

GIOVANNI FESTA

His Dream Came True: To Design fragrances

HIS PASSION IS SO DEEP THAT HE HAS GONE BEYOND THE DREAM, COMPOSING FRAGRANCES THAT LEAVE THEIR MARK.

Ever since he was sixteen, Giovanni Festa had a great ambition. He comes from a typically large family from the south of Italy, Naples to be precise. In addition to his parents, five siblings and countless aunts, uncles and cousins, everyone works in personal care, such as hairdressing salons, beauty centres or selling fragrances and cosmetics. The ambition that he nurtured from his teens was to succeed in formulating and making on his own all the products that were necessary for those activities. He began to study books on chemistry and the pharmacology of medicinal plants, cosmetology and fine and aromatic chemicals, collecting scientific journals from the sector that he continues to follow with the same great interest today, thirty-five years, because knowledge is like a bottomless well and his passion is as deep as that well. His grandfather Giovanni had told him that “to be successful in society, you first have to be successful in the family.” He succeeded in this in May 1990, when he opened “da galeno officine cosmetiche”, which supplied products initially to “the family”



and then gradually to friends of the family, clients, distributors, importers etc... The grown of “da galeno” never distracted Giovanni Festa from his studies and research in the world of cosmetics



which he still cultivates with great interest, collaborating with universities and research centres in Italy and abroad. As in a Russian matryoshka doll, the art and science of perfumery represents for Giovanni Festa the kernel of his passion-profession. His activity as a tailor-made perfumer includes collaborations with companies such as Cheri Milaney, Antony Morato, Sonny Bono, Sorbino, Lizalù, Capri, Blooker, Mario Limone, Idea Bellezza Parfum and Janara - Selva Mala - Intus.



DRAGON FIRE, INSPIRED BY JAKARTA

A recent visit to Jakarta has inspired Giovanni Festa's latest fragrance. He was enchanted by Indonesia's colours, sounds and, naturally, the odours, one of which in particular tempted him to create a fragrance, the scent of the red dragon fruit. The result of these unforgettable days Giovanni spent in Jakarta is Dragon Fire, a woody and fruity fragrance. Red dragon fruit immediately opens the fragrance in the top notes along with luscious pineapple, the heart of cinnamon and jasmine is spicy and floral and the oriental and sensual notes of Java vetiver, amber and Indonesian Patchouli leave their trail in the drydown.