

FRAGRANCE AND PERSONAL CARE

Mozzafiato highlights Italian self-care with men's collection

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Acqua dell'Elba Arcipelago Uomo cologne. Image courtesy of Mozzafiato

By NORA HOWE

Italian beauty retail platform **Mozzafiato** is celebrating spring by showcasing its men's fragrance collection which aims to transport consumers to the Mediterranean.

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Based on the belief that scent has the ability to trigger a range of emotions that can elevate mood, evoke memories and build connections, Mozzafiato hopes to bring the benefits of Italian self-care to men's routines. The "For Him" collection includes cologne offerings, shower and shaving gels and various skin creams.

"Without being able to travel, it's even more of a joy to incorporate products with origins and deep histories to special places and families," said Amy Parsons, founder and CEO of Mozzafiato, Denver. "With just a bit more time and headspace to explore what products are worthy of one's counter space and private time in the mornings and evenings, people are coming back to heritage brands that deliver quality and style, and also transport your senses to another place."

Mozzafiato for Him

Launched in November 2020, Mozzafiato aims to change the course of the Italian beauty industry as it represents the largest collection of Italian cosmetics and fragrance brands in one centralized online destination.

Inspired by the landscapes, cities, culture, heritage and style of Italy, Mozzafiato aims to provide an immersive, authentically Italian experience to the North American market, introducing consumers to the soul of Italian beauty ([see story](#)).

"The world's top global brands go to Italy for its generational craftsmanship, impeccable style, access to the best natural ingredients and reputation for the highest performing products," Ms. Parsons said. "The real secret is that Italy is home to dozens of small native companies that have been perfecting their craft in beauty, men's grooming and fragrance for centuries and their products remain largely unknown and unavailable in the U.S. market.

"These are products steeped in culture, inspired by the diverse landscapes across Italy, unaffected by trends or celebrity," she said. "There is simply no other country in the world that produces products of such unique caliber,

style and joy."

To highlight the men's collection, Mozzafiato released a short film celebrating Italian barbershop culture.

Mozzafiato specializes in Italian beauty and self-care products

The two-minute vignette opens on a young farmer feeding his chickens and collecting eggs from the coop. He goes back into his home to clean up, washing his hands with Parco hand soap, before heading out for his hair appointment.

Juxtaposing his profession as a farmer, the man drives a bright red Porsche sports car along a winding, scenic route.

Once at the appointment, the hairdresser uses various Italian grooming products, such as Tuttotondo, Proraso and Ortigia, all of which are available at Mozzafiato.

"Barbershop culture runs deep in Italy and the native Italian brands produce the very best men's grooming products in the world," Ms. Parsons said. "We wanted to show that true Italian grooming is accessible and available to men in the U.S. and can be incorporated into their daily routines, whatever they may be.

"The Italian men's brands bring a sophistication, style and quality like nothing else and add an unmistakable element of good taste to their everyday rituals."

To celebrate this culture, Mozzafiato is introducing Acqua dell'Elba Arcipelago Uomo cologne, a fragrance influenced by Italian island life boasting sweet and woody notes. The cologne retails from \$140.

The retailer is also promoting family-owned Milanese Rudy Profumi's Rudy man bath and shower gel with coffee extract.

Ortigia's Lime Shaving Gel is also available in the "For Him" collection, which was inspired by the nature indigenous to Sicily.



Men's product offerings at Mozzafiato. Image courtesy of Mozzafiato

Mozzafiato is encouraging men to embrace their masculinity with its Italian Gentleman Bundle which includes Parco 1923 nourishing body/hand cream, Marvis Amarelli licorice mint toothpaste, Tuttotondo Golf eau de toilette, Rudy Profumi Rudy Man bath and shower gel and Acqua di Bolgheri aftershave water.

Shifting values

The COVID-19 pandemic has had a detrimental effect on businesses and consumers, but what has grown from that is a new sense of wellbeing, attention to self care and, most importantly, developing meaningful connections.

According to a survey by Bazaarvoice, 46 percent of respondents said in April they purchased more skincare products than before because they had more time for self care. In October, 58 percent indicated that they were more focused on skincare than ever before ([see story](#)).

While skincare has stayed resilient throughout the pandemic, there is also more attention being paid to how men pamper themselves and practice self-care.

In June 2020, online retailer Mr Porter launched a book instructing men on how to live life elegantly and without fuss. Titled "The Mr Porter Guide to a Better Day," the paperback book is designed as a how-to-guide on topics such as morning routines, dressing up, fitness, grooming, health and nourishment and more.

The retailer donated 100 percent of the book's net profits to the Mr Porter Health In Mind Fund to support mental health in men ([see story](#)).

"With everyone at home and schedules so disrupted in the last year, people have had the opportunity to develop new self-care routines and think more deliberately about the brands and products that they include in those moments in their days," Mozzafiato's Ms. Parsons said. "We've found that our customers place less priority on speed and convenience and trends and crave more connection to heritage and place, quality and story."

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