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Bergdorf Goodman opens new space for Fueguia 1833

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Bergdorf Goodman is hosting a new space for Fueguia 1833. Image credit: Bergdorf Goodman

By LUXURY DAILY NEWS SERVICE

Department store **Bergdorf Goodman** is hosting a new gallery for boutique perfumery Fueguia 1833.

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Julian Bedel, a renowned Argentinean perfumer, cofounded the perfumery in 2010, which holds two other locations in New York. Over the past decade, Mr. Bedel has composed more than 100 scent creations, attempting to help every consumer find their designed scent.

Art of the scent

The new space at Bergdorf Goodman reflects the design concept of Fueguia 1833's additional spaces in Milan, London, New York, Dubai, Buenos Aires and Tokyo. Consumers can experience a selection of 20 options, inviting direct interaction by smelling the scents through glass flasks.

The available creations available are Agua Magnoliana, Amalia, Beagle, Cactus Azul, Darwin, Dunas de un Cuerpo, Elogio de la Sombra, Ett Hem, Humboldt, Jacaranda, Juan Manuel, Komorebi, La Cautiva, La Joven Noche, Los Humos Sagrados, Luz sin Freno, Muskara Phero J, Thays, Valle de la Luna and Xocoatl.



Julian Bedel cofounded the perfumery in 2010. Image credit: Fueguia 1833

The perfumery is continuing to highlight its commitment to nature and sustainability, with its founder noting his ongoing inspiration from the nature of the territories of Patagonia. Mr. Bedel uses molecules from nature to create scent experiences while sourcing rare natural botanicals.

Fueguia 1833's brand identity also has roots in the idea that each scent is a work of art.

In 2014, Four Seasons Buenos Aires, Argentina offered guests the opportunity to create their own signature scent.

This Four Seasons Extraordinary Experience arranged a lunch between guests and Mr. Bedel. The experience started with a kit in the guest's room crafted by Fueguia ([see story](#)).

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