



JEWELS' JOY®

violetta

DI PARMA



Parma - Italy - www.violettajewelsjoy.it



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Scent goes where "the heart beats": a few drops on wrists and neck in the crook of the elbow, where the heat of the blood flowing revives the fragrant notes.

No one as much as Marie Louise, daughter of the Emperor of Austria and wife of Napoleon, must have known this old suggestion. A lapidary Congress of Vienna after the defeat of her husband gave her in dowry the Duchy of Parma, Piacenza and Guastalla, to where the noble leader promised to return before his inevitable exile on Elba, "before the violets are again in bloom".



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To make those violets bloom without end, the Duchess requested that the monks of a nearby monastery should study how to transform her favorite flower into a regal allure: the Parma Violets.

A noble and ancient composition but still modern and fresh coming to the present day inside this legendary essence: the essential oil extracted from the leaves gives a decisively fresh touch to the fragrance, while the rich, sweet aroma of the flowers offers the "powdery" note to the wonderful floral bouquet.

The Parma Violets perfume, 100% Made in Italy, combines faithfulness to tradition with a touch of youthful actuality, to remain as the motto says where the heart of women with regal simplicity beats.



Eau de Parfum

Code JJ-VL-EDP-50





Eau de Parfum

Code JJ-VL-EDP-100





Scent drawer sachets

Code JJ-VL-SAR





Lilias cameo soap
White cameo soap

Code **JJ-VL-CM-SO-24**

Code **JJ-VL-CM-SO-6**





Gift pack
Lilac camo soap
Code
JJ-VL-CM-SO99-24

Gift pack
White camo soap
Code
JJ-VL-CM-SO99-6





Gift pack
Liliae camero soap
Code
JJ-VL-CM-SO99-24

Gift pack
White camero soap
Code
JJ-VL-CM-SO99-6





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Jewels' Joy® on matching gems and flowers, has captured the fresh notes of the violet in her first jewelry collection inspired by the flower so much loved by the Duchess Maria Louise.

Parma Violets have in fact led us to the first three lines of jewelry coordinated with the Eau de Parfum.

Purple is the color of art and imagination, which Jewels' Joy® has translated in parure of caméos framed with precious crystals, retro enamels that flourish under modern crystalline resins and the nuances of soft fabrics to match.

BEAUTY HAS ITS OWN SCENT

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Bijoux “Caméo”

Purple choker

Code JJ-VL-CM-CLV24/310

Necklace with purple cord

Code JJ-VL-CM-CL- 24

Earrings

Code JJ-VL-CM-EA24





Bijoux “Lady”

Dark purple choker Codę JJ-VL-DM-CLV24/310

Light purple choker Codę JJ-VL-DM-CLV24/309

Purple cord necklace Codę JJ-VL-DM-CL

Purple earrings Codę JJ-VL-DM-EA24







Bijoux “Violetta”



Bracelet “Violetta” with charms

Code JJ-VL-ARR93-24

Earrings writing/violet flower

Code JJ-VL-EA-VL/LT

Earrings with violet flowers

Code JJ-VL-EA-VL

Ring with pendant

Code JJ-VL-RI-VL

Bracelet with cord and violet flower

Code JJ-VL-AR-12-VL

Bracelet with crystals and violet flower

Code JJ-VL-131-VL

Bracelet Liberty with charms

Code JJ-VL-LRTY90-24



Bijoux “Violetta”



Bracelet pink macramé

Code JJ-VL-MCR-303-9-VL

Earrings black
macramé/violet flower

Code JJ-VL-MCR-302-12-VL

Earrings black macramé
writing/violet flower

Code JJ-VL-MCR-302-12-VL/LT

Earrings black
macramé/violet flower

Code JJ-VL-MCR-302-12-LT





New Bijoux “Violetta”



Bracelet with triple cord and violet flower

Code JJ-VL-3AR-VL

Necklace with triple cord and violet flower

Code JJ-VL-3-VL

Ring with filigree base

Code JJ-VL-RI-85-VL

Necklace in titanium

Code JJ-VL-CL-CTIT-VL

Earrings in titanium with violet flower

Code JJ-VL-EA-CTIT-VL

Earrings with writing and violet flower

Code JJ-VL-EA-CTIT-VL-LT





Bijoux "CAMEO AND TITANIUM"



Bracelet in titanium

Code JJ-VLAR-CTIT

Necklace in titanium with cameo*

Code JJ-VL-CTIT-CL

Earrings in titanium with cameo*

Code JJ-VL-CM-CTIT-EA-24

** 3 assorted colours: purple base, lilac base, lilac profile on transparent base*



Gift cone with glazed “Violetta di Parma” violets

Cod. JJ-VL-CN24-V

Gift cup-cake with glazed
“Violetta di Parma” violets

Cod. JJ-VL-CUP-V





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