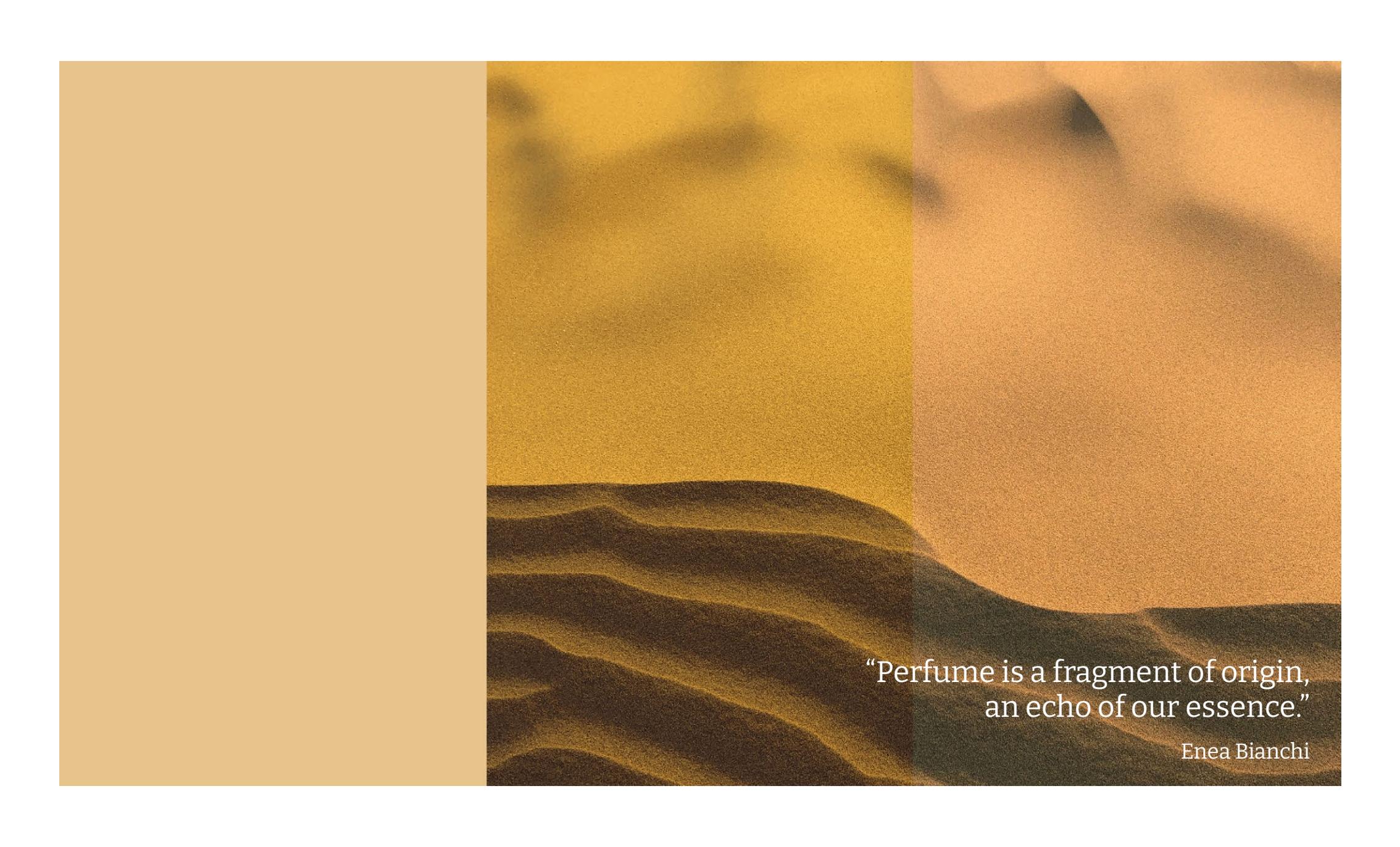


# Universe

UNEAPARFUM



“Perfume is a fragment of origin,  
an echo of our essence.”

Enea Bianchi

Ancient Egypt,  
a civilisation of myths and legends,  
manifests its greatness in the harmony between  
man and divinity. The sacred and earthly  
intertwine in a timeless dance,  
aspiring to eternity.

Few civilisations have aroused as much fascination and admiration throughout human history as the ancient Egyptians. Born from silt and light, they grew under the watchful eye of the sun and blossomed like sacred lotus in the desert. Nature, figures and signs are part of a cosmic design, whose beating heart is the pharaoh. Point of balance between heaven and earth, guarantor of the Maat, the universal order.

Ancient Egypt is a deeply human civilisation, obsessed with time and death, yet intensely in love with life.

A culture that seeks eternity not only through the afterlife, but also in the beauty of art, the perfection of architecture, the symmetry of thought.

Life is made up of simple rituals and gestures full of meaning. The days are marked by the seasons and the rhythm of the Nile. Religion and everyday life are inextricably linked, so much so that spirituality permeates every aspect of daily existence.



Egyptians yearned for a connection with the divine world, which they consolidated through sacred fumigations using both indigenous and exotic raw materials.

The rising smoke towards the heavens has a symbolic character; raw materials are burnt in sacred rituals and at different times of the day to get closer to the gods. Frankincense is burned in the morning, myrrh at noon and *Khyphi* in the evening.

The art of perfumery was born and developed in this land, where the air in the villages is permeated with warm and intense aromas. One of the first Egyptian perfumes was *Khyphi*, not merely a fragrance, but a sacred mean to attain immortality, purify the soul and commune

with the gods. Enveloped in the secrecy of its precise formula, it offers remarkably beneficial effects.

Through the art of perfumery, the Egyptians managed to intertwine the material and the spiritual worlds, making perfume a cornerstone of their religious, social and medical practices. More than a symbol of luxury, it serves as a direct olfactory link to the divine, a sign of purity and protection, even healing. Every resin, flower and spice from the Egyptian flora and fauna and even from distant lands via trade routes, is selected and skillfully blended by priests and their assistants.



ENEAPARFUM was born from Enea Bianchi's authentic affinity with the echo of ancient knowledge, where the soul does not learn, but remembers. In the invisible world of perfumes lies an archaic memory, knowledge handed down not through words, but through essences. The ancient Egyptians believe that every aroma is a bridge between the earthly and the divine, a secret code that can awaken what the soul has always known.

When a scent stirs us deeply, it is not mere pleasure: it is recognition. A knowledge stored in inner temples, where the essence is evoked. Because some fragrances are not chosen: they are found.

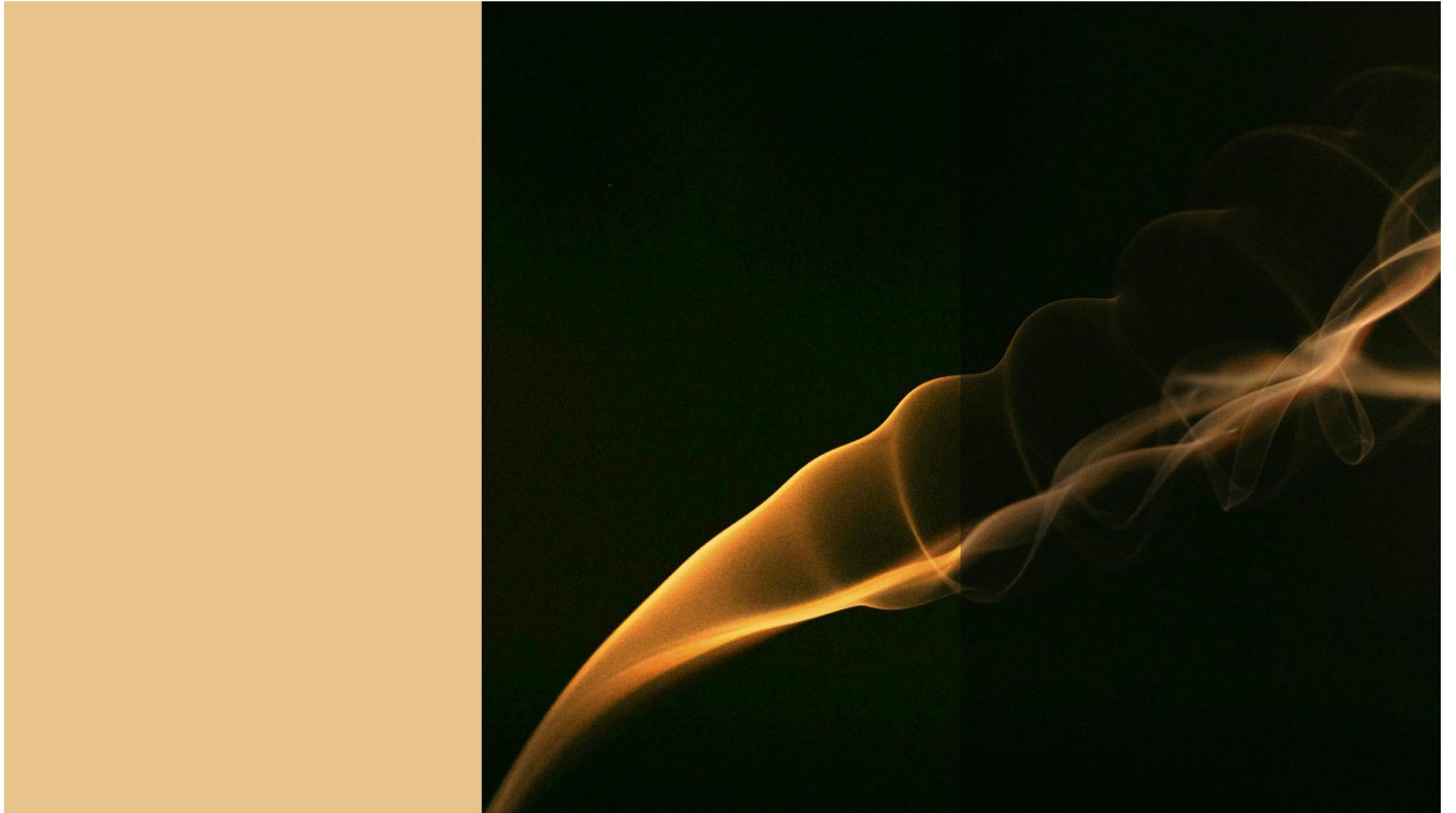
Even today, millennia later, when we gaze upon the pyramids or read a papyrus, we still feel the pulse of a civilisation that asserted its greatness through art and religion, power and in reflection on death and immortality.

Enea celebrates this refined civilization's desire to consecrate itself to eternity, through the pursuit and selection of sublime raw materials and meticulously crafted compositions. The chosen symbolism evokes the roots of ancient scriptures, weaving an invisible thread that links the present to the mystery of Ancient Egypt.



Our perfumes unite chemistry with artistic sensitivity, just as the ancient Egyptian alchemists once did. The creative process is personal and evolves through many reflections. It is created, explored, deconstructed and reconstructed in the pursuit of the perfect balance between artistic inspiration and technical precision.

Every note is crafted to unfold itself over time, to transform, to narrate. Exceptional raw materials, selected as authentic “*Grand Cru*” at “l’Atelier français des matières”, allow us to achieve extraordinary quality standards, offering an olfactory experience like no other.



# The three faces of Ancient Egypt

Egyptian civilization is mainly characterized by three kingdoms that are not just a succession of dynasties and power, but a journey through transformation and continuity. A human and divine odyssey, in which the Egyptians seek to conquer time, to freeze it in stone, to embrace eternity through faith, labour and knowledge.

The **Old Kingdom**, the dawn of civilisation, marks Egypt's first phase of consolidation and grandeur. For the first time, the shadow of the pyramids stretches across - the fertile land of the Nile delta - colossal, monumental. The pharaoh is no longer just an earthly ruler, but a living god.



Narmer

The **Middle Kingdom** is a period of rebirth. After a time of turbulence, Egypt rises once again under the leadership of new pharaohs and begins to reorganize itself, restoring its centrality. Order return, but the monarchy now adopts a more pragmatic and realistic approach, placing greater emphasis on the welfare of the people and agricultural prosperity. Egypt expands into neighbouring territories, especially Nubia, in search of valuable resources such as gold.



Sesostri I

The **New Kingdom** marks the climax of ancient Egypt when the pharaoh's power reaches its zenith, and the country becomes a world power. Wars, alliances, dynastic rules and religion rituals intertwine in an epic drama of expansion, conflict and celebration. The pharaoh emerges not only as a warrior-king, but also a master builder. Majestic monuments such as the temples of Abu Simbel, the Tombs of the Kings in the Valley of the Kings, and the vast complex of Karnak bear witness to the grandeur of a period determined to stamp its power on the heart of the earth and on history itself.



Ramses III

## HEKA Collection

Each Ancient Egyptian deity is associated with a specific aspect of the universe, but also with a profound mystery. The mysteries associated with creation and death form constant quest in the Egyptian universe, where divinity and humanity mingle in an eternal dance of light and shadow, life and death.



Amun is one of the most powerful and influential gods of Ancient Egyptian religion. Over the centuries, his figure evolved from a minor deity to the king of the gods, a symbol of absolute divine power and a force believed to bestow immortality.

He exerted a strong influence on Egyptian politics, religion and culture. His name, meaning “The Hidden One” or “The Secret”, reflects his mysterious nature and evolution. He merged with Ra, God of the sun, to become one of the most powerful deities of the Egyptian pantheon: Amon-Ra.

Amun, God of creation and the sky, creator and ruler of the visible world; Ra, God of the sun, symbol of the life principle.

Amon-Ra becomes the symbol of the union between heaven and earth, the creator of all things. A protector god, who watches over the people and their prayers. The figure of the pharaoh, as the son of Amun, represents the direct link between the divine and the earthly realm. The rite of consecration of pharaohs is often accompanied by Amun’s blessing, legitimizing their ascent to the throne.



## UAS Collection

The pharaohs, both majestic and immortal, ruled the Nile as guardians of cosmic order, intertwining their authority with the divine to shape eternity of history. Through historical research and artistic interpretation, this collection opens a window onto the pharaonic era, offering a visual tribute to the grandeur and complexity of its immortal rulers.



Hatshepsut is a fascinating and complex figure, one of the most extraordinary women in the history of Ancient Egypt. Her name means 'the most important among noble women'.

The daughter of Thutmose I, she came of age and was married to Thutmose II, her father's half-brother and successor on the throne, thus consolidating the dynastic alliance between the two royal families.

After her husband's death, she proclaimed herself pharaoh. She ruled for a long period, from 1479 to 1458 BC in an era dominated by powerful male rulers, saw her as one of the most influential and enterprising figures in Egyptian history.

Declaring herself the daughter of the god Amun, she consecrates her role as a legitimate ruler, elevating her to a divine status. A woman of rare beauty, energy, ambition and sharp intellect, she distinguished herself through both political vision and military success, shaping the destiny of ancient Egypt. The trading expedition to Punt, land of incense and gods, testifies to the power and wealth of her kingdom, from which she imported myrrh, incense and precious woods.

Architecture under her reign flourished. Hundreds of buildings, obelisks and statues are erected in her name.

The most impressive work is her funerary temple erected at Deir el-Bahari, on the west bank of the Nile, a site sacred to the goddess Hathor and dedicated to the god Amon-Ra. Built against a cliff face, the queen's temple evokes eternity, and it stands as a celebration of beauty and immortality. Her reign is remembered for peace and the ability to listen to the people. The art of this era reflects the delicacy and power of her personality. Her life and reign become symbols of determination, political brilliance and the courage to transcend social and religious convention.



Hatshepsut



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