

SCENTO D'ITALIA



SCENTING THE
WORLD

30 ml / 1.04 fl oz
EDP

2025

SCENTO d'ITALIA

Scento d'Italia is a culturally rooted fragrance brand positioned for high-volume success in the MENA region and beyond. With a launch collection of Eau de Parfum priced under \$7.00, the brand balances artisanal quality with commercial scalability. Inspired by Italian and French perfume traditions, Scento d'Italia blends trend-driven impressions, niche compositions, and exclusive SKUs to appeal to a broad demographic aged 15 to 75+. As a modern brand with humble character and global aspirations, it stands ready to scent the world—one bottle at a time.

SCENTO D'ITALIA

Scento d'Italia

Scenting the World

Brand Essence

Scento d'Italia is a Middle Eastern-born perfume brand inspired by the timeless elegance of Italian and French perfumery. It blends the emotional richness of oriental scents with the refined artistry of Europe's fragrance capitals. The brand is humble yet chic, designed to be a companion to all—whether in a luxury boutique or a modest corner shop.

Mission

To democratize luxury by offering high-quality, culturally inspired fragrances at accessible prices—making scent a shared joy across borders, lifestyles, and generations.

Vision

To become the most beloved and best-selling fragrance brand in the MENA region within the 30ML Eau de Parfum (EDP) category priced under \$7.00, while expanding globally with a humble yet elegant identity

Brand Values

Inclusivity: Fragrance for all, regardless of status or setting

Craftsmanship: Oils sourced from Italy and France, blended with care

Sustainability: Eco-friendly packaging and minimalist design

Community: A brand that lives in groups, travels with people, and connects through scent

Humility with Elegance: Rich in quality, modest in spirit

Business Positioning

Scento d'Italia is strategically positioned to dominate the affordable luxury fragrance market in the MENA region. Its competitive edge lies in:

Premium EDP quality at mass-market pricing

Cultural resonance with both European and Middle Eastern scent traditions

Scalable presence in five-star department stores, modest shops, and virtual platforms

SCENTO D'ITALIA

Product Strategy

Launch Collection: 35 fragrances (Men, Women, Unisex)

Year-One Expansion: Targeting 120 SKUs

Composition:

50% Impression scents from global bestsellers (especially Italian icons)

50% In-house blends with original olfactory signatures

Price Point: \$5-\$6.6 (Prime Collection), based on ingredient quality

Bottle: 30ML, minimalist, chic, and eco-conscious

EDP Concentration: Ensuring lasting performance and sophistication

Future Product Lines

Expanding into a full sensory lifestyle brand

Personal Care: Shampoo, body lotion, shower gel, hand soaps

Atmospheric Scents: Diffusers, scented candles, home sprays, linen sprays

Beauty & Hair: Bronzers, hair mists, body mists

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Market Segmentation

Scento d'Italia appeals to a wide and diverse audience, spanning both demographic and psychographic profiles.

Demographic Reach

Age Range: 15 to 75+ years old

Gender: Men, Women, and Unisex offerings

Income Levels: Accessible pricing ensures inclusivity

Geographic Focus: MENA region with global expansion in view

Psychographic Appeal

Trend Seekers: Modern scents like YSL Libre and Baccarat Rouge

Nostalgia Lovers: Impressions of classics like Chanel No. 5 and
Caron Pour Homme

Lifestyle Diversity: From nightlife adventurers to quiet romantics

SCENTO D'ITALIA

Brand Personality

Scento d'Italia is:

A well-dressed friend with a positive attitude Rich in quality, humble in spirit Present in five-star department stores and modest virtual shops

A travel companion—on planes, trains, cars, and night outs

A social soul—lives in groups of 98, 48, or 24 depending on the space

A MASSTIGE BRAND - SELLS IN VOLUMES BUT IN A PRESTIGIOUS WAY

Packaging & Ingredients

Bottle Design: Minimalist and chic 30ML flacons

Materials: Eco-conscious and economical

Franchise Oils: Highest quality from Italy and France

Ethanol Base: Premium French suppliers Denatured 96%

Marketing Strategy

Direct Market Engagement

Social Media Storytelling

In-Store Promotions

Word-of-Mouth Advocacy

SCENTING THE WORLD

SCENTO D'ITALIA

THE BRAND SPEAKS WITH
SINCERITY, NOT NOISE
BUILDING TRUST THROUGH
EXPERIENCE AND
CONNECTION

SCENTING THE WORLD

SCENTO D'ITALIA

MERCHANDISING SOLUTIONS

SCENTING THE WORLD

2025

SCENTO D'ITALIA



FANCY

ROTATING STAND
METAL
LED LIGHT
98 PCS
COUNTERTOP
IMPULSE SALES
HEAVY DUTY
GOOD FOR
PHARMACIES
DEPARTMENT
STORES MOBILE
SHOPS AND HIGH
TRAFFIC SHOPS
FITS AT ANY
RETAIL FORMAT



CHIC

SLIM

METAL

42 PCS

COUNTERTOP

IMPULSE SALES

PRACTICAL

GOOD FOR HAIR

SALONS, SPA'S

GYMS AND

RELATIVELY

MEDIUM TRAFIC

STORES

SCENTING THE WORLD

2025

SCENTO D'ITALIA



MINI CHIC

SLIM
METAL

26 PCS

COUNTERTOP
IMPULSE SALES
PRACTICAL
HANDY

GOOD FOR SMALL
SHOPS, HAIR
SALONS, SPA'S



FRESH
BASKET

METAL
40 PCS
COUNTERTOP
IMPULSE SALES
PRACTICAL
HANDY
GOOD FOR GYMS
BEACH CLUBS
AND VIP AREAS

SCENTING THE WORLD

2025

SCENTO D'ITALIA



MINI FRESH BASKET

METAL
27 PCS
COUNTERTOP
IMPULSE SALES
PRACTICAL
HANDY
GOOD FOR HAIR
SALONS, SPA'S
GYMS, BEACH
CLUBS
ONE GENDER
SOLUTION



SHELF
120 PCS
GOOD AS BACK-
UP STOCK
PERFUME
STORES,
PHARMACIES,
DEPARTMENT
STORES, AND
SUPERMARKETS

SCENTING THE WORLD

2025

SCENTO D'ITALIA



SPECIAL
COLLECTION
24 PCS
HIGH END SPECIAL
COLLECTION
PERFUME STORES
CIGAR LOUNGE
SPECIAL EVENT
HIGH END SPA'S

2025



OFFICE
COLLECTION
5 PCS

DAILY PERSONAL
USE
ALL DAY SCENTED
GOOD FOR OFFICES
AND HOME USE

SCENTING THE WORLD

2025

SCENTO D'ITALIA

RUSACE ONDE



SCENTO
d'ITALIA

RUSACE AMALFI

Lemon Bergamot Jasmin Oud Cedar



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