

## **PRESS RELEASE SENTI FIORI**

**March 2018**

### **COMBINING THE DELIGHTS OF ART AND SCENT**

Senti Fiori is an innovative, luxurious jewellery range created by mother-daughter design team Selina and Sarah.

The Senti Fiori lotus jewellery set, made of solid 925 sterling silver, is hallmarked and handcrafted in the United Kingdom by acclaimed silversmiths and jewellers. The lotus piece makes a bold statement with its unique, physical design and with a slight twist of its centre, the fragrance will be released. The wearer can opt to use her own favourite perfume or the signature Senti Fiori 100% natural perfume oil.

The set is an interchangeable system which allows the wearer to customise her look. This extensive and versatile set includes two different widths of solid, hallmarked, sterling silver chokers, one leather choker, a pair of matching lotus earring studs, a solid sterling silver perfume bottle, a delicate round case for the fragrance pads and a pair of tweezers. The lotus piece can be worn as a brooch or as a pendant, a perfect centrepiece for all occasions.

The first Senti Fiori set was the product of a complex journey. Through several iterations of design concepts to meeting the right artisanal partners, it was a project that was met with its share of challenges. The result of the first set revealed a concept never to be fully realised before, and this ambitious venture spurred on the inspiration to create six additional flower sets to grow the collection.

The launch of the Senti Fiori lotus set is the first of an evergreen garden of high-quality, artisanal pieces that are everlasting and timeless.

Selina and Sarah Gordon-Zuiderveld, Founders

Website: **[sentifiori.com](http://sentifiori.com)**  
Contact: **[info@sentifiori.com](mailto:info@sentifiori.com)**

Photographer: Patrick Siemons, NL [www.patricksiemons.com](http://www.patricksiemons.com)  
Filmer: Gabor Nijenhuis, De Filmbrigade, NL [www.defilmbrigade.nl](http://www.defilmbrigade.nl)  
Make-up and hair: Hilda Jonkman, NL [www.hilda-at-home.nl](http://www.hilda-at-home.nl)  
Model agency: Tulip Models, Bo (blond) and Sanna (dark), NL  
[www.tulipmodels.nl](http://www.tulipmodels.nl)