



# AGARTHI

SCENT CORE

DISCOVERING THE NEXT SCENT WORLD

# AGARTHI THE KINGDOM

According to legends, Agarthi is a fabled realm that lies deep within the center of the Earth.

Plato in his Timaeus already mentioned Atlantis and its mysterious underground tunnels running through the planet.

Later, studies by the astronomer Halley on the terrestrial magnetism aroused the attention of several mathematicians and scientists who were influenced by the Hollow Earth theory.

The fusion of literature and mythology with science becomes a source of inspiration for various writers of the 1890s, including Willis George Emerson who wrote a novel about a manuscript he received from a dying Norwegian sailor.

Welcome to Agarthi, an olfactory journey to the center of the Earth.





## THE MISSION

Our Agarthi is an immersive journey into the Earth that opens up a new scented dimension of unexplored territories connoted by a strong visual identity.

The idea of Agarthi Scent Core came from the creative process of an eclectic team, who have been working in marketing, design and artistic perfumery for years, and each brought their own knowledge and experience. #agarthilegacy

## THE NAME

The name Agarthi means inaccessible.

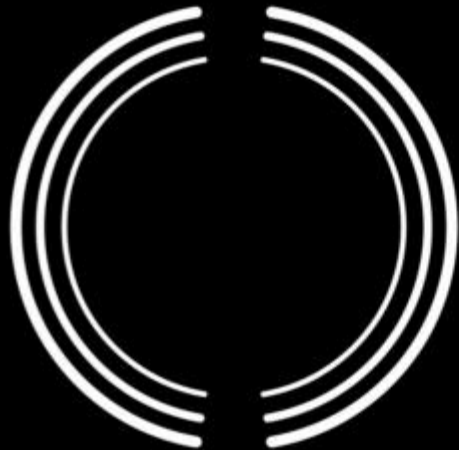
The invisible pathways to this secret world have always remained hidden in the most remote and unreachable places on the Earth's surface but still connected by tunnels to every corner of the globe.

This enchanted world is the inspiration for the Agarthi Scent Core fragrances, which will take you to a realm suspended in a transcendental dimension.

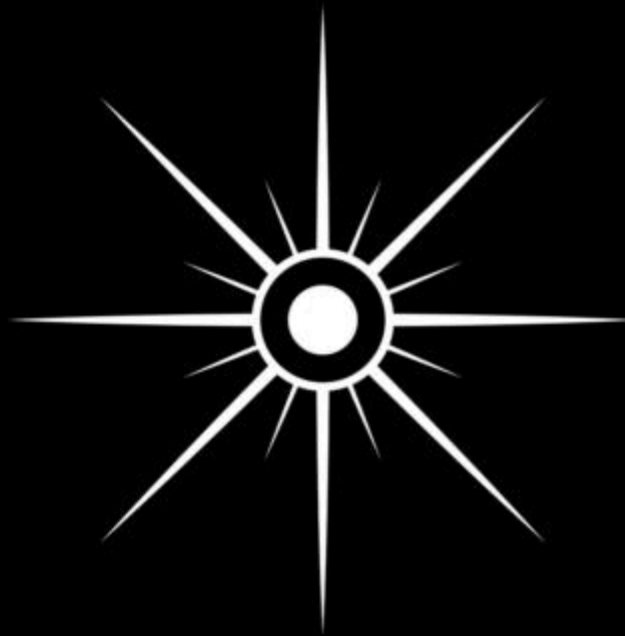
## THE LOGO

The Agarthi logo incorporates the project values and consists of three elements:

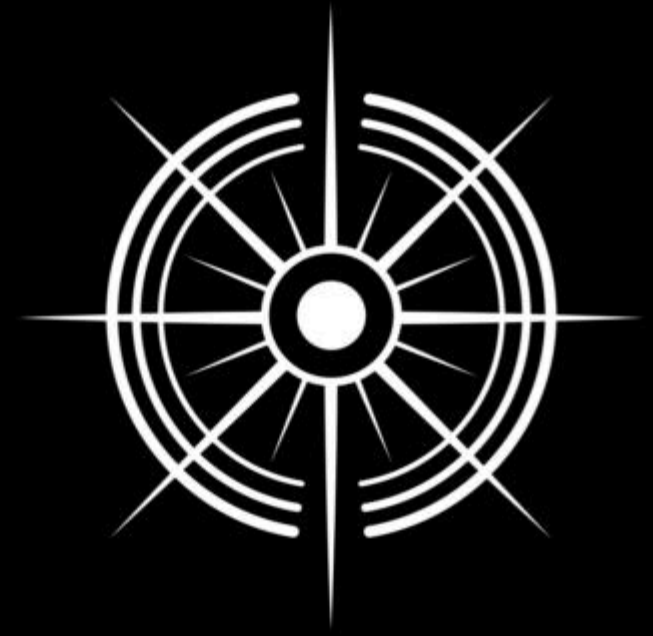
the circle,  
the Earth



the eight-pointed star,  
protection and infinity



the maze,  
the inaccessible



# AGARTHI

SCENT CORE



## THE EMBLEM

Resembling a ship's wheel or a compass dial, the logo is engraved on the cap made of Zamak, a metal alloy of zinc, aluminum, magnesium and copper that is completely recyclable and environmentally friendly.

The precious cap is the result of the work of skilled craftsmen, representing the best of Italian workmanship and can be re-used as a placeholder, paperweight, or turned upside down as a unique candleholder.

## THE PACKAGING

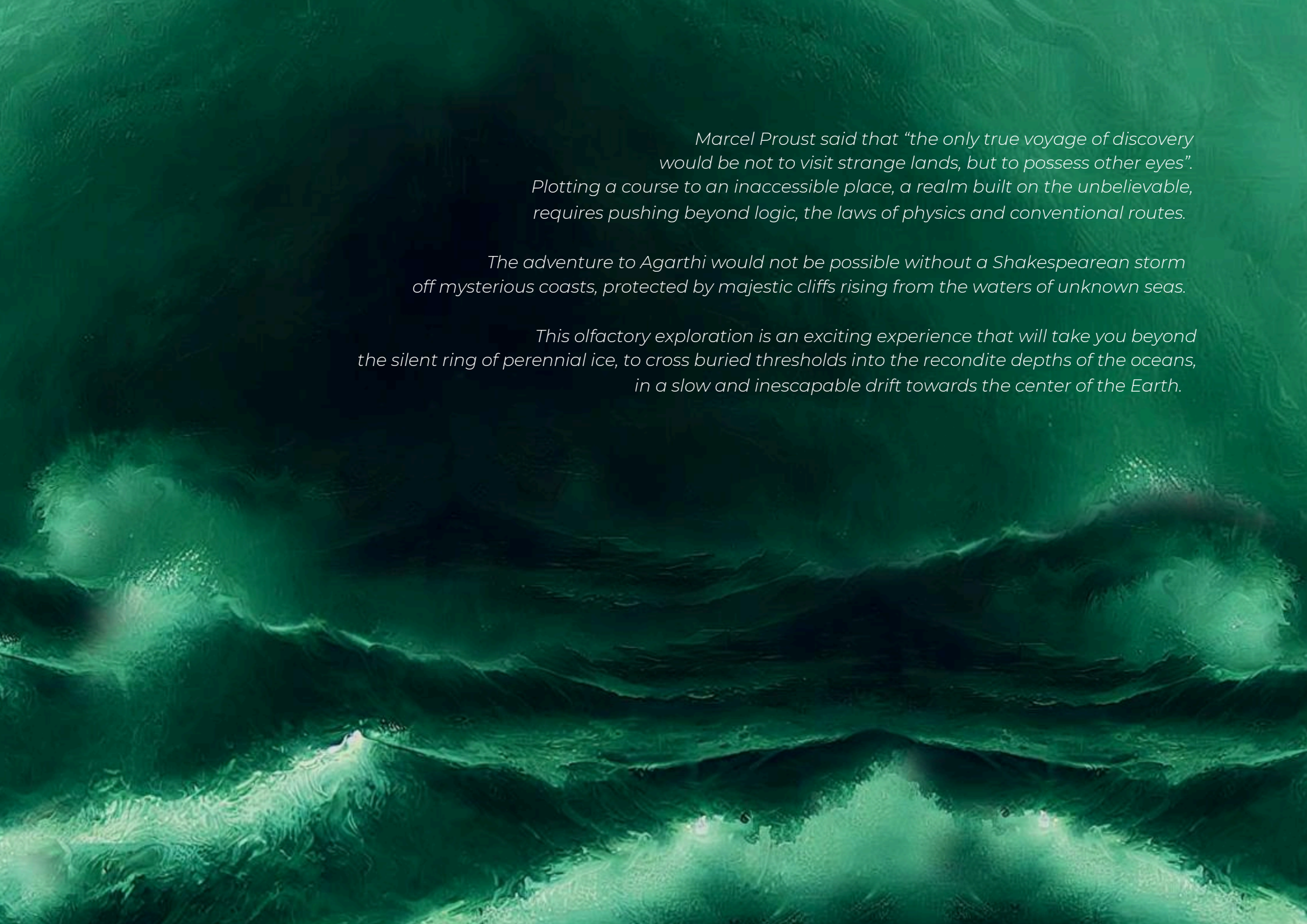
All Agarthi packaging is created through a supply chain that celebrates the excellence of Made in Italy design and craftsmanship.

The metallic hues of the Bormioli glass bottle blend with vibrant color accents, creating the distinctive visual identity of the collection.

The silver hot-stamped logo with a holographic finish enhances the bottle, while the outer packaging shines with sophisticated iridescent reflections.

Quality, authenticity, and artisanal attention to detail are reflected in every element, transforming the packaging into an experience that anticipates the sensory journey enclosed within Agarthi fragrances.





*Marcel Proust said that "the only true voyage of discovery would be not to visit strange lands, but to possess other eyes". Plotting a course to an inaccessible place, a realm built on the unbelievable, requires pushing beyond logic, the laws of physics and conventional routes.*

*The adventure to Agarthi would not be possible without a Shakespearean storm off mysterious coasts, protected by majestic cliffs rising from the waters of unknown seas.*

*This olfactory exploration is an exciting experience that will take you beyond the silent ring of perennial ice, to cross buried thresholds into the recondite depths of the oceans, in a slow and inescapable drift towards the center of the Earth.*



# HIDDEN SHORES



## LANDING ON MYSTERIOUS HIDDEN SHORES ELEMENT: EARTH

We braved the fury of the waves under stormy skies until, exhausted, we welcomed the inevitable shipwreck on mysterious hidden shores.

Lost but hopeful, we sense the faint breath of forest air slashing the curtain of age-old fog. Here's the land.

The mineral shade of vertiginous cliffs takes shape like a mirage, wrapped in a transcendent glow. Once at the top, the breathtaking magnificence of an ancient woodland is revealed; huge trunks rise like emerald skyscrapers towards a vault engraved in spectroscopic crystal reflections. Bewitched by that glare, we cross the borders of the lost kingdom of Agarthi walking on a dark velvet carpet of moss and roots.

### WOODY, BALSAMIC - AROMATIC

#### Head Notes

Blackcurrant, Juniper Berries PureJungle Essence™,  
Pine Essence

#### Heart Notes

Violet Leaves Absolute\*, Immortelle Pure Jungle Essence™,  
Geranium Bourbon\*

#### Base Notes

Cedarwood, Fir balsam, Vetiver Bourbon\*, Moss

*\*raw material from Conscious Sourcing*

*Perfumer: Cécile Matton*



# BURNING CORE



## THE BURNING CORE OF A MIDDLE EARTH ELEMENT: FIRE

We chase the glow of a barely perceptible purple sphere beyond the opalescent mist.

The hours have lost track of time overwhelmed by the mighty stillness of an unknown star, the gravitational fulcrum of a middle earth, where day and night mingle with the transcendental light of dawns and sunsets. Sparkling diamonds make inroads through its wrinkled rocky crust, projecting a firmament of lost skies onto a hemispherical vault of rugged crystals and rocks. A subtle burnt marbling and thin coils.

The perspective is reversed in a world within a world, trapped between dimensional layers. The star glows, returning the flame to its ***burning core***.

### AMBERY, SPICY - CAMELIZED

#### Head Notes

Ginger Pure Jungle Essence™, SolarNote, Milky Accord

#### Heart Notes

Benzoin, Vanilla Pure Jungle Essence™, Vanilla Absolute\*,  
Cade Essence

#### Base Notes

Leather, Savory Notes, Crème Brûlée

*\* raw material from Conscious Sourcing*

***Perfumer: Mathieu Nardin***



# FLOATING LANDS



## A HORIZON OF FLOATING LANDS

### ELEMENT: AIR

A vision of pure beauty slowly rises: *floating lands* chisel the horizon as far as the eye can see like islands emerging from the thin mist veiling the wide valley floor. Clods of continents lost in the air stand out in the soft light of a timeless place, drawing extraordinary geometries of rocks, soil, roots and lianas.

They rise, gently suspended, amid lush foliage draperies and verdant arms brimming with unknown flowers and fruits, while clear springs gush, spilling into the apparent void in prismatic aquatic reflections.

Marble stairways ascend in the presence of alabaster-carved cities where a gleam twinkles at the summit.

### FLORAL, POWDERY - MINERAL

#### Head Notes

Bergamot\*, Magnolia Champaca E-Pure Jungle Essence™

#### Heart Notes

Tuberose Absolute, Iris

#### Note di Fondo

Vetiver, Honey, Cistus Absolute

*\*raw material from sustainable farming*

*Perfumer: Serge Majoullier*



# WATERWAYS SPELL



## ENCHANTED RIVERS

### ELEMENT: WATER

The roar of waterfalls leads us to the murmur of springs gushing into the air outlining a new and unexpected panorama.

The crystal-clear ***waterways' spell*** creates a euphoric wave of sparkling aquatic particles, rising like a nebula tracing the joyous vault of a rainbow.

Rich floating garlands and lichens lap banks and leafy roots, embracing notes of damp woods and cold spices. Dew-covered flowers join the hypnotic chant of meandering streams and the reassuring transparency of silent lagoons that transform the scene into a limpid aquatic enchantment.

The moist air, filled with hydrogens and luminescent pollen, dances among the juicy fruits and green foliage in a lush lost paradise.

### HESPERIDIC, FLORAL - VEGETAL

#### Head Notes

Bergamot\*, Mandarin, Lemon, Jungle Leaves

#### Heart Notes

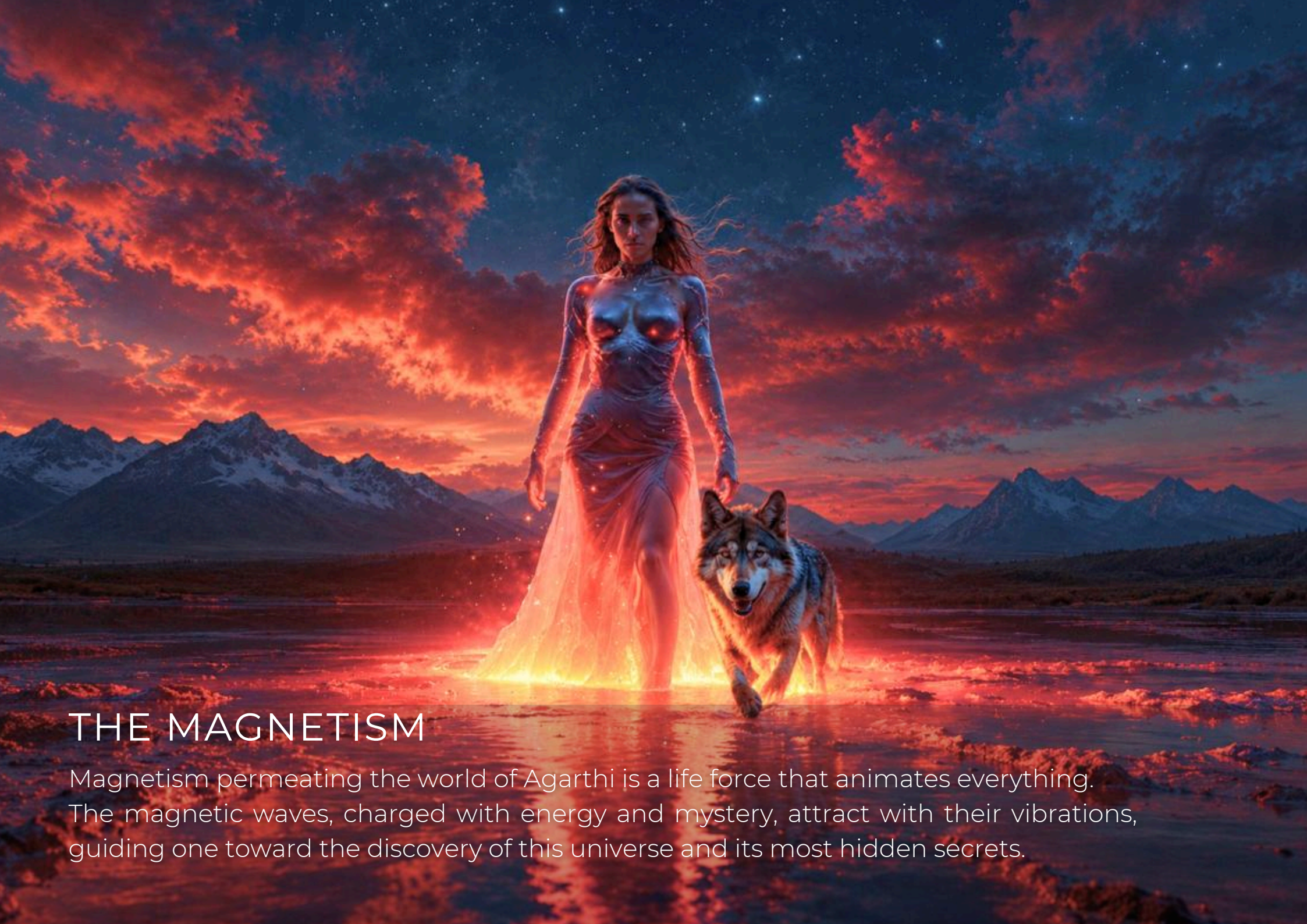
Green Bell Pepper Jungle Essence™, Violet Leaves Absolute, Waterfall Accord

#### Base Notes

Clary Sage, Cedarwood, Moss, Lichen

*\* raw material from sustainable farming*

***Perfumer: Alex Lee***



## THE MAGNETISM

Magnetism permeating the world of Agarthi is a life force that animates everything. The magnetic waves, charged with energy and mystery, attract with their vibrations, guiding one toward the discovery of this universe and its most hidden secrets.

# MAGNETIC MAGMA



## SPARKS UNVEILED RIVERS OF MAGMA.

The ground warms beneath our steps, coming alive, breathing fire: glowing sparks rise, revealing rivers of molten magma bleeding up from the depths of the globe. Suddenly, two burning eyes shine in the gloom. It's a wolf. Its hypnotic gaze locks onto ours and we are won over by a magnetic attraction.

Silently, an entire pack appears behind it, their agile and sinuous bodies blending seamlessly into the night. The leader moves fluidly, with elegance, guiding us with certainty. The rest of the pack falls in behind, creating a deep connection, a silent ritual that makes us feel part of nature, part of a greater design. Led by their tracks, we admire the breathtaking landscape: rivers of fire twist and coil, their bright, searing tongues rushing into the endless oceans of Agarthi, merging into ever-changing, mesmerizing shades. The air is thick with adventure and the promise of unknown.

### WOODY, FRUITY - SPICY

#### Head Notes

Clementine, Raspberry, Violet Leaf

#### Heart Notes

Cedarwood Virginia, Marine Accord, Fresh Ginger Oil

#### Base Notes

Oud Al Safi Cambodia, Benzoin Resinoid Siam, Patchouli Oil MD

*Perfumer: Julien Rasquinet*



# MAGNETIC MAZE



## IN THE HEART OF THE MYSTERIOUS MAZE

A buzzing sound creeps into our ears, and suddenly a bee appears in front of us, light and hypnotic. It moves, slow and certain, the shape of an eight folding into itself, endless, eternal, vibrating gently. A few moments later, other bees join, a flux of wings in perfect synchrony. Enchanted by this magnetic dance, we are drawn along a majestic labyrinth. The hedges rise high and dense, walls of thick green towering towards the sky draped in soft mimosa blossoms, their tempting scent intertwining with the resinous aroma of labdanum. No need to retrace the paths: the true allure is not finding the exit, but the wonder hidden within these walls. Suddenly, a gleam. A cup brimming with golden honey, shining under the diffuse glow, and we taste the exquisite nectar. Absorbed by the enchantment, it didn't seem we had walked so far. As the honey melts on our lips, it fills us with new energy, the fatigue dissolves, and we are ready once more to continue our journey, keener than before.

### WOODY, SPICY - GOURMAND

#### Head Notes

Pink Pepper CO2, Cardamom Oil Guatemala, Saffron

#### Heart Notes

Mimosa AromaSpace, Honey AromaSpace, Olibanum Oil

#### Base Notes

Nagarmotha, Oud Al Safi Cambodia, Patchouli Oil, Ciste Labdanum Absolute

*Perfumer: Julien Rasquinet*



# THE ELECTRICITY

Electricity is a primordial force, capable of awakening what once seemed motionless. It is born from the storm, crosses matter, and ignites nature with a new light, transforming every element into a living organism. Invisible and unpredictable, it fuels an eternal cycle of energy.

# ELECTRIC SPARKS



## THE HEARTBEAT OF UNIVERSAL ENERGY

On the horizon, a tropical atoll rises from crystal-clear waters, like a paradise forgotten by time. Suddenly, a bolt of lightning tears across the leaden sky. The strike hits the ground in an explosion of sparks. The impact unleashes a primal force that flows from the vegetation to the very depths of the planet in an endless cycle.

Towering above the storm, the palms are traced by electric currents, their silhouettes illuminated against the darkness. The fruits glisten among the foliage, capturing the flashes of the storm and reflecting them back in fluorescent bursts of light. Peaches glow with velvety hues, while plump pink grapefruits seem ready to open, revealing their juicy flesh. At the heart of the fragrance, Timur pepper ignites a vibrant spark, enhancing the tangy sweetness and delicate floral facets of pink guava. Electric Sparks is the heartbeat of a living universe, where every element is connected in a shared breath. An eternal cycle of energy, life, and light that fuels the electric heart of Agarthi.

### WOODY, FRUITY - MUSKY

#### Head Notes

Yellow Peach Smoothie Accord, Timur Pepper Accord, Pink Grapefruit Accord

#### Heart Notes

Red Guava Accord, Aldehydes, Electric Accord

#### Base Notes

Metallic Woods, Ambergris Accord, Musks

*Perfumer: Véronique Nyberg*



# ELECTRIC FLOW



## THE FLOW DRAWS THE INVISIBLE

At first light of dawn, the roar of the storm fades. The waves ease into calm, the wind softens, and the atoll seems to surrender to rest. The energy of the night continues its motion, flowing silently through the vast network of roots that connects every corner of the island. The creamy freshness of coconut and the honeyed sweetness of ripe pineapple are released into the air.

Among the leaves, a guava fruit catches our eye, offering a vivid red flesh threaded with silvery metallic filaments carrying tiny electrical impulses. At its core, black seeds veined with amber gather around a heart of resinous myrrh, storing energy. A delicate metallic shimmer lingers in the air, a memory of the passing storm.

Gentle currents move through the crystal-clear water toward vast underwater fields of red seaweed, which light up with crimson reflections. Like blood flowing through veins, electricity courses endlessly throughout the atoll, uniting ocean, jungle, and sky in a single breath.

### AMBERY, FRUITY - SPICY

#### Head Notes

Batida de Coco Accord, Pineapple, Ginger

#### Heart Notes

Pink Guava, Myrrh Essential Oil,  
Siam Benzoin Pure Jungle Essence™

#### Base Notes

Labdanum Absolute, Red Seaweed Pure Jungle Essence™,  
Metallic Notes

*Perfumer: Violaine Collas*

# THE FRAGRANCES CREATION

Answering Agarthi's call, master perfumers have sought extraordinary and multifaceted raw materials, selecting them for their beauty, their character, and their evocative power. From the encounter between nature, creativity, and innovation arise fragrances that preserve the most authentic essence of matter and transform it into a sensory narrative capable of leading beyond the boundaries of the known.



**HIDDEN SHORES**

*Cécile Matton*

She brings to perfumery a deeply artisanal approach, grounded in listening to sensations and in an intimate knowledge of raw materials. Raised in Africa and gifted with a keen sensitivity, Cécile is able to transform simple intuitions into powerful, luminous, and captivating fragrances, distinguished by authenticity, elegance, and a profound emotional resonance.



**BURNING CORE**

*Mathieu Nardin*

As a child he gathered jasmine and roses in his grandparents' fields. Mathieu is the heir to Grasse's perfumery tradition. He knows how to combine the excellence of natural raw materials with a contemporary vision of perfumery. His creations stand out for their evocative power, transforming emotions capable of giving shape to olfactory universes rich in nuance.



**FLOATING LANDS**

*Serge Majoullier*

A perfumer by heritage, Serge combines artistic creativity with scientific rigor. He explores the richness of nature and the inspirations of world cuisines to craft unprecedented accords, where cultures and imagination merge into surprising olfactory expressions. His curiosity fuels a continuous creative quest that drives innovation and the discovery of new materials.

# THE FRAGRANCES CREATION

## MAGNETIC MAGMA

### MAGNETIC MAZE

*Julien Rasquinet*

Born in England and a Belgian citizen, Julien developed a passion for fragrance at the age of fourteen, but only later discovered its evocative and romantic power, destined to become his distinctive signature. He has worked in New York and Dubai, and today he is regarded as one of the leading interpreters of narrative perfumery. His artistic sensitivity and deeply personal approach give life to creations that are intense, immersive, and full of character, capable of leaving an impression that lingers far beyond the simple olfactory experience.



## ELECTRIC FLOW

*Violaine Collas*

A passionate traveler who experiences each journey as a true adventure into the world, Violaine, a Parisian at heart, draws inspiration from moments of isolation and deep reconnection with nature. Far from the crowd, she seeks places filled with meaning and mystery, where she can rediscover a primordial dimension that allows her to return to what is essential. Food and art are her lifeblood; her energy is fueled by chromatic harmonies, perfectly balanced accords, and magnetic contrasts, giving rise to an irresistible signature.



## WATERWAYS SPELL

*Alex Lee*

Born in San Francisco, Alex blends his multicultural vision and contemporary sensibility into innovative fragrances with a strong emotional impact. A leading figure in the new wave of olfactory expressionism, he transforms memories, emotions, and impressions into scents that evoke enchanted places and profound universal human connections.

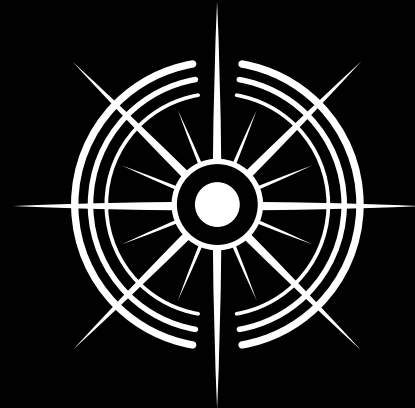


## ELECTRIC SPARKS

*Véronique Nyberg*

A modern alchemist with a PhD in organic chemistry, Véronique builds a bridge between the mystery of fragrance and the person who wears it. Raised in Haute Provence, her earliest olfactory memories are the fields of daffodils and the love for medicinal plants passed down by her grandmother. Duality and contrast define her work: her creations play on the balance between opposites, generating fragrances that are rich in character, multifaceted, and unforgettable.





AGARTHI

SCENT CORE

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