

COMMERCE

Acqua di Parma reveals passion for tradition through like-minded collaboration

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Acqua di Parma pen collection by Aurora

By STAFF REPORTS

As it celebrates its centennial, LVMH perfumery Acqua di Parma is reflecting on an Italian tradition the art of handwriting.

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The fragrance house has teamed with fellow Italian heritage brand Aurora on a collection of pens that reflect the Acqua di Parma codes in their manufacturing, materials and design. As handwriting is on the brink of going out of style, luxury houses have sought to revive the traditional communication form, saving and promoting their own heritage at the same time.

Writing history

Acqua di Parma was founded in 1916, just three years before Aurora's establishment. According to the perfumer, Aurora was the first Italian fountain pen manufacturer, with a following today that consists largely of collectors and enthusiasts.

Aurora's pens for Acqua di Parma come in fountain and ballpoint styles. The fountain pen has a 14-karat gold calligraphy nib and water-based ink, while the ball pen features oil-based ink.

Retailing at the perfume house's boutiques in Milan, Rome and Paris, the pens can be customized with italicized engraving, allowing the owner to make it their own with their initials or full name.

A short video by Acqua di Parma opens by showing an animated hand swirling a page with a quill, representing the historic Italian art of calligraphy. From there, the film recounts the process behind Aurora's pen manufacturing, following as a nib is cut, shaped, filed and etched.

At the end of the video, Acqua di Parma outlines the similarities between itself and its chosen partner, referring to their neighboring incorporation years.

Luxury Pen Collection Aurora

Luxury houses have been tasked with the responsibility of preserving tradition, whether it is craftsmanship or white-glove service. Now, brands are extending their role of conservator to uphold handwritten correspondence.

To protect traditional forms of communication and etiquette, luxury brands have turned, surprisingly, to digital concepts that encourages peer-to-peer interactions by sending notes via mobile applications. As technology

continues to advance and consumers move farther and farther away from handwritten notes and cards, the form may become ancient history, but through the help of luxury brands, stationery-based correspondence is undergoing a period of resurgence ([see story](#)).

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