



HOROMIA

THE FIRST ITALIAN COMPANY TO CREATE A FRAGRANCE FOR LAUNDRY IS CONTINUING ITS OLFACTORY JOURNEY WITH A NEW LINE, HOME FRAGRANCE

Antonella Costa and Silvio Anesa are the founders of Deolab srl, a company they founded in 2011 to introduce on to the Italian market a specific line of products for laundry. From a simple intuition, Antonella and Silvio have gone on to making products which are the result of in-depth research, especially in the choice of the fragrances to use, creating in 2015 Horomia, the first brand on the Italian and international market to perfume laundry. The growth of the company has proven to be unstoppable thanks to the creation of new references hand in hand with the expansion of the distribution both in Italy and abroad, in specialized and selected channels.



THE NEW 'HOME FRAGRANCE' LINE COMES INTO BEING IN 2023

Horomia continues its emotional journey to discover the many facets of perfuming reaching the home. HOME FRAGRANCE is the new line dedicated to perfuming the home. Eight unique essences made in Italy to furnish and scent the domestic space.

They are refined and simple at one and the same time. The scents are: 'All'ombra degli Aranci', 'Arancio e Cannella', 'Brezza Minerale', 'Fiori Blu', 'Sandalò e Pepe Rosa', 'Vaniglia e Benzoino', and 'Vigneto Rosso'. The fragrances are available for the Reed Diffuser, the Scented Candles with natural soy and the Sprays. The new Reed Diffuser fills the space with its aesthetic and perfumed presence. Each pack contain a diffuser 200 ml of precious fragrance and 5 rattan reeds for the optimum diffusion of the aroma, to guarantee a gradual and constant fragrance for the home. The design, made in Italy by the hands of talented craftsmen, comprises a linear white jar and a ring crafted in Italian walnut.

The same eight fragrances are also available for the Scented Candles.