

## The Lake Maggiore becomes a perfume

**Pubblicato:** Giovedì 9 Novembre 2017



The customers are from **Germany, Holland and Switzerland**, but there are also some from Italy who, on returning home from their holiday in the Verbanò area, put a **small bottle of “Lake Maggiore”** into their cases.

**And even some French people**, who are meticulous when it comes to wines, cheeses, and perfumes, of course.

**That’s right, the largest and most famous lake that Varese Province shares with Piedmont and Switzerland, has, for some time, had** its own souvenir to wear and vaporise, **a perfume** that has been named after the large expanse of water that witnessed its creation.

**The inventor of this product is Leonardo Luz, whose family has run** the Camin Hotel, in Luino. His sister runs the other Camin Hotel, which overlooks the lake in Colmegna.

The perfume was mentioned a few days ago, during the press conference to present the two days dedicated to the camellia, 4 and 5 November, at Villa Bozzolo, in Casalzuigno.

Luz, the master of the house (the press conference took place in a room in the Camin Hotel) explained **the creation of this product and its particular features, which stemmed from a desire to satisfy the many guests who look for something special to take home**, and that recalled the pleasure of a holiday in Luino and its surroundings. No sooner said than done.

**There are a number of perfume lines, as the inventor explained, intended for both female and male clienteles, with various fragrances**, produced with a meticulous selection of raw materials and the use of almost twice as many essences as the fragrances that are usually found in a perfumery.

**Come and discover the new perfume by participating in the “Days of the camellias”**, an event that will take place in **Casalzuigno, on 4 and 5 November, organised by the Italian Environmental Fund, FAI, at Villa della Porta Bozzolo.**

### THE TWO DAYS DEDICATED TO CAMELLIAS

#### Programme of meetings and conferences:

#### Saturday, November 4

3 p.m. – “Le collezioni botaniche di camelie” (the botanical camellia collections): a conference, with presentations by collectors from Lombardy, Piedmont, Tuscany, Veneto, Emilia Romagna, Liguria and Switzerland.

#### Sunday, November 5

11:30 a.m. – “Nantes International Camellia Congress 2018”

During the day, the Villa will also host the Annual Meeting of the Italian Camellia Society

Guided tours

*Saturday 4 and Sunday 5 November*

*Guided tours of the villa and of the garden*

*Workshop for children*

### **Sunday, November 5**

3 p.m.: From seed to cup: the story of a flower that becomes a drink

Children will learn about the characteristics of *Camellia Sinensis*, the tea plant. They will learn about seeds, petals, leaves and fragrances, and will gather information in a precious notebook. Once their research is complete, they will be able to invite mummy and daddy to sit with them for an elegant tasting.

#### *TIMES*

*From 10 a.m. to 6 p.m.*

#### *TICKETS*

*FAI members: €4.00*

*Full price: €10.00*

*Reduced (children 4-14 years): €4.00*

*Families (2 adults + 2 children): €25.00*

#### *CONTACT*

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