Brief Profile of the company and its brand.

**Acqua dell’Elba** is a family run business, established 14 years ago, based in Marciana Marina. It is present on the market with 22 single-brand stores (19 of which on the island of Elba) and a distribution network of about 330 perfume shops spread throughout Italy.

**The core business** is the production and marketing of perfumes. Alongside this, are products for body care (body creams, shower gel, shampoo, soaps, deodorants and wet wipes), beach accessories (beauty cases, towels, sarongs, shorts) and products for the home (home fragrances, air fresheners, scented candles, perfumed chalks).

**The business model** is inspired by the Renaissance workshops where, together with the extraordinary manual skills of the craftsman and his pupils, there is the natural instinct for beauty, a deep knowledge of art and culture and a remarkable talent for the creation of products that are both useful and full of meaning.

The **mission** of the company and the brand can be therefore summed up in the desire to offer products to the consumer that, while maintaining the excellence of the quality (both for the manufacturing techniques and for the quality of the raw materials), are condensing and representing not only the deepest essence of a unique, special environment as is the island of Elba, but also that of the entire sea.