



## **IWISHYOU: when the home fragrance becomes object of design**

*IWISHYOU is born on June 20, 2020 at 11.43 pm, exactly at the same time of Summer Solstice.*

*It is a box of creativity, an atelier where Artists and Designers turn emotions into a refined sensorial experience.*

### **Luxury Furniture Accessories**

Elegant home fragrances enclosed in precious boxes: IWISHYOU starts from the reinterpretation of luxury packaging. The covers become wonderful paintings to be hung and to be collected. Designs have been created by world-renowned artists and designers. The materials used to envelop the box and the fragrance make the experience more exciting.

Natural elements such as Carrara marble, gypsum and roman travertine are the main characters in a mixture of materials with long Italian tradition. The result is a natural materic surface which evokes that of ancient frescoes and which from one side enhances the aesthetic of unique pieces of furniture and from the other side gives a refined identity to the space.

### **Cooperation with world-renowned artists and product designers**

The cooperation between IWISHYOU and the Designers was born thanks to the innovative and sustainable project because, beside the beauty and the elegance of the products, they can be reused. This element was very much appreciated from the beginning, being the operators of the sector more and more sensitive to this topic.

Thanks to the experience of those that have been creating the new trends of home living for years, IWISHYOU places itself in the category of luxury furniture accessories, highlighted by the craftsmanship skills of the manufacturing company, by the high level of the materials used and by the meticulous care in detail. IWISHYOU is an idea by the businessman Dario Roselli, founder of Affreschi & Affreschi which is an artisan company that has stood out since the beginning for its vocation for high decoration and that has contributed to writing the story of Made in Italy, thanks to the creation of a flexible wall. This product has made the company famous all over the world in the wallpaper field and today, declined in a truly original way, it faces a new challenge.

### **Artists and designers**

Andrea Castrignano, Andrea Mancuso, angelettiruzza design, Buratti Architetti, Carlo Colombo, Dario Roselli, Elisa Ossino, Federica Biasi, Gio Tiroto, Giovanni Muciaccia, Karim Rashid, Ludovica+Roberto Palomba, Marcel Wanders, Marco Piva, Massimo Iosa Ghini, Milo Manara, Ron Arad, Sasha Bikoff, Serena Confalonieri, Stefano Boeri, Studio MILO, STUDIOPEPE, Studio WAR, Vincenzo D'Alba.

## **Statement by Dario Roselli**

“WISHYOU is the continuation of an almost 20-year-old story and what makes it unique is an innovative design concept born to satisfy the needs of customers more and more in search of exclusive products which give to the space the comfort and the elegance of charming objects.

## **Emotions are in the air**

IWISHYOU is a sensorial path.

The element of surprise begins when you take off the box from its shopper bag and it slowly reveals the design chosen for your home by the person who gave you the present. With a look of wonder you ask yourself, intrigued, about the content of the package. When you open the box, you find the home fragrance combined with the cover in all its beauty. You divide your attention between the cover and the home fragrance since from the beginning you feel like having two gifts in one, real objects of design. IWISHYOU is a mix of emotions you live every time you smell in the air the scent of each home perfume.

## **A gift worth telling**

A gift branded IWISHYOU is a gesture which lives throughout time. Its symbol, the plumeria flower, is called “the eternal perfume” because it continues to bloom even if removed from the soil. With IWISHYOU people can express a sincere wish for a special person through art. IWISHYOU is the most beautiful part of the being.

## **Awards**

Thanks to its innovation and environmental sustainability, the new concept IWISHYOU received the nomination to the following international contests: “Compasso d'oro”, “German Design Award”, “Red Dot Design Award”, “Good Design Award”, “Muse Design Awards” and “Archiproducts Design Awards”.

## **Availability**

IWISHYOU products will be available from 1st July 2020 on the official website [www.iwyou.it](http://www.iwyou.it) and soon in the best perfumeries and design shops.

## **Contacts**

IWISHYOU

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