



# 2787 parfumes

BARCELONA

# The Brand

27 87 brings the ancient art of perfumery into the 21st century.

27 87 - date of birth of founder Romy Kowalewski is:  
...cosmopolitan and vanguard  
...innovative and creative  
...open-minded and independent  
...stylish and special  
...shocking  
...fast and everywhere...digital and real...unique.

All scents are locally handcrafted in Barcelona, combining the finest ingredients and the high-quality craftsmanship with a touch of today's lifestyle.

Inspired by tradition, driven by innovation to provoke and evoke extraordinary sensations that make us relive and create new memories.

# Inspiration

“Lost Generation,” “Entitled,” “Narcissistic.”  
Just to mention a few of the harsh labels our  
generation is marked with.

27 87, as part of today’s generation, feels different  
about this. We do indeed want to take risks, make  
our own decisions, follow our passions and dreams,  
have endless opportunities and possibilities...But we  
also want to do the right thing.

We have become a tech-savvy, socially conscious,  
interconnected and open-to-change generation. The  
first generation to come of age in the 21<sup>st</sup> century;  
we have already contributed to a lot of life-changing  
progress for humankind.

27 87 is a tribute to today’s generation and reflects  
its unique and amazing traits; a complex, yet  
extraordinary, generation.

# Perfumes

Created by world-renowned noses 27 87 Eau de Parfums are:

## LONG LASTING

A single application in the morning will give a continuous scent all day long.

## UNIQUE

Our scents cannot be found in any form on the market.

## DEVELOPING

All 27 87 perfumes are designed to have an intense development on the perfume lover's skin. Discover the different facts of each scent throughout the day:

a new opportunity to fall in love with each 27 87 perfume again and again.

EAU DE PARFUM

# #hashtag

TOP NOTES Aldehydes, Violet Leaves

MID NOTES Iris, Frankincense

BASE NOTES Cedarwood, Musk



We are digital citizens, blogging, instagraming and tweeting our way through life. #hashtag shall be the inspiration for upcoming posts.

MADE IN BARCELONA

Incense from Somalia, cedarwood from Morocco, iris from Landes and violet leaves from Egypt combined with fresh aldehydes give #hashtag its metallic digital touch and a uniqueness that reflects our modern times.

EAU DE PARFUM

# elixir de bombe

TOP NOTES Tangerine, Red Pepper, Ginger

MID NOTES Ylang-ylang, Rock Rose, Raspberry

BASE NOTES Caramel, Leather, Amber



Boom, there it is, the very moment when you just go  
for what you want without hesitating.

MADE IN BARCELONA

Tangy tangerine, red pepper and sharp ginger along  
with notes of stone rose and raspberry, give this  
sweet caramel note in the base the right spark,  
converting elixir de bombe into a true exclusive elixir  
that couldn't be more explosive.

EAU DE PARFUM

# wanderlust

TOP NOTES Mint, Shiso Leaves, Marine Accord

MIDDLE NOTES Anise, Fennel, White Floral

BASE NOTES Musk, Sand Accord



It is the irresistible impulse to leave the familiar and explore the unknown.

MADE IN BARCELONA

Shiso leaves give you an exotic touch of the far away. Marine notes catch the salty sea breeze; a hint of sand literally lets you smell the beach under your feet. Notes of anise, fennel and white flowers appear vitalizing and fresh. A true particularity: the soft touch of Moroccan mint in this ingenious combination lets you feel the excitement and makes you want to depart to your next destination!

EAU DE PARFUM

# hamaca

TOP NOTES Marine Accord

MIDDLE NOTES Sandalwood, Coconut

DRYDOWN Tonka Bean, Vanilla



A gentle breeze on salty skin, the soft heat against moist hair, suspended in time and space, linked only to reality by the narrowest of cords, birds chirping... a moment of pure relaxation...

MADE IN BARCELONA

Salty skin from the sea mingles with a hint of creamy coconut heated up by sun to a noble and warm tonka bean converting over time into a peaceful and relaxing vanilla.

# Design

In contrast to our ever-changing lifestyle choices, 27 87 design is contemporary and neutral.

## DECORATION

The white opaque 87ml bottle design escapes the traditional glass bottle, inviting to experience each scent with the most important sense: SMELL.

## SHAPE

Modern blunted rectangles, characteristic from technological devices.

## PACKAGING

Every 27 87 perfume is unique, so is each packaging design. It conveys the inspiration, emotion or ingredients of the liquid inside the bottle.

#hashtag, the mirror as a symbol of the social network's egocentricity; elixir de bombe, red passion associated with explosion; wandervogel, a geographical abstraction in the colours of the ingredients from Device Studio Barcelona; hamaca, an abstraction of being lost in time and place.

## Behind the Brand

Romy has been actively part of the transformation from a generation, born to do what you are told, to a generation with free minds and plenty of life choices.



Despite education, support and access to information, the “What” and “How” were two key questions that followed her throughout her upbringing. Knowing exactly what she wanted and being faithful to who she really is, Romy decided to push aside expectations of others and followed her passion for perfumes.

She has decided to put all her knowledge, senses and passion into her own brand, 27 87, to create a perfume brand that blends scent, design and lifestyle.