

Hosted by Tranoi and Galeries Lafayette

Within the temporary pop-up corner 'ONLY AT TRANOÏ' hosted by Galeries Lafayette, Step Aboard Milano is presenting a limited edition of personalized fragrances in collaboration with artist Toshy. After the launch at Galeries Lafayette in Paris, it will be exclusively offered at the Tranoi trade event, so as temporarily sold in the pop up of the prestigious department store. Each of the 150 perfume pieces of this unique Capsule Collection will be personalized by hand and numbered by Toshy. Every fragrance tells a story and stands for who you are and how you feel. With his works Toshy shows the world the depths that lie within people as individuals and activates them to think and look different.

STEP
ABOARD
MILANO

TRANOÏ

Galeries
Lafayette

Milano like you never smelled before!

Step Aboard Milano combines art, fashion, style and urban culture in the single label of a new all-Milanese perfume experience. The idea behind Step Aboard arose from the research and the need of the two young founders to have a perfume of intuitive use, compatible with body and hair. The olfactory values have been trapped in a fresh, playful metropolitan image. A product creating amazement, combining functionality of use and design of the graffiti for a true change of route in the field of niche perfumery. Cross and smell the Milanese metropolis as you never did before!

- 3D Sul Duomo
- Bosco Sospeso
- Milano Centrale
- Cuoio di Thaon
- Menta Sui Navigli

Step Aboard Hair and Body Perfume



3D Sul Duomo
The past lit by the future
Aromatic
Spicy
Woody



Bosco Sospeso
Walking vertically
Woody
Green
Flowery



Milano Centrale
A coffee between a journey just over and a new destination
Ambered
Gourmande
Spicy



Cuoio di Thaon
Capture the perfume of Milan on two wheels
Woody
Leather
Powdery



Menta sui Navigli
Mint gives a cheerful opening to the red notes of an evening just begun
Aromatic
Fruity
Musky

STEP
ABOARD
MILANO

MOLECOOL s.r.l.
Corso Venezia, 12 | 20121 Milano Italy
Made in Italy
www.stepaboard.it

TOSHY
www.toshy.nl



STEP
ABOARD
MILANO

Limited
Edition
150
pieces

TOSHY

When art hits the can

"From the moment I saw the artworks of Toshy I have been profoundly impressed by the remarkable impact of his artworks; it moves and unites human beings. Step Aboard tells an urban Milanese story presented at a higher level by a fragrance line. With Toshy we bring messages to a bigger audience. But what makes this capsule collection unique is that art is expressed in each field through emotions. I recognise myself in his messages, so as everyone else does. Art is everywhere, it is for you, and for us and it should be shared." (G.M, CEO Step Aboard).



Storytelling art

Toshy's icons with special meanings to inspire people



About Toshy

Toshy is a Dutch artist, born in 1970. His artworks, show the world the depths that lie within people as individuals and activates people to think and look different. Via his artworks, Toshy aims to trigger and inspire, and sees the world as a podium to display art as a communication form without limitations.

Storytelling art

Influenced by social topics, fashion trends and facts of life he combines his copywriting and typographic painting skills with and without photography, to create a new style of mixed media "storytelling art".



With his art, he's able to communicate, inspire people and get them excited. He makes people understand that there are always possibilities to create your own stage and make it happen.

His overall message is:
"The world is your stage!"



The World is your Stage!