



JOURNEY

PRUDENCE ELIZABETH GRAY entered this world on Christmas Day 1953 in the small Queensland town of Bundaberg. Her parents had met in Darwin whilst serving their country in the Second World War. They married and set up home in Queensland. Her mother's family, originally from Wales, had set up a sheep station in South Australia.

Her parents installed themselves and their four children in a beautiful large traditional timber frame house (now a hotel) which was surrounded by a stunning sub tropical garden which was scented by Jasmine, Frangipani, Ginger and Citrus fruits.

Locally the staple agricultural crop was sugar cane and this sugariness influenced her designs for girls and young women in her Mademoiselle collection where flavours of sweet red berries and candy floss infuse the collection.

The final olfactory influence from her childhood was the sea where the iodine laden breezes were borne inland on the breezes from the Great Barrier Reef. These were to be an important inspiration for her Capri collection. She had a very happy childhood, which nevertheless entailed several years at a convent boarding school in Brisbane.

She studied design and thereafter worked briefly in fashion. However the tragic deaths of her brother and her fiancé in quick succession prompted her to leave Australia and make a new start in Europe and the USA. She worked for a number of leading designers in London and New York before joining Ralph Lauren who entrusted her to find premises for his new flagship European store in London. She chose the premises of the historic chemist Savory and Moore in Bond Street. Later she worked for Brown's Fashion House in South Molton Street, but her life took a new turn when in 1984 visiting Hong Kong she met a lawyer working in the Jurisdiction. They fell in love and in 1987 were married, spending their honeymoon in Perigord in South West France where they purchased a farm in the region before returning to Hong Kong where Prudence after working for on of Ralph Lauren's subsidiaries decided to set up her own exclusive lingerie brand "Prudenzia"

In 1997 the British colonial administration came to an end in Hong Kong and Prudence and her husband decided to leave and to live full time in France. Their initial homemaking projects completed Prudence finally confronted her lifelong ambition to design and create perfume.

In 2005 she and her husband went to Grasse, renowned centre of the perfume world. After considerable research and enquiry they met with a young chemist whose family had worked in the industry for three generations. Prudence entrusted him with her ideas for fragrances based on the sub tropical white flowers of her childhood. Six samples were produced and a trusted group chose the original 'eau de parfum' "Prudence". Commencing with the head notes of petit grain and Neroli, its heart was a heady mix of white flowers, Jasmine, Lily of the Valley and other lilies, finally ending with spicy incense laden touches of Sandalwood. It was a classic and was launched shortly thereafter. In 2006 she opened a small enchanting boutique in Beaumont du Perigord where she now lives with her husband. Always true to her principles Prudence has carefully developed her brand. Her compositions are always parfum, eau de parfum, eau de toilette or eau de Cologne. There are no synthetics. There are now fourteen fragrances in the classical Prudence Collection. Additionally there are six in the Capri Collection. In the Mademoiselle range she has a further three. For the discerning man there are five eaux de toilette. Finally for pampered pets there is an eau de toilette supported by a veterinary certificate!

Prudence has also collaborated with a multitude of French Artisans to produce speciality luxury editions which will eventually become collector's pieces. She embodies true, classic "niche."

EVOLUTION PRUDENCE – PARIS SINCE 2011



In 2011 Prudence was invited to exhibit at The International Perfume exhibition 'Exsence' held in Milan where she came into contact with international distributors and which sparked a major development of her brand. She was approached by a prestigious Russian distributor who launched her products in TSUM, an elegant designer store opposite the Bolshoi Ballet in Moscow.

She had enlarged her range for women as well as developing a small range of simple fragrances under the name of "Mademoiselle" to entice girls and young women into the world of perfume. For men she added 'Augusto' – an elegant zesty eau de toilette – which was named after an old Venetian friend the Marches Mario Augusto di Prima.

In the summer of 2013 she was again invited to Russia, this time to St. Petersburg to launch her brand in another flagship store in the heart of the city close to The Hermitage. The city made an indelible impression on Prudence and she chose to return the following year with two new fragrances inspired by her visit. For women there was "Soiree Blanches" which embodied the perpetual, sensual, romantic light of a midsummer evening. Bergamot triggers a central composition of Jasmine, Freesrao and Rose Centifolia, which is enriched by sensual Tuberose.

For men Prudence created Petr a symbolic Russian name redolent of industry and intelligence. Citrus fruits combine with lavender and herbs, finally giving way to deep base notes of Musc, Patchouli, Cedar wood and Oak.

Her last visit to Russia in 2014 was to Yekaterinburg the third largest Russian city and an important mining centre situated at the southeast of the Ural Mountains. Now a modern prosperous city it is inevitably remembered as the place where in 1917 Czar Nicholas and the Romanov family were killed by their captors.

Prudence is planning to return in 2015 to launch a new fragrance for women and will commemorate a local legend created around the Princess of the Copper Mountain.

For men there will be Alexis, a new vibrant eau de toilette named after the current holder of the title of Vienne family who have for centuries been linked to French Naval and maritime history.

These latest creations will be launched at a newly restored and redesigned store named Pokrovsky Passage which recently opened in Yekaterinburg to great acclaim.

Her fragrances seem to have struck a real chord with Russian women touching their romantic and elegant sensuality and their historic past.



CAPRI

In parallel Prudence has created a unique collection inspired by Capri, that magical Isle set in the Tyrrhenian Sea and the Bay of Naples.

Prudence & her husband have been visiting Capri since 1972; Her husband was lawyer and adviser to Giuseppe Arcucci whose ancestor built the Certosa. His wife Lucia was the driving force behind La Grotta Verde, a portside restaurant on Marina Grande beloved by locals & tourists alike.

Giuseppe and his son Tony pioneered the beautiful restaurant La Fontelina at Faraglioni. Lucia was born in Via Vanassina not far from Villa Jovis & above the Monela District. In 1962 Clarke Gable and Sophia Loren starred in the film "La Baia di Naples." Most of the film was set on location in Capri alongside La Grotta Verde or near the Faraglioni where La Fontelina now stands. The Arcucci Family was tasked with feeding the stars and film crew, a job which they were well equipped to achieve. In the film Sophia Loren plays the part of a beautiful woman. She meets Clark Gable in a busy Neapolitan street where she is dressed up to personify Queen Serafina. They of course fall in love after Clark Gable follows her to Capri.

Fact and history are not far away from fiction. On 24th October 1621 a baby girl was born in Naples and baptized Prudenzia Pisa. She was a girl of exceptional character and talents. At the age 14 she left Naples for Capri where she went to live in the Moneta district below Tiberius Palace, Villa Jovis. She was of a saintly disposition and seemingly possessed of miraculous powers. In 1678 she became a Carmelite nun and discarded the name Prudenzia for Serafina. As set out earlier, Lucia was born close to where Prudenzia lived on Capri. It is for this reason that Prudence has chosen the names for her perfume collection. Each one has a base in history, legend or life on Capri.

In the words of the popular French song: "Capri n'est pas fini!"