



Dal 1871 una storia di stile e qualità

ACQUA
DI
BIELLA



FORNITRICE DELLA REAL CASA SAOIA DAL 1878
MED. D'ORO ESPOSIZIONE GEN. DI TORINO 1884
MED. DI PRIMA CLASSE MELBOURNE E MILANO

“Le Vie della Lana”



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Le Vie della Lana

Le Vie della Lana is a wonderful line of fragrances and body products of the very highest quality whose origins lie in the old nineteenth century recipes of the Reale Manifattura Acqua di Biella. Rich and precious creations based on rare and prized essences with extraordinary dermatological properties, derived from Cashmere wool.

The result of generations of experience and a deep understanding of prized fleeces from all over the world, **Le Vie della Lana** is inspired by the extraordinary fusion of two old Biellese dynasties.

Maria Rivetti, a descendent of one of the greatest wool dynasties of the nineteenth century, married Guido Cantono, heir to the Reale Manifattura Acqua di Biella. The Lanificio Rivetti is one of Italy's most important textile manufacturers, the creators of the most sought-after fabrics that are exported all over the world.

Maria Rivetti, a lady of great sensitivity and charisma, introduced into the imagination and activity of the Cantono family the tradition of wool and the extraordinary methods for processing it that had been passed down from generation to generation.

It is a beautiful love story that tells of the meeting of two worlds rich in tradition, skill and talent having as its backdrop a territory, Biella, whose fortune is founded on the excellence of workmanship in the production of highly valued wools, famous throughout the world.

We find ourselves at the beginning of the 20th Century, a turning point for the Reale Manifattura Acqua di Biella that draws a powerful impetus from this fusion with the fascinating world of wool. Guido Cantono experiments with new creations that capture the extraordinary secret of the softness of wool and encapsulates it in precious perfumed ointments, creams, soaps and talcs.

Now more than a century has passed and Chiara Cantono, the fourth generation at the helm of the Acqua di Biella brand, treasures this family tradition. Drawing on her grandfather's experience and taking up his challenge she inaugurates **Le Vie della Lana**, a new unparalleled range of products of the highest quality, based on the old recipes of the Reale Manifattura but also on the most advanced scientific and dermatological research that draws together the precious components of the finest wool and of the best quality, strictly vegetable primary materials.

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THE FRAGRANCES

Chiara Cantono entrusts the creation of the **Le Vie della Lana** fragrances to a nose of great talent, Maurizio Cerizza. He is charged, through careful olfactory research and a long process of experimentation, with creating powerfully evocative fragrances. Stimulating the senses with intense and intriguing scents, he invokes the fascinating fresco of Biellese life, the folk stories, the sensations and the scenes of the world of wool, all inseparably linked to the history of her family, to her roots in the Biellese region, but also to the lands which produce the greatest wools of the world, Australia, Asia and South America.

For the launch of the "Le vie della Lana" line. A unisex eau de parfum will be released in April 2008 on the occasion of the Masterpieces, a warm and enveloping perfume, **Cashmere Twill**. That will be followed every one or two years by other extraordinary fragrances for men and women to complete a rich and evocative range of products.

THE SKINCARE LINE

The "Le Vie della Lana" skin care range is based on a rare and extremely valued derivative of Cashmere having amazing dermatological properties. It will be named at the launch of the line.

Its completely natural ingredients, in combination with Cashmere keratin, noticeably increase elasticity, mechanical, chemical and physical resistance, electrostatic properties and water absorption. The efficacy of its effects on the epidermis and on hair is demonstrated by laboratory tests:

- softness, tone and hydration of the epidermis
- cohesion of the cuticular scales
- reduction in irritation of the skin
- reinforcement of epidermal protection
- repair of damage caused by atmospheric agents and UV rays

PRODUCTS

- | | |
|------------------|--------|
| - Eau de Parfum | 125 ml |
| - Bath Foam | 250 ml |
| - Body Lotion | 250 ml |
| - After-bath Oil | 250 ml |
| - Bath Oil | 250 ml |
| - Bath Salts | 250 ml |

COMPOSITION

The basic composition of the various products in the line guarantees their compliance to the highest degree with the most challenging criteria of naturalness and skin tolerance.

Bath Foam a blend of components meeting the most demanding requirements of skin tolerance and naturalness recommended for the preservation of the natural lipidic condition of the outer skin and of the isodermic pH, that bring about a deep cleansing action, without altering the essential ion balance of the dermis.

The base materials for producing the bubble bath come from maize, that provides the carbohydrates, and from coconut and palm oils that supply the fat alcohols.

The addition of protein hydrolysate, that has an amino acid profile very similar to that of the skin, has the effect of firming, hydrating and soothing it.

The high concentration of the perfume produces a heady effect that, enhanced by the hot water, envelopes your body and fills the entire surroundings.

Bath salts perfumed crystals of sodium hyposulphate soften the water and give a pleasant sensation of freshness while at the same time having an invigorating effect.

After-bath Lotion Primary materials of vegetable origin: Coconut, Maize and Rape Oil give the lotion a hydrating effect resulting in a silky smooth skin, and the addition of protein hydrolysate, that has an amino acid profile very similar to that of the skin, firms, hydrates and soothes it.

After-bath Oil a blend of rapidly absorbed vegetable oils that are petrolate free, and that has a hydrating and soothing effect making the skin silky smooth.

Bath Oil added to the hot water of the bath, it forms an emulsion with a very fine structure that has a very powerful lubricating effect. This effect translates into the pleasant sensation of a smoothness of the skin similar to that resulting from the application of a good quality cream.

Moreover, one of its characteristics is its excellent ability to dissolve and disperse protein hydrolysate that has an amino acid profile very similar to that of the skin and that has a firming, moisturising and soothing effect on it.

While on the one hand it acts as a typical skin care product, on the other it reinforces the effectiveness of the proteins.

PACKAGING

Packaging of the highest quality, rich in grandeur, turns a frame into a Legend

The image of the Acqua di Biella line, Le Vie della Lana, is founded on the design of a romantic frame with floral motifs.

The origin of this item is the eighteenth century Sansovino frame surrounding a family portrait: the married couple Maria Rivetti, descendent of a great wool dynasty and Guido Cantono, heir to the Reale Manifattura Acqua di Biella. Their union and the beautiful love story that resulted from it inspired the production by the Reale Manifattura Acqua di Biella of its new line, Le Vie della Lana.

The exquisite Sansovino frame, antique, precious and romantic, was chosen as the emblem of the new Acqua di Biella line, Le Vie della Lana. It really represents the values of quality, harmony, genuineness and tradition of the Aqua di Biella brand but in particular, since it has been passed on from generation to generation, it enframes the beautiful Love Story that lies at its origin.

- a blown crystal bottle produced in a limited edition by highly skilled craftsmen. The design is a recreation of one of the House's historic bottles
- a beautiful box with embossed silver plating with a textile design and repoussé Sansovino frame
- stopper in solid, silver-plated, forged brass with embossed motif that recreates the nineteenth century design of an original stopper of the Reale Manifattura Acqua di Biella
- booklet inside the box that recounts in words and evocative pictures the story of the Acqua di Biella brand and the line, Le Vie della Lana

DISPLAY SYSTEM

A still life to recount the Legend and place it in its setting

Le Vie della Lana is a line of products of the highest quality, with quality packaging and above all with a long tradition and an authentic and enchanting story worthy of being recounted.

To convey to the public the story of the brand and of the Le Vie della Lana line and their associated splendour, a setting made up of a small number of evocative display elements has been conceived by the mother House. This setting will be reproduced in the sales outlets that wish to introduce the Acqua di Biella line, Le Vie della Lana

- window display panel with a montage of evocative images of the Acqua di Biella line, Le Vie della Lana, with the portrait of the two protagonists and the frame that is the emblem of the collection
- sumptuous majolica vase with a hand-painted rustic scene and the script, Acqua di Biella, accompanied by a floral composition of peonies from old rose to golden yellow
- base of engraved wood with vegetation motifs and the script, Acqua di Biella
- undyed linen or cream coloured damask cotton fabric



