



Close your eyes and treat yourself to a sweet getaway on a sailing boat, let yourself be caressed by a wind suggesting freedom and elegance, and lose yourself in ancient and colourful lanes. Immerse yourself in a sensation where the present, past and future come together. An endless moment.

NAO, a new entrepreneurial experience in the luxury fragrance world, originated and grew to tell the story and share the uniqueness exemplifying the Ligurian territory stretching from East to West. Nature, culture, lifestyle and intense emotions inspire a new concept of exclusivity.

The project creator and founder of the brand, Alice Viola, is a Milanese entrepreneur. Constantly searching for beauty in all its forms, she has discovered its distinct features in a region full of incomparable wonders, on the coast and inland, from culture and tradition to the most select luxury.

Together with the talented Italian perfumer Fulvio Ciccolo, she explored the area and acquired first-hand experience of the characteristic olfactory notes. These inspired one fragrance containing the briny essence of the sea, Crèuza de Mä, and another conveying the aroma of earth and untamed vegetation, Natúa.

Originating from inspiration, the project gradually took shape during a long process of support and consulting by Black Swan Brand Consultants, a creative agency, which conferred meticulous and strategic brand positioning, a clear concept and a narrative focused on the concept of a "breeze".

The logo and descriptor reflect typical Italian culture, blending perfectly with elegant packaging that cares about sustainability, brand identity, and the use of production processes and crafted raw materials that protect and respect nature.

The name NAO, deriving from "ship" in the Genoese dialect, is a word that evokes stories of wind, voyages and the sweet life. A short name, phonetically pleasant, easy to remember and linked to the nautical world. It is a name that harmonises luxury and modernity with a highly traditional dialect closely tied to its place of origin.

Ovid's motto embellishing the seal: "Iuvat Meminisse Beati Temporis" (It helps to remember the happy time) reflects Italian spirit and culture. NAO invites you to embark on a journey to discover yourself, your values, needs and aspirations via the aromatic notes of a place, by becoming an inspiring part of our memories, as well as a fundamental spark to create new ones.

The world premiere of the new NAO Brand was at the Dubai International Boat Show 2022, held during EXPO Dubai, where reaction and interest were most positive; an excellent starting point for the product launch which will take place by the end of October 2022.

NAO

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