

RITA
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"The opportunity to convey my emotions through fragrances is my mode of self-expression and of continuing to know myself and the world. The joy of giving a smell to thoughts, memories and fantasies is unparalleled and there is not much difference between creating a great perfume and writing an excellent novel."



RITA BRENA

Born in 1979 in Melzo, a small town in the province of Milan, Rita Brena grew up in a very close-knit family, rich in principles and values.

Respecting others, working hard, and above all appreciating what one has, were the pillars that guided her education.

An early interest in everything that had a scent was the starting point for a rapid and intense professional growth which today sees her doing at Moellhausen the job she always wished for: the perfumer.

PERFUMER BY PASSION AND MAGIC

The passion for fragrances was not simply a youthful infatuation, but it increased over time and led Rita to understand the power of smells and delve into the mysteries of olfaction, her favorite sense.

With those premises, and driven by the desire to become part of a world oriented towards the search for the “best perfumes,” she chose to attend a high school with a chemical-biological specialization, a training path necessary to learn the processes of analysis and production of chemical and biotechnological substances. A course of study also meant to give scientific confirmation to the intuitions and modest domestic experiments which, as a child, witnessed her macerate and mix flowers and aromatic plants she found on the home balcony or in the meadows, thinking of extracting some scented magical elixir.

NEW, UNKNOWN AND OVERWHELMING SMELLS

In 2001, at a very young age, the twenty-two year-old Rita joined Moellhausen. Overwhelmed and fascinated by the mixture of smells that wafted across the Firm, she right away began to know and master raw materials of natural and synthetic origin with unfamiliar names and all with a characteristic scent never smelled before.

This marked the beginning of a professional development within the Company, and of a fascinating olfactory adventure that makes her the protagonist in creating, with the same passion she had as a little girl, exclusive refined fragrances.

Rita’s career started by “weighing out the formulas:” an apparently simple, but valuable activity that gave her the opportunity to boost the innate olfactory sensitivity she already enjoyed and to ever deeper know each ingredient, which passed under her nose before being weighed. Prior to moving on to fine perfumery, the apprenticeship of Rita saw her commitment to formulating fragrances for the most technically challenging applications in the fields of detergents and cosmetics.

A RICH PERSONAL OLFACTORY LIBRARY

Day after day Rita has built in her mind a personal library that is constantly enriched and supports her training and updating. Talent and exercise currently enable her to fix fast on paper all the main ingredients of the fragrances she by now imagines so vividly. Nonetheless, it is her nose final confirmation which makes such intuition definitive. The feeling of having conceived something that until recently was just an idea in her head brings joy to Rita. A wonder she loves to share, since Rita seeks discussion and exchange with other people to broaden her knowledge and grow professionally, helped by a contagious smile and a sensitive and empathic character. Rita's creations reflect all aspects of her character because, as she likes to emphasize: "You formulate first and foremost with your heart and soul."

TRUSTING YOUR OWN NOSE

Rita progressed alongside Moellhausen that has been the school where on a daily basis she learned a great deal and gave a share of herself. In 2015, her turn officially came to train the new generations of perfumers to whom she teaches both to know the molecules in order to formulate new fragrances, and how to "learn to trusting your own nose to achieve by yourself the result you have in mind."

To do this, she has been able to harmonize the two main parts of her personality: the practical and rational one with the more creative and romantic one. Rita's secret in conceiving new fragrances is precisely to bring out those two parts while keeping intact her own independent thinking.

For a perfumer like Rita, the freedom to create passes exactly from the ability to acknowledge rules and limits which are really necessary, to then expand into every possible direction.

A DAILY OLFACTORY CULTURE

Wearing a perfume is according to Rita a serious matter that "should not be done hastily, with an automatic gesture as you do by applying a deodorant." A more widespread olfactory culture, together with helping to know and recognize the most diverse smells, would also help to get a clearer perception of who we are and would like to be.

The fragrance must be chosen carefully because, in addition to being a powerful sign of our personal identity, "it allows us to travel in time and, upon smelling it once again, to perceive anew in the future that precise moment we thought we had forgotten."





Rita Brena

Perfumer

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Moellhausen S.p.A. - Italy

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THE OLFACTORY JOURNEY

“Reading is my way of traveling” – says Rita – “and when reading, I imagine the scents which are in books and I enjoy thinking about what kind of perfume I would make the characters in the stories wear or I would conceive for them.” She states further: “Those olfactory journeys empower me to extend my sense of freedom which is the fundamental condition for every creative process.”

Freedom so as to live and convey emotions striving to be ready to seize “the fleeting creative moment.”

“The most important moment in the creation of a fragrance is indeed unpredictable and stems from the fact that I play a lot with my strong sensitivity to which I always turn for help,” claims Rita.

“If I do not perceive such nudge inside, if I do not feel unexpected and joyful sensations moving deep down, I continue my olfactory research indefinitely.”

