
Connecticut-Grown Websites And Blogs

Nutmeggers On The Net: By PHIL HALL - Special to The Courant - November 1, 2007

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EAU SO GLAMOROUS - That's the objective of Haydria Finocchiaro of Wethersfield, an e-entrepreneur who develops her own scents for Haydria Perfumery, with a discernible bent toward early Hollywood. (MARK MIRKO / October 18, 2007)

Scents And Sensibility

"I always had a love of perfume from a very young age, when I would secretly take crystal atomizers off my mother's vanity," says Haydria Finocchiaro of Wethersfield. "I also love the culture, music and fashion of the '30s, '40s and '50s. So I decided to happily join the two together by creating retro-inspired fragrances with an exotic flair."

Finocchiaro is the force behind Haydria Perfumery, an e-commerce site (haydriaperfumery.com) that went online in July. Finocchiaro takes her perfume pursuits seriously.

"I traveled to France to learn the art of perfumery under the instruction of master perfumer Jacques Maurel of the world-renowned Galimard Perfumery," says Finocchiaro, 31. "Like any other creative process, the length of time it takes for me to finish a scent is unpredictable. Before sitting down to formulate a blend, I know exactly how I want that perfume to smell. It can all come together in one moment, or it can take up to a month to get the fragrance I want."

The Haydria Perfumery site keeps a distinctly retro-Hollywood glamour appeal, with products bearing such names as "Harem Girl," "Burlesque Blue" and "Pure Sin."

"The look and feel of my website is a reflection of my logo, which I designed to symbolize the personality of my perfumes," says Finocchiaro. "I chose the vintage color scheme of pink and black for the class and sophistication inspired by our culture's 'golden age' and the white tiger pattern to express the exotic and sensual side of my fragrances."

Finocchiaro's site has received 1,000 visitors, including inquiries from Great Britain and Italy, and she is planning to add body care and home fragrance lines next year.

"As for the website, I'm building a testimonials page of delighted customers and a monthly newsletter focused on the retro lifestyle and good ol' fashioned etiquette," she says.

