

## BRANDING THE WATER: FARINA EAU DE COLOGNE ORIGINALE

*It is one of the oldest brands and has long been an icon in its sphere: »Eau de Cologne« was created more than 300 years ago – and still holds fast to its traditional look.*



Since 1709



**A**n Italian in Cologne creates a new kind of perfume with a French name – and turns it into a world-famous brand. Johann (Giovanni) Maria Farina, born in 1685 in Santa Maria Maggiore, was obviously not only a gifted perfumer, but also a smart advertising copywriter: »My fragrance is reminiscent of a spring morning in Italy, mountain daffodils and orange blossom after the rain – it refreshes and invigorates the senses.« This was his evocative description of his creation. It seems only natural, with such promises, that the fragrance would soon find its way into Europe's most prestigious houses. Not without pride did the company chronicles mark the fact that there was hardly a single royal household that was not supplied with the perfume. Anyone who considers this claim to be pure advertising can visit the company's own fragrance museum and see how many famous names appreciate eau de cologne. But it wasn't just the nobility to whom the innovative scent appealed. Soon ordinary citizens began to indulge

in the fragrant refreshment. No wonder that imitators of true Farina eau de cologne soon sprang up. In 1865 there were in Cologne no less than 39 producers of »Eau de Cologne«. It is no wonder, either, that successive court action for plagiarism was taken and Farina became a pioneer of the German brand copyright law that finally entered into force in 1875. »Johann Maria Farina gegenüber dem Jülichsplatz«, the company's address, was actually the first registered trademark in Germany! Never change a winning team – the family firm, now in its eighth generation and the oldest perfumery in the world, still cherishes its venerable tradition. Not only have product, manufacturing method and appearance remained the same. They still occupy the same address in the old part of their namesake city of Cologne. Only the market structure has changed. A market leader up to the First World War, the brand is now an exclusive niche product with select distribution; 85 percent of production is exported. //

[www.Farina1709.com](http://www.Farina1709.com)