

LACALETTA



SUMMER 2026

ACROSS

1 Star at the center of our solar system - 4 Orange, chilled, Aperol-kissed classic - 10 Your vessel for sea adventures - 14 "Star Trek: TNG" counselor with empathic abilities - 16 Italian word for love - 17 Letters ending "agency" and "currency" - 18 Breakfast classic: yolks shining like the morning sun - 21 To sell again, often for a profit - 22 Late dining, a nocturnal habit - 23 Common short form of a name like Russell - 25 Indefinite article before a vowel sound - 26 More abundant or frequent, especially of rumors - 29 Zesty citrus, sunshine in a peel - 34 Suffix with form - 35 Imaginary word that sounds like "flame," but starts with a P - 37 Comparative form meaning more suitable or appropriate - 39 Roman numeral for 1003 - 41 Corleone brother portrayed as the weak link - 43 Type of fish, often found in Atlantic waters and known for its seasonal migration - 44 Italian city, birthplace of a refined cologne icon - 46 Raises upward - 48 European Space Agency (abbr.) - 49 University student studying computer science (briefly) - 50 Units of land area, especially in farming - 53 Exclamation to grab attention - 54 Hawaiian paradise town on Maui - 56 Flowering plant also called plumbago - 62 A neutral one is called a neutrino - 66 Sounds like a perfect place for a summer retreat but it's also a 2008 film starring Samuel L. Jackson - 68 Nights before big days, full of anticipation - 69 Pope before Benedict III, starting with L - 70 Historic land known for rose water and saffron - 71 Cozy retreat, for birds or weekend escapes - 72 Set to launch, like new holiday scents - 73 Public message for awareness orsaftely (abbr.)

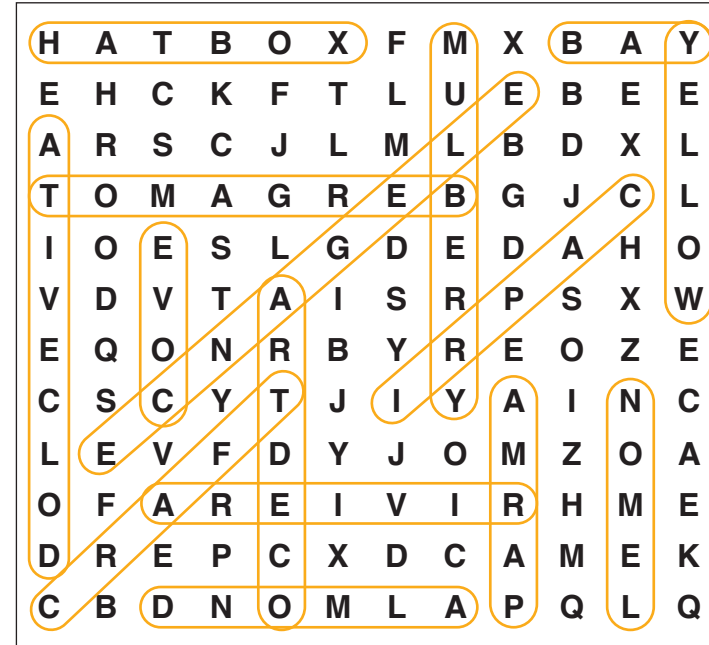
DOWN

1 Letters forming a suffix suggesting someone stylish - 2 A strong desire or impulse - 3 Eggy holiday drinks! - 5 St. ___ Cathedral - 6 Initials for "Refined Maritime Notes," evoking fresh oceanic scents - 7 Charged particle in italian - 8 "___ Little Tenderness" (old hit song by Otis Redding) - 9 Tiny peel, big citrus punch - 10 Things you turn on to read a good book after a day at the beach - 11 Each other, in mutual connection - 12 Sharp, narrow, not obtuse — drop the final "e" - 13 Not handwritten - 15 Alpine region with Grenoble as capital - 19 Sound made when sipping loudly - 20 Present tense of "to be" - 24 Italian-American pizza chain - 26 End piece, or what's left over - 27 Sounds like "Lilac" but relates to the largest hip bone - 28 Colloquial phrase for getting a fair chance - 30 Arab prince, spelled with double "e" - 31 Ash tree with reddish wood - 32 Common cylindrical battery used in many devices - 33 To playfully provoke or flirt - 36 Initials for light and fresh - 38 Initials for Remote Data Acquisition System - 40 Lacking humility or covering - 42 Conjunction between two options - 45 Acqua Di Parma citrus cologne (initials) - 47 More reasonable, more mentally stable - 51 Italian island of blue grotto fame - 52 Name of the actress who plays Meredith in Grey's Anatomy - 55 Pain relief brand you hope you never need on holiday - 57 Roof edge that drips when it rains - 58 Short form for a chic Manhattan neighborhood on the West Side - 59 Essential drops in fragrance - 60 Short Instagram video format - 61 "Old rhyme: 'One a penny, ___ penny, hot cross buns'" - 63 Canvas sheet or waterproof cover to protect - 64 Plural of an Andean root veggie - 65 "99 Luftballons" singer - 67 Tiny bird or a short syllable

1	S	2	U	3	N	4	S	5	P	6	R	7	I	8	T	9	Z	10	B	11	O	12	A	13	T
14	T	15	R	16	O	17	I	18	A	19	M	20	O	21	R	22	E	23	N	24	C	25	Y		
18	E	19	G	20	S	21	S	22	U	23	N	24	N	25	Y	26	I	27	D	28	E	29	U	30	P
21	R	22	E	23	S	24	E	25	L	26	L	27	E	28	A	29	T	30	S	31	L	32	A	33	T
26	R	27	I	28	F	29	E	30	R	31	B	32	S	33	E	34	R	35	G	36	A	37	M	38	O
34	U	35	L	36	A	37	P	38	L	39	A	40	M	41	E	42	A	43	P	44	T	45	E	46	R
39	M	40	I	41	I	42	I	43	F	44	R	45	E	46	D	47	O	48	S	49	H	50	A	51	D
44	P	45	A	46	R	47	M	48	A	49	R	50	E	51	A	52	S	53	E	54	S	55	A	56	A
49	C	50	S	51	M	52	A	53	J	54	O	55	R	56	S	57	A	58	H	59	A	60	N	61	A
52	E	53	H	54	O	55		56		57		58		59		60		61		62		63		64	
56	L	57	E	58	A	59	D	60	W	61	O	62	T	63	L	64	E	65	P	66	G	67	3	6	
66	L	67	A	68	K	69	E	70	V	71	I	72	E	73	W	74	T	75	E	76	R	77	R	78	A
68	E	69	V	70	E	71	S	72	L	73	E	74	O	75	I	76	V	77	I	78	R	79	A	80	N
71	N	72	E	73	S	74	T	75	S	76	L	77	A	78	T	79	E	80	S	81	P	82	S	83	A

CITRUS WORD HUNT

Find all listed words hidden in the grid; they may read horizontally, vertically, or diagonally, forwards or backwards.

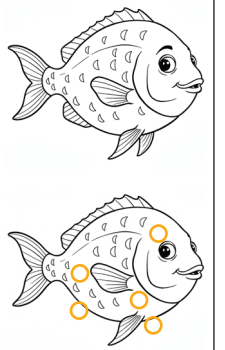


BERGAMOT • LEMON • ALMOND • MULBERRY • PARMA • CAPRI • DOLCEVITA
ELEGANCE • COVE • BAY • CRAFT • ARTDECO • HATBOX • YELLOW • RIVIERA

SPOT THE DIFFERENCES

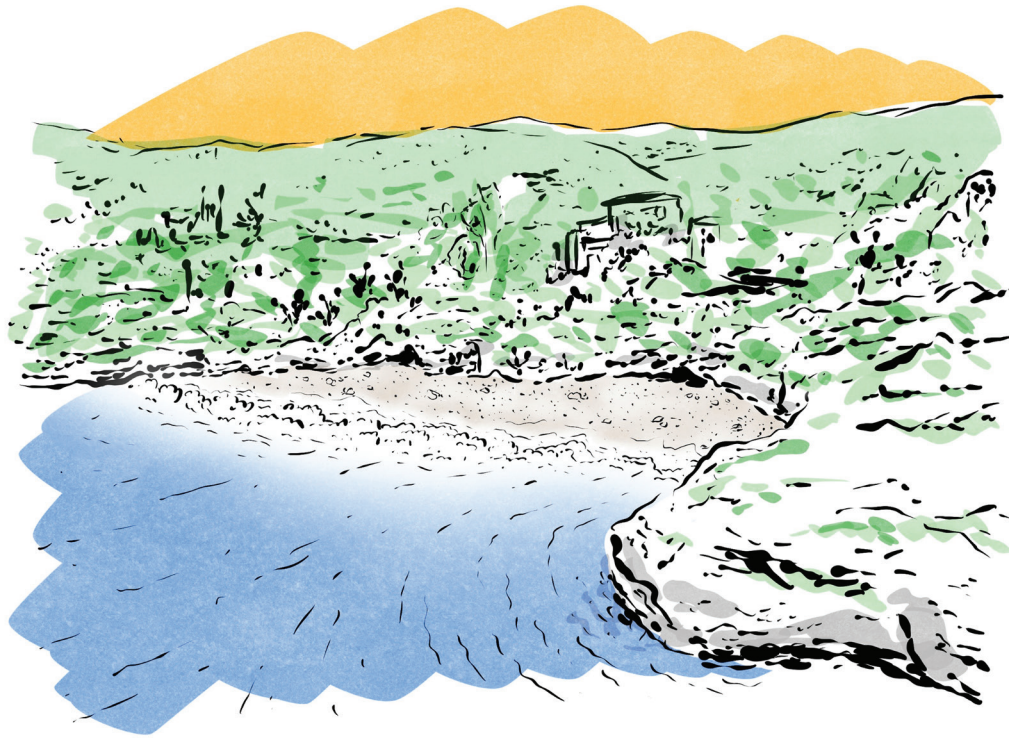
TWIN FISH

The summer sun can play tricks on your eyes! Take a closer look: can you find the 5 subtle differences between these Twin Fishes?



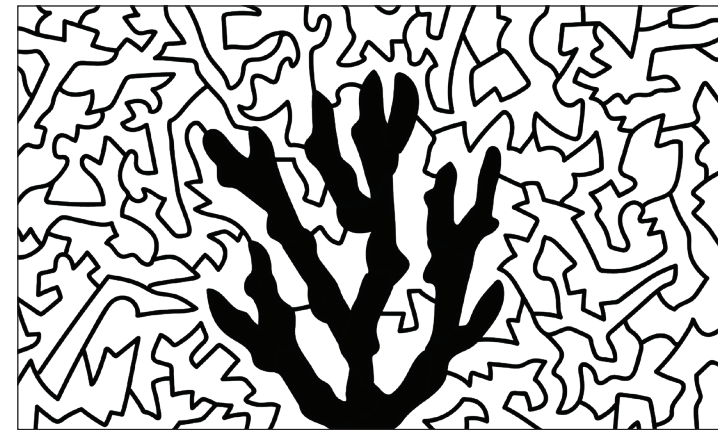
CONNECT THE SCENT

Connect the dots to reveal the most iconic summer essence.



A take-anywhere summer game for lazy hours by the water. Because chic and simplicity make the perfect holiday pair.

WHAT WILL APPEAR?



Colour in black just the areas with the black dot.

ESSENCE OF THE COAST

Bask in the golden light of an Italian bay. Look closely: a few delicate details are not quite the same. Can you find all the 7 differences?



When Colonia was created in 1916, it quietly challenged the rich French perfumes of the time, offering a brighter Italian style that felt modern without ever needing to announce itself.

The Maison's iconic golden yellow comes from Parma's Baroque façades, proof that even a city can have a favourite shade of sunshine.



For its 110th anniversary, Acqua di Parma celebrates with Colonia II Profumo Millesimato, featuring the 2024 Ylang-Ylang from Nosy Be, chosen because luminosity and complexity never go out of style.

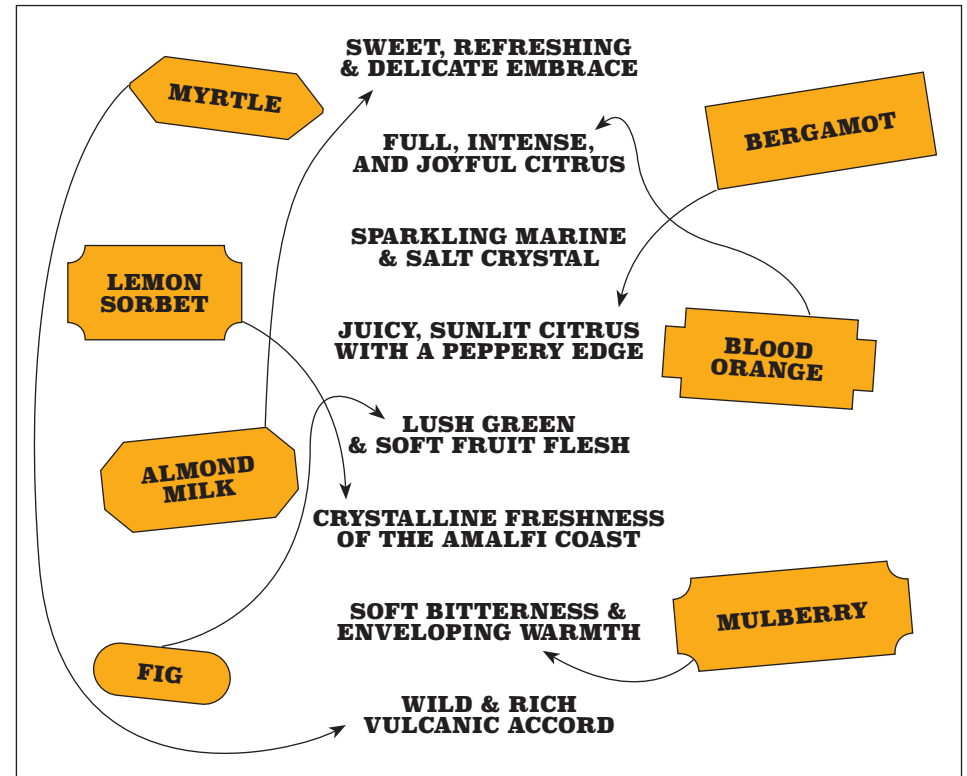
In Parma, living well is practically an art: theatres, historic shops, and leisurely meals make everyday life feel pleasantly intentional.



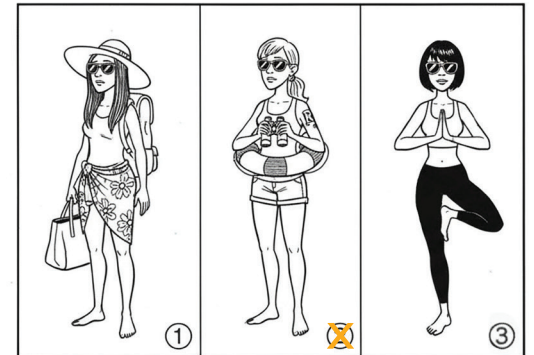
MATCH THE NOTES

Draw a line from each fragrance to its correct note pair; one note is a decoy and matches no fragrance.

NOTES SCENTS



CAOS ON THE BEACH



A woman is wanted for stealing a colorful beach umbrella. The reward is 5,000 dollars. Next to the poster (the original 'Wanted' woman) are three suspects (numbers 1, 2, 3). Only one of them is the real culprit, although she has disguised herself and altered her appearance, including her features and clothing. Can you spot the culprit?

BEHIND THE WORDS

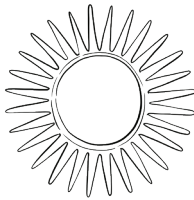
Take the indicated letter from each word and rearrange them to form the mystery word:
"You can feel it, but you can't see it. It's the invisible soul of every fragrance."

INDEPENDENT
REFINED
GRACEFUL
TIMELESS
AROMATIC
ELEGANT
LUMINOUS

S I L L A G E



— Tap or bottled?



Fleeting emotions in olfactory form? The Buongiorno collection captures them all—dawn's hush, a warm embrace, and the luxury of not rushing anywhere.

La Riserva is an ode to patience, slow extraction, slow maceration, slow reveal. Some things just can't be hurried.



In its early years, Colonia was the discreet touch added in tailor shops, making sure suits are left not just well-cut, but well-scented.



ENIGMA

Guess the silent companion that rests at sunset

I bloom without a sound, a quiet flower.

At noon i rise in rows along the shore,

I fold the sun to shade a patch of sand,

Children's laughter echoes through my frame, while lovers pause to dream without a name.

B E A C H U M B R E L L A

I guard the secret whispers of the sea, and cradle drifting thoughts as they float free.

And close at dusk with just a twist of hand.

Beneath my ribs, the breeze learns how to play;

Salt, books, and naps all gather in my sway.

BETWEEN NOTES AND LEGENDS, WHICH ONE IS YOURS?



1. Italy has more UNESCO sites than any other country in the world, ranging from art cities like Rome and Florence to natural landscapes like the Cinque Terre. How many are there?

- a. 68
- b. 58
- c. 48

2. Lemon zest is surprisingly rich in vitamin C: among these amounts, which quantity of zest contains more vitamin C than the pulp of many other citrus fruits?

- a. 100 g
- b. 50 g
- c. 150 g

3. Which Duchess of Parma, remembered for her refined taste and patronage of the arts, is linked to Acqua di Parma's historical legacy?

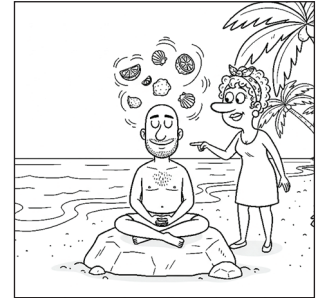
- a. Marie-Louise, second wife of Napoleon
- b. Maria Carolina, Queen of Naples
- c. Josephine, first wife of Napoleon

4. The Duchess Maria Luisa supported the growth of music, theater, and artisan workshops in Parma. This cultural environment contributed to:

- a. Expansion of trade routes to Asia
- b. Military innovations in Northern Italy
- c. The development of Italian craftsmanship and luxury aesthetics

5. What does the coat of arms of Acqua di Parma symbolize?

- a. It recalls the historic emblem from the era of Maria Luigia and represents the heraldic link with Parma: nobility, tradition, and Italian craftsmanship.
- b. It is a coat of arms granted by the House of Savoy in 1901 for industrial merits in perfumery.
- c. The emblem originates from an alliance with the Serenissima Republic and features the Lion of Saint Mark.



– He's been "meditating" for an hour. I think it's just that bergamot scent making him forget everything!



9. Clean and linear, the iconic Acqua di Parma bottle takes its shape from Art Deco design, giving it a timeless look that has lasted for decades. Which artistic movement inspired its design?

- a. Art Deco
- b. Baroque
- c. Minimalism

6. The Fico di Amalfi fragrance blends fig nectar with which of these elements to replicate the scent of a Mediterranean garden at dawn?

- a. Green leaves and wood sap
- b. Coconut milk and jasmine
- c. Bergamot zest and marine notes

7. The Acqua di Parma fragrance featuring orange uses fruit from which specific Italian region, renowned for its microclimate that enhances the aromatic oils?

- a. Amalfi Coast
- b. Sicily
- c. Calabria

8. The Baron Magnani created Colonia in:

- a. 1906
- b. 1916
- c. 1926



SPOT THE DIFFERENCES

It all looks the same... but it isn't! Can you spot the 5 differences?

SCENTS HERE & THERE

Did you know that the world is full of unexpected details? On this page we've gathered some fascinating fun facts: little nuggets of knowledge that make everyday life a bit more curious. Let yourself be surprised!

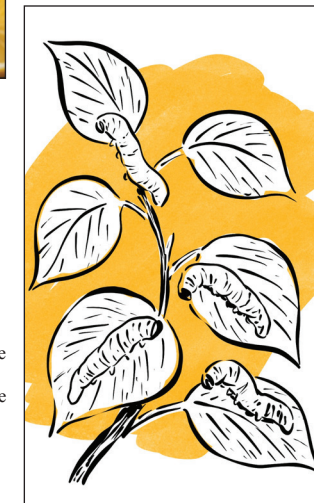


Our iconic 'frutti d'oro', meaning 'golden fruits' aren't just a symbol of Italian sunshine. They are sought-after by perfumers who trust their bright zest to lift any formula... and brighten moods.

The mulberry tree is also known as the food source for silkworms: the leaves of the white mulberry serve as food for these insects that produce silk.



The international success of "Colonia" is also due to the fact that renowned figures such as Luca Cordero di Montezemolo, Diego Della Valle, and Paolo Borgomanero adopted it as their olfactory signature, reinforcing the brand's image as a symbol of Italian elegance.



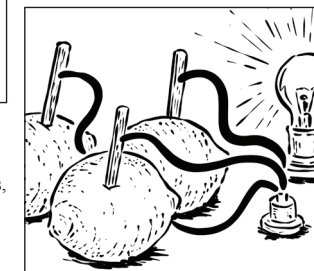
The traditional sponge technique is a manual method in which the bergamot peel is rubbed on natural sea sponges to extract its essence; this process preserves the purity of the essential oil.

Perhaps not everyone knows that there is a legend about a Moor from Spain who sold a bergamot branch to the noble Valentino family of Reggio Calabria, who grafted it onto a bitter orange tree, starting the widespread cultivation of bergamot in that area.



For the bergamot used in its fragrances, **Acqua di Parma** uses D.O.P. bergamot from Calabria, certified by the Consorzio of Reggio Calabria, guaranteeing quality and origin.

Lemons can be used as mini-batteries: by inserting zinc and copper electrodes into a lemon, the citric acid acts as an electrolyte generating a small electric current.



Perhaps not everyone knows that bergamot cultivation in Calabria is almost unique worldwide, due to the quality of the fruit's essential oil; other areas can grow it, but the yield or aroma quality is not the same.



HUMOR IN A BOTTLE

A little smile... in style.



— Have you tried the new bergamot fragrance?
— Yes... so elegant it even squeezed my heart.



— The new Buongiorno collection says that all you need to start the day right is a poetic moment...
— I tried, but my alarm clock keeps reciting some very ungraceful verses.



— What's a perfume's favorite beach activity?
— Catching waves of compliments!

I tried a new fragrance at the beach...
— How was it?
— So refined, even the mosquitoes asked me where I got it!

COASTAL HOLIDAY QUEST

Decode the line by shifting each letter three positions backward in the alphabet. Spacing is already correct; no punctuation tricks.

WZR VSULW DQG D
VXQVHW, SOHDVH

TWO SPRITZ AND A SUNSET, PLEASE

THE GOLDEN RULE

Choose only the option that expresses slow, quiet, essential summer: silence over noise, reading over display, few well-chosen objects, warm hospitality.

At each station, draw a line to the one option that follows the Golden Rule. Take the initial letter printed in parentheses beside each correct choice.

STATIONS AND OPTIONS

COVE

- (B) A crowded beach with umbrellas touching each other
- (X) A hidden bay with turquoise water, accessible only by foot
- (T) A busy seafront buzzing with scooters and loud chatter

ARRIVAL

- (X) Lay down your towel, breathe in the sea air, take your time
- (R) Rush to grab a spot before anyone else
- (S) Join a volleyball match immediately

LEISURE

- (G) A giant bag with gadgets and beach toys
- (X) One light towel, a sunhat, a book that waits for you
- (M) A backpack with a speaker blasting music

ESSENCE

- (F) Ignore the smells around you and rush
- (O) Overpower the senses with perfumes and loud scents
- (X) Savor the gentle fragrance of the sea and nearby pines

TASTE

- (X) Slow bites of fresh figs or a citrus sorbet
- (S) Eat hurriedly from a plastic container
- (C) Grab snacks from a crowded stall

ATMOSPHERE

- (X) Feel the soft breeze, the quiet waves, and the warmth of natural light
- (L) Join a loud party on the sand
- (H) Lie in direct sun without shade

FINAL WORD: CALETTA

SCENTED SHORES OF ITALY

Find your way through Italy's most evocative landscapes. Match the clue to the correct iconic geographical location on the map.



In 1816, Maria Luigia encouraged a flourishing perfumery tradition in Parma, shaping an olfactory culture in a city that is already rich in crafts.

La Riserva reimagines 3 Italian ingredients through extended maceration, because some essences deserve more than a quick impression.

SUDOKU

Using the given numbers as a starting point, fill in the grid so that each row, column, and 3x3 box contains all digits from 1 to 9.

EASY

2	1	8	6	9	3	7	4	5
4	9	6	7	5	1	8	3	2
7	5	3	4	8	2	1	9	6
9	6	2	5	1	4	3	7	8
1	8	5	3	6	7	4	2	9
3	7	4	8	2	9	5	6	1
5	3	1	2	7	6	9	8	4
8	2	7	9	4	5	6	1	3
6	4	9	1	3	8	2	5	7

MEDIUM

1	8	3	6	7	2	5	4	9
4	7	5	3	8	9	2	6	1
6	2	9	4	5	1	3	7	8
8	1	2	9	4	7	6	3	5
9	5	6	2	3	8	7	1	4
3	4	7	5	1	6	8	9	2
2	6	4	8	9	3	1	5	7
7	9	8	1	6	5	4	2	3
5	3	1	7	2	4	9	8	6

HARD

9	3	1	4	7	2	6	5	8
6	7	8	9	5	1	4	3	2
2	4	5	6	3	8	9	1	7
4	9	7	1	2	3	8	6	5
1	2	6	5	8	9	3	7	4
5	8	3	7	4	6	1	2	9
3	5	4	8	1	7	2	9	6
7	6	2	3	9	4	5	8	1
8	1	9	2	6	5	7	4	3

EXPERT

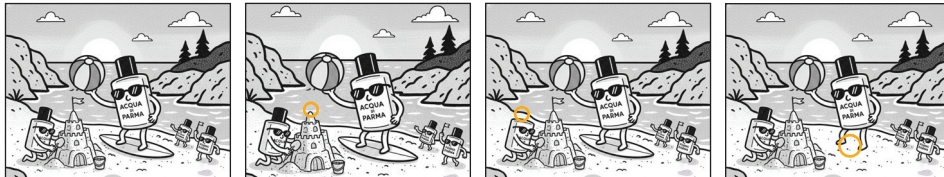
9	8	4	5	2	6	3	7	1
5	1	7	3	9	8	4	6	2
6	3	2	4	1	7	8	9	5
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1	4	9	7	6	5	2	3	8
8	7	5	2	4	3	6	1	9
4	9	8	6	3	1	5	2	7
7	2	6	9	5	4	1	8	3
3	5	1	8	7	2	9	4	6



This scent hides the solutions you were searching for

WHAT'S MISSING?

In the 2nd, 3rd, and 4th panels, one detail is missing in each. Can you spot them?





ACQUA DI PARMA



LA CALETTA — AN INDEPENDENT CHIC STATE OF MIND

A quiet corner of the coast, where the day finds its own rhythm.
Where independence becomes a personal kind of elegance,
and moments unfold lightly, with ease and a sense of self.

A spirit captured in a limited-edition Fico di Amalfi with prints by Laura González