



In Fiore, founded in 1999, and privately owned, literally translates from Italian to “In Bloom”. The brand was born by inspired and exhaustive research of European Apothecaries and their historic methods of crafting beauty products.

In Fiore has brought holistic skincare into the luxury market. Immediately In Fiore found a cult like following for its handmade “couture” like body balms and oils. The brand launched with only 9 items. Today as a forward-thinking and modern brand, In Fiore, has blossomed into a comprehensive collection of body balms, exceptional quality oils, exquisite skincare, and has a line of solid perfumes. By fall 2008 In Fiore will have more than 40 handmade products in the collection, each personally developed and handcrafted by the artist of the brand, Julie Elliott.

In Fiore is crafted with mostly pure flower-based ingredients, which are the most expensive, restorative and effective. Essential oil blends are selected for their aroma as well as their therapeutic remedies. Julie Elliott, the founder, is dedicated to crafting a luxurious skin and body care line made only from the most exceptional, high integrity and rare ingredients. The certified organic biodynamically grown wild crafted essential oils, herbal infusions, and floral waters are imported directly from the producers all around the world. They are never bleached or processed, conserving all of their nourishing healing constituents, vibrant colors, vitality and energy. Ms. Elliott, a fashion world veteran, works in ways of old world artisan beauty craftsman for a modern consumer that is dedicated to avoiding the mass produced products and looks for the rare and special in the beauty segment.

Julie Elliott has been studying Aromatherapy and formulary for over 10 years. Ms. Elliott studied with Australasian College of Herbal Studies and has been invited to study in a special and rare program that will allow her to have full certification in homeopathy and energy medicine, which only underscore her dedication and knowledge base for the emerging part of the beauty sector.

In Fiore has been honored by the recognition it has received from the beauty industry in the USA and abroad. The brand has been extensively covered by many magazines and is stocked by some of the most exclusive stores, finest hotels and luxury spas in the world. Based on the tireless work of Ms. Elliott, In Fiore has been featured in Vogue, W Magazine, Harpers Bazaar, Elle USA, Elle UK, French Elle, French Vogue, Spanish Vogue, Spanish Elle, Gloss, British Sunday Times, and Conde Nast Traveler.

As uncompromising as Ms. Elliott is in her formulation and development of product, she also has selected her clients. Her little black book includes, but is not limited to, International Orange, San Francisco; Strange Invisible Perfumes, Venice; Beauty Cube, Spain; Coco de Mer, London and Los Angeles; Stefano Saccani, Italy; and Magnolia, Antwerp.

In fall 2007, In Fiore expanded International wholesale distribution to Japan’s top retailers, with products showcased at Barneys New York Ginza, Shinjuku, and Yokohama; and United Arrows Kobe and Osaka. One year later In Fiore was awarded Grand Prix in organic beauty by Japan’s VOCE magazine with In Fiore’s Crème de Fleur named best cosmetic product of 2008.

*In Fiore; is a forward thinking modern brand rooted in the historic principles of artisan formulations for treatment and general wellbeing; brought to you by Julie Elliott, innovator of couture beauty.*

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