

LUZZETTE

N°1- MARCH MMXXI

OLD FASHION NEWSPAPER

SDQ-NY- SAN

ART IN PRACTICE

Images to discover artistic movements and hacks to apply them to your social networks.

BRANDS WE LOVE

Discover the new ventures that are coming to the market.

PRODUCTS TO EXPERIMENT

A carefully curated selection of the most fabulous products in the universe.

EXPLORING THE SENSES

Time for a conscious life and connect with the environment.



Letter EDITORIAL

I am Maria Magdalena (Malena) Cejas Gandur, perfumer, designer of products, spaces and brands. I studied fine arts, haute couture, law and perfumery, but for more than 25 years I have dedicated myself to the construction of golf courses, urban developments, and brands for various clients around the world. I am the founder of Dominican Perfumes, CEO of Inara Design Agency, creator of the signature tea brand Mademoiselle Margarita, the chocolate and spices brand Malik & Co, and co-founder of Hiltify International.

We live in a world where fragmentation and distraction are the norm, in the constant search to optimize time and resources we let pass moments of stillness and calm to be more effective and efficient... and we forget to contemplate the beauty around us.

Thoughts invade us, and ideas of different kinds haunt us throughout the day, be it distraction in everyday tasks or extreme concentration on more formal issues, and we forget something as simple as enjoying the exact present.

Living consciously and intentionally in the present can at first be overwhelming, even though it is the fundamental foundation of Buddhism, Taoism, and many American cultures.

The paradox of the philosophy of living in the moment is the pressure we impose on controlling our thoughts and what happens, and that is when we must stop, and consciously decide to connect with our environment and the present in a fluid and natural way, using the most basic resources, our senses.

The senses, technically, are the sensory integration in the neurological process that organizes the sensations of the body itself with the environment and allows us to use the body effectively in the environment. But I want to go further, I want us to use the senses as an artistic experience that allows us to connect with the beauty that surrounds us, that they are the means to perceive the little jewels of our existence and an open channel with the divine and magic.

Luzzete is a modern vintage gazette, dedicated to the art of now, it is a small travel guide through the 7 senses (yes, seven). It is a curated selection of places, products and brands that are created every day to make life a little more beautiful.

Before continuing to the next page, I invite you to look at yourself in the mirror, breathe, and give thanks for the beauty that belongs to you, and breathe very calmly and enjoy this life that we live. Thank you for joining me on this journey.



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WILLIAM MORRIS (1834-1896)

ART NOUVEAU

Art Nouveau is an international philosophy and style of art, architecture and applied art, especially in the decorative arts, which were most popular during 1890-1910. The name "Art Nouveau" in French means "new art". Its characteristic ornamental is its undulating asymmetrical lines, often taking the form of flowers stalks and buds, insect wings, and other delicate and sinuous natural objects represented with elegance and grace.

SYNESTHESIA

Practical guide in which we challenge the senses to cross the limits of ordinary perception and create beautiful images.



FLOWERS ICE-CREAM

Ingredients:

Petals of the most beautiful flowers you find

Ice cream cones

Aromatic elements

You fill the ice cream cones with flowers and arrange the items around your setting and just snap the photos.

With this exercise we want to feed your creative spirit and your desire to create beautiful things.

The aromas can be perceived through the photos if you include the appropriate elements in the composition, for example, we can all physically recall the smell of a lemon and fresh flowers.

By mixing elements that are clearly related to certain senses, we create a much more interesting image.

The important thing about art is sharing it, and letting others admire the work you did.

You don't have to be Picasso to create beautiful images, the important thing is that you enjoy every second.

BRANDS & SCENTS

Diosa Perfumes & Potions a brand to connect with the divine

Sometimes days go by in a frenzy of obligations and we forget the divinity that surrounds us. Estefani Acosta commissioned Inara Design Agency and her perfumer Malena Cejas Gandur to develop such a unique brand.



Women until very recently (shameful reality still in force in many societies) had a main role in life, which was to marry and participate in the interests and businesses of their husbands. As girls they learn the skills and abilities of the perfect housewife to run a home.

But women throughout history have been much more than the simple roles that they had to act. They have always had a secret universe that has connected them with practical magic, fervent religion, and pagan cultures. Women are and will be life-creating Goddesses.

The brand presents olfactory creations, masks and power shields to live the theater of life. Launching 3 innovative collections on the market.

Goddesses and Virgins Vintage style bottles was adopted to seize the indomitable spirit of this high perfumery collection of Goddesses scents, and the sublime qualities of the virgin, a sensory expression that with each note reminds us that the divinity of the Goddesses lives in each one of them. we.

Spirit Animal Aromatherapy combined with the esoteric side of life, creating a collection of roll-on perfumes that takes from ancient cultures the psychic associations of aromas with the instinctive power of animals, so that through smell we can assume simple mantras of power. personal.

Intention Oils is a collection for which body oils were created that connect women with the present moment and help them to consciously live their desires and emotions, projecting a direction for their life.

Each of the perfumes reaches consumers beautifully packaged creating a multi-sensory experience that will make them want to try the next perfume.

"Find the Goddess in yourself instead of looking for God in Someone else."

<https://www.diosaperfumes.com>



PERFECT RECIPES FOR YOUR INSTAGRAM

Vegan, Sugar Free, Gluten Free and colorful enough to cheer on your followers



FLOWER WATER

Ingredients:

Organic flower petals

Water of roses

Mineral water

Fresh strawberries

Fill your ice cube tray with water and then arrange the petals in the center.

Let them freeze. When they are ready, put them in a glass and in a Jar mix mineral water with Rose Water. Serve the water in the glass or container that you will photograph.

You can find rose water to drink in a Lebanese or Oriental stores. You can make this same recipe with orange flowers.

You prepare the background with neutral colors. To take the photos, use natural light and make sure you have good contrast with the shadows to make the image more interesting.

Finally, place the cut strawberries strategically so that they stand out more in your photo.

Tagg us and tell us how was your experience #yumluzzete

PACKAGING

The key to a brand's success

We have heard many times that a book is judged by its cover, and this phrase in the case of products applies even more.

Packaging is much more than just protecting a product. They are a sensory marketing tool, which reinforces the concept of a brand, and accentuates the best of the products.

When you design a package, you want to create a complete experience for the consumer. It is the key to taking products to the next level.

Antho Collection is a clear example of a brand in which every detail has been taken into account. This brand of ties and accessories for men based in New York and Santo Domingo, characterized by its sobriety and elegance. Its designer Antho Cabrera commissioned Inara Design Agency to develop the brand development and design of packaging.

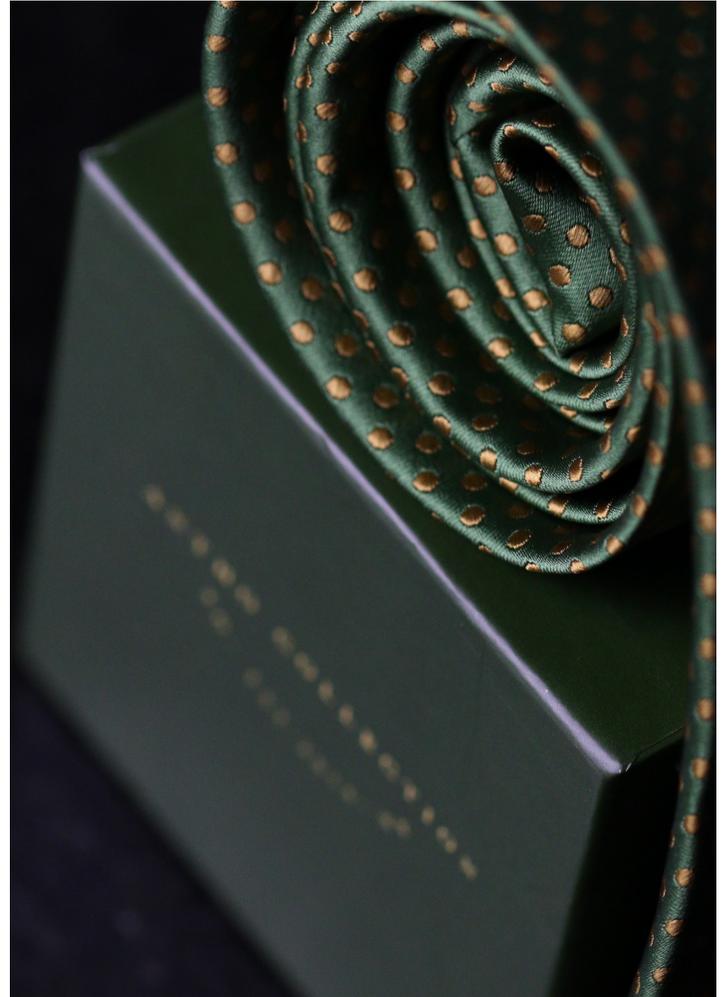
The first thing to consider when developing packaging is the material. It must be of extreme quality, attractive and feasible to produce. In the case of A | C, continuity was sought between the smoothness of the silk of the ties and handkerchiefs, with rigid boxes with a good finish and a pleasant texture at hand so that the tactile experience was a way of communicating the values of the brand. with clients who will project stability and trust.

The color of the brand is green, traditionally related to finances and prosperity, generating an established brand perception.

One of the keys when choosing the packaging for a product is to understand who it is intended for, what are the preferences of the public that consumes them and also the manufacturing budget to ensure that the finished product will bring great benefits and increase the number of loyal customers to your brand.

And as Steve Jobs said *"Packaging can be a theater, it can create a story."*

@inaraagency



WE RECOMMEND



Travel Cologne 1975 x Dominican Perfumes @dominicanperfumes



Scented Candles x Casa del Sol @casadelsohomecare



ANANAS COMOSUS

BROMELIÁCEAS

AMERICA DEL SUR

PINEAPPLE