

FRAGRANCE AND PERSONAL CARE

Acqua di Parma pays tribute to hometown culture in centennial efforts

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Acqua di Parma Colonia

By STAFF REPORTS

LVMH-owned perfumer Acqua di Parma is paying homage to its birthplace with a special publication.

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"Essere Parma," a collaboration with publisher Mondadori Electa, consists of two volumes: one a novel by Antonella Boralevi and the other a book of photographs by Giovanni Gastel celebrating Parma through two local artists' lenses. Published as part of Acqua di Parma's 100th anniversary, this book set enables the brand to reinforce its position as a patron of the arts in Italy.

Hometown glory

Essere Parma's \$227 volume traces the city's history and presents by weaving together imagery of architecture, the city's people and the general essence of Acqua di Parma's hometown. Ms. Boralevi's story takes place in the city, while Mr. Gastel used photography as a medium to explore the similarities between Parma's past and modern state.

The publication forms the basis of an open-air display at Parma's city hall, Palazzo del Comune. Opened May 26, the exhibit will be up through the month of June.

100 Anniversario Acqua di Parma

Acqua di Parma is also celebrating its centennial with other cultural events. The brand presented a staged reading of "Verdi Legge Verdi," a play written and acted out by Massimiliano Finazzer Flory, on May 25. The script pays homage to Parma's role as the birthplace of Italian opera by focusing on composer Giuseppe Verdi's life.

Bringing the opera to life, Mr. Flory was accompanied on stage by tenor Tiziano Barontini.

When arriving at a milestone, it is natural for luxury brands to pay respect to the towns that have helped shape their companies' histories.

Italian automaker Maserati furthered its centennial celebration by traveling to historic landmarks in the brand's history.

From Sept. 18-20, 2014, consumers could follow the brand on social media and through a dedicated microsite to see where the festivities went next. Hosting a physical event with digital extension likely helped Maserati involve both locals and a larger fan base in the milestone ([see story](#)).

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