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# BRAVANARIZ

## *Essences of the Empordà*

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Bravanariz is an adventurous project in which perfumes transport us to a collection of landscapes and emotions. Handmade production and a strict environmental philosophy prevail in this alternative concept and bring us the essence of landscapes covered in rosemary, thyme, lavender, Aleppo pine, fennel, juniper and cypress.

Imagine you could bottle the coolness of the breeze on your face, laden with nature's elements, or the exhilarating aromas of the forest after a summer storm. Is it possible to preserve the emotion of an instant, the smell of a fleeting experience? Ernesto Collado (Barcelona 1974) is convinced that not only is it possible, but has used this concept as the pillar of his unique perfume project – Bravanariz. Under this label, Ernesto Collado, one of Barcelona's well-known artists and stage designers, brings us a radically new range of perfumes based on the direct contact with nature. The raw materials used in his fragrances come directly from the earth - in this case, the area of Empordà in Girona, an area located between the Mediterranean and the Pyrenees, home to some of the most original blends of plants, barks and mosses on the Iberian Peninsula. In this fabulous floral environment, where he lives and has had connections since his childhood, he began to research multiple formulas to capture the fragrances of the sea and landscapes of paths and floral plains. Completely self-taught, he launched this project as a result of his own





passion and an innate sense for creating aromas. Each of his fragrances is conceived thanks to a combination of his practical knowledge of plants and their properties, with his immersion in culture which has comprised countless trips, personal experiences and reading based on an anti-academic and non-conformist philosophy. Bravanariz synthesises this spirit in two separate ranges: Landscape Scents and Off Road Captures.

The first of these brings us to the characteristic landscapes of the area of Alt Empordà: 'Bosc', 'Muga' and 'Cala' (Forest, Moss, and Cove) take us on a journey from the mountain to the coast and are produced using the highest quality oils, dyes and hydrolytes from wild-collected plants. 'Off Road Captures' is his most experimental range and includes an ambitious fragrance named 'Camí' (Pathway) aimed to capture the aroma of a moment, a place and a specific time, for which he produces limited batches of 15 or 30 bottles; and 'Boira' (Mist), a refreshing alcohol and preservative-free blend to immerse one's senses in a haze of wild aromas. Bravanariz also offers customers the possibility of ordering their own scent to capture the essence of a specific place: a particular garden, a specific area or any place that may be a source of emotions and evocations. As a novel touch, they also offer different countryside activities where fans can learn the secrets of the collection and basic perfume-making techniques. A global project that is deeply respectful of the surroundings in which it is developed and firmly committed to the protection of the environment and sustainable development, with the help of biologist and environmentalist Sandra Saura Mas and the IAEDEN - the Alt Empordà Institute for Nature Studies and Protection. It is an interesting project that demonstrates the potential nature has when it is used with imagination and a passion for work.

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