



BEAUTY

BHIL

The Spirit of

Carthusia

BY: LUIGI IRAUZQU

The Spirit of Carthusia

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I was 11 years old when I first fell madly in love...this wasn't a teenage crush...this is when my lifelong love affair with the beauty of the rugged landscape and rocky coastline of Capri started...it is those first trips with my family to this beautiful part of Italy that will always remain ingrained in my mind...

One thing is for certain - coming back to Capri always feels like coming home...

The Italian "art de vivre" - where life seems much more uncomplicated here and the people seem to enjoy their cozy lives while drinking great coffee and good Italian wine with their loved ones has always resonated with me. Here in the south of this beautiful country, things are done "Tutto con calma" - which basically is their way of saying "no stress allowed here".

Capri : home of emperors, seat of monasteries, place of exile, former haunt of goats and fisherman. With its craggy cliffs, sun drenched turquoise sea and pastel-hued houses covered in bougainvillea Capri has been the Wonderland for the eccentric, rich and famous since Roman times.

From the moment you spot Capri from the boat this island begins to weave its spell on you and you fall in love all over again. It isn't hard to understand that Carthusia was born among all this magic and natural beauty.

Legend has it that in 1380, the father prior of the Carthusian Monastery of St. James, taken by surprise by the news of Queen Joan of Anjou coming to Capri, picked a bouquet of the most beautiful flowers of the island; these remained in the same water for three days and, as he went to throw them away, he noticed that it had acquired a mysterious fragrance unknown to him.

The origin of the scent was traced back to "Garofilium Silvestre Caprese". That water was the first official perfume of Capri.

In 1948, the Prior of the Charterhouse discovered the perfume formulae and with the permission of the Pope, the smallest perfume house in the world was created...and thus Carthusia was born..

Carthusia represents the essence and spirit of this breathtaking island: from the smell at night of sea and pine, poppies, cyclamen, and wild rosemary to the land breathing a sexual heat and brightness. Carthusia has put into practice its centuries-old knowledge in order to develop a "culture of perfume" unique in the world.

Over the years, Carthusia has refined its mastery about the olfactory sense, refining and structuring its comprehension of essences, in order to grant to those who choose its fragrances the purest and most intense emotions by using the sights, the colors and smells of this island by using natural methods and the precious care of traditional craftsmanship - maintaining traditional brand values with an indisputable modern appeal.

Every single Carthusia fragrance has a hidden yet inseparable bond with Capri and every ingredient and component is derived exclusively from Capri's environment.

Carthusia's top fragrance notes are citrusy, aromatic, marine and green while their middle notes are flowery, fruity and spicy, with base notes of wood, amber, leather or musk. My all time favorite summer fragrance after my discovery in 2018 is still Carthusia's Mediterraneo with it's classical pristine freshness of Capri lemons and the youthful and sparkling tones of green tea.

For me this is where the Power of Perfume lies - it is intrinsically linked to memories and evokes sensations and emotions in each one of us. It will forever be linked to my childhood memories with my family on the Amalfi Coast.

I just knew I had to discover it by myself and our journey through our senses began on a lazy Sunday afternoon in September. This is a photographic essay of how Carthusia tapped into those childhood memories and achieved the impossible: reawaken those memories and creating new ones for the future...



"A precipitous, jagged landscape of wild beauty sculpted by wind, sea and the hand of man ..."

I profumi di Capri

La leggenda ricorda che nel 1380 il padre priore della Certosa di San Giacomo, colto alla sprovvista dalla notizia della venuta a Capri della sovrana Giovanna d'Angiò, preparò una raccolta dei fiori più belli dell'isola; quei fiori rimasero per tre giorni nella stessa acqua ed al momento di buttarli il priore si accorse che l'acqua aveva acquistato una fragranza per lui misteriosa, cosicché si rivolse al religioso erudito in alchimia che individuò la provenienza di quel profumo nel "garofilum silvestre caprese". Quell'acqua fu il primo profumo di Capri.

La storia, invece, racconta che nel 1948 il priore della Certosa, ritrovate le vecchie formule dei profumi, su licenza del Papa le svelò ad un chimico piemontese che così creò il più piccolo laboratorio del mondo denominandolo "Carthusia" cioè "Certosa". Oggi la tradizione si perpetua, per la limitata produzione i metodi sono gli stessi usati dai frati certosini, tutti i preparati sono a base di materie prime naturali di alta qualità e persino il prodotto finito è incartato a mano. Le essenze provenienti dal rosmarino colto sul Monte Solaro si aggiungono all'uomo, mentre il garofano selvatico di Capri sta alla base dei prodotti femminili.

Perfumes of Capri

Legend has it that in 1380 the father prior of the Certusian Monastery of San Giacomo was taken unaware by the news of the arrival on Capri of Queen Giovanna d'Angiò and so made a flower arrangement in the most beautiful flowers of the island.

The water was not changed for three days and when the flowers were thrown away, the prior noticed that the water had acquired a fragrance unknown to him. He went to the other alchemist who traced the origin of the scent back to the "Garofilum silvestre caprese". That water became the first perfume of Capri. History, on the other hand, relates that in 1948 the prior of the Monastery discovered the old formulas of the perfumes and, by permission of the Pope, revealed them to a chemist who created the smallest laboratory in the world and called it Carthusia, i.e. Certosa. The tradition is now being continued on a limited production means, being able to use some methods as the Certusian monks. All the preparations are made from genuine products of high quality and even the final product is hand-wrapped. The essence derived from rosemary picked on Monte Solaro is used in men's products, while the essence of the wild carnation is used in women's products.





There is a magical timelessness to Capri..a special atmosphere..a sense of history





The dynamic father and daughter duo of Silvio and Virginia Ruocco









