Palm Angels launches debut scent with 19 – 69

By Godfrey Deeny - August 30, 2021

Palm Angels has launched not one but three debut scents with fragrance specialist 19 – 69, in the latest product development by the rapidly growing Italian hipster skateboard brand.

Milan-based Palm Angels begins its fragrance journey with three perfumes designed to capture the energy and street style of Southern California.

Palm Angels was launched by art director, photographer and Moncler alumni Milan-born Francesco Ragazzi in 2011 as a photographic documentation of LA's skater culture. Ragazzi's photo essay book led to a clothing collection in 2015, blending skate graphics and style with Italian fabrication and taste.

The scents are the latest diversification by Palm Angels, which teamed up with Missoni in June in a 150-piece collection while also creating a swimwear capsule with Vilebrequin playing on Saint Tropez hedonism.

By riffing on the scenery of Southern Cal - from the golden beaches to the surreal deserts - Ragazzi and 19 – 69 have developed a fragrance trilogy.
'Orange Kush Eau de Parfum' is dedicated to the origins of skateboarding with fragrance notes that include sweet orange, hemp and tangerine blossom. 'Burning Palm Eau de Parfum' is a celebration of 'Dudeism,' with elements of L.A.’s darker sides as featured in neo-noir films like 'The Big Lebowski' and 'Pulp Fiction' and notes including Italian lemon, tobacco, hay and vanilla. 'Cacti Eau de Parfum' references the legendary landscape of Joshua Tree with a nod to Laurel Canyon during the 1960s and 1970s in a scent fusing bergamot, cactus and vetiver.

Palm Angels’ scent partner 19 – 69 is the brainchild of artist and product developer Johan Bergelin, with perfumes and colognes rooted in the counterculture that reference '70s Marrakech, rock 'n' roll and the seedy Sunset Strip in Los Angeles. It’s a brand priced in the upper range of the market with eau de parfums at £155 per 100 ml; and scented candles at £89 boasting names like 'Purple Haze' and 'Villa Nellcôte,’ the latter named after the villa where the Rolling Stones and their late great drummer Charlie Watts recorded arguably the single most famous rock record of them all – 'Exile on Main Street.'

The Palm Angels scents debut on Tuesday, priced at €175 per bottle.

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