executives who liked my cologne but told me it was impossible to “break into” the business which was why I was so recently intrigued by **Chandler Burr’s** excellent examination of the fragrance business in his exposé **The Perfect Scent** since it brought back many of my own recollections and experiences.

My wife and I have traveled extensively over the years and had always found time while touring to visit the European fragrance houses both large and small. I collected many ideas about fragrance while there. “Palio for Men” actually had its birth, in name anyway, after visiting the beautiful Tuscan city of Siena, Italy from which my surname is derived. The city is divided into seventeen (17) “contradas” or “districts,” ... seventeen (17) being their lucky number. I was so impressed by the beauty and serenity of this classical place which is “frozen in time” that I decided to name my “first launch” after a medieval event that has been held there since the early 1100’s and continues to this day, “**Il Palio Di Siena**,” a race known all over Europe. Palio is loosely translated as the “Winner” or “Prize” of Siena.”

I wanted to incorporate the “softness” of the Tuscan countryside with the “excitement” of this medieval race to produce a cologne that is distinctive and unique with something I like to describe as “memory recall.” Once you come in contact with Palio, you are not likely to forget it... a truly memorable experience. I wanted something that would “transcend time” which soon became our “by-line” I wanted a men’s cologne that had “staying power.” I wanted a true Classic! Some have described it as “woody” but “soft,” even “powdery” but most definitely “masculine” which was what I really wanted to achieve. Since the “Top Notes” are perceived immediately upon application, I used citrus sparkles, fresh ineapple, ivy greens, and mint leaf. These lighter molecules generally are designed to evaporate quickly but definitely form the “first impression.”



The Mid Notes ideally emerge just prior to the dissipation of the top notes. These are the heart of any fragrance. Here I employed iced lavender, rose, muguet, and star jasmine. The Base Notes giving it depth and solidity are sandalwood, patchouli, and white musk. These base notes give Palio the boost and depth I wanted since they are heavier molecules; these emerge and last longer during the “dry down period.” Certain base notes in Palio can be detected as late as twenty four hours after application.

Everything about Palio is designed to evoke the magnificence of this classic scent from the design of the artwork on the label and packaging to the structure of our bottle and atomizer. The “elegant, safe, easy to grip” bottle design is a classic in itself. Our bottle does not employ an inexpensive “crimped sprayer,” but rather a beautifully designed “removable” and “reusable” atomizer stylishly integrated with our “cut glass” bottle. We are extremely environmentally friendly. Palio is “clear” and does not contain any coloration.

Since **Palio for Men** is our first release, many have asked me what is next. Well, all I am at liberty to say at this point is that there is a follow up for men called “**Palio Gold**” which is nearly completed and yes, I am presently working on “**Lady Palio**” and hope to have that ready shortly.

It’s funny. I received a call some time ago from the manager of my packaging company who (at the time) was about to ship my first order of just a few thousand bottles. He was concerned. He found that he had a total of 117 boxes of Palio and that each box, no matter what the configuration, would only hold 17 bottles, an odd number. HMMM. He wanted to know if I desired any change in the packaging for inventory purposes. I smiled and told him not to worry. It was probably just a coincidence; my birthday is the 17th of May. He laughed and continued shipping.

I am very happy to be attending the **Sniffapalooza Spring Event** in New York City this April and am looking forward to meeting so many of our fellow fragrance lovers. I will have some samples of Palio for everyone and special Sniffapalooza pricing for anyone who may be interested in this new Men's cologne.

Our web site is up and running and for those who cannot be at our **Sniffapalooza New York City** event, you may email Customer Service or me personally at: [www.LorenzoSienaFragrances.com](http://www.LorenzoSienaFragrances.com) for special pricing and ordering instructions.



Please be sure to state in your email that you read about this in **Sniffapalooza Magazine** to obtain the special pricing. Best Wishes to all.....

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