

# Maison Morganti Unveils the Floral Collection – World Premiere at Beautyworld Middle East 2025



Dubai, UAE [18 Sep 2025] – Maison Morganti, the Swiss-Italian house of haute parfumerie under **Morganti Luxury**, proudly presents the **Floral Collection**, revealed in world premiere at Beautyworld Middle East 2025. Four years after its creation, the Maison opens a new chapter with this poetic tribute to the nobility of flowers—fragile yet eternal.

Showcased in exclusivity at the **International Country Pavilions – Stand S2-G45**, the Floral Collection embodies the Maison’s philosophy: transforming fragrance into emotion, and emotion into timeless art. Crafted under the artistic direction of founder Kilian Morganti, each creation is composed as an olfactory sonnet—delicate in form, profound in resonance, designed to linger on the skin and echo in memory.

## The Floral Collection – An Olfactory Poem

Two new haute parfumerie creations will mark this inaugural chapter:

### Nuit Noire

*A fragrance of twilight seduction.*

Heliotrope and orchid entwine in hushed sensuality. Musk and sandalwood emerge in the shadows, wrapping the skin in a velvety caress. **Nuit Noire** is mystery, desire, and poetry – bottled.

**Top:** Heliotrope, Orchid, Mandarin

**Heart:** Gourmand Accord, Tropical Fruits

**Base:** Musk, Sandalwood, Vanilla

### Cerise des Bois

*A blooming fairytale.*

**Cerise des Bois** unveils cherry blossom glistening with icy brightness, melting into radiant jasmine sambac. The scent of sandalwood anchors the dream in a creamy, silken embrace. A poetic forest, imagined in scent.

**Top:** Cherry Blossom, Ice Accord

**Heart:** Green Mandarin, Jasmine Sambac

**Base:** Sandalwood

## A World Premiere in Dubai

*“Perfume is the art of transforming the invisible into unforgettable emotion. With the Floral Collection, our timeless muse is the flower – delicate yet powerful, fleeting yet eternal.”* – Kilian Morganti, Artistic Director.

Experience the Floral Collection in its world premiere at Maison Morganti’s Stand S2-G45, International Country Pavilions, Beautyworld Middle East 2025.

For inquiries, scent samples, or appointments:



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