



**Good Practice 22:
Products of Santa Maria Novella,
Florence/Italy**

SKIVRE Training Scheme



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Co-funded by the
Erasmus+ Programme
of the European Union

The European Commission support for the production of this publication does not constitute an endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein. Project number: 2018-1-DE02-KA202-005023

Good Practice 22:

Santa Maria Novella, Florence/Italy



Description

Dominican Friars settled in Florence in the 13th century. From 1381 aromatic waters were sold and used as disinfectants in the frequent plague epidemics. In 1533 a perfume was created for Catherine de Medici. In 1612 the monks opened a pharmacy for the public and sold remedies. This was the start of their commercial activities. After the confiscation of church property by the Italian government in 1866, the ownership of the pharmacy was transferred to the State; however, Cesare Augusto Stefani, the nephew of the last church pharmacy manager, was entrusted with the management of the pharmacy. Later Stefani acquired the name, the company's accounts(?) and the movable goods of the pharmacy. The 'Officina Farmaceutica' was then managed by the same family for four generations.

Today, the "Officina Profumo-Farmaceutica di Santa Maria Novella" is a production company with its own shops and is promoted/sold in shops all over Italy, in Europe, the US, Australia, and Asia. The products are still based on ancient recipes and preparations:

- Body treatments (face, cleansers, lotions, soap, hand & feet, hair)
- perfumes
- Candles and wax products
- Accessories
- Home fragrances
- Herbals
- Liqueurs
- Special food (chocolate, pasticche)
- Treatments for cats and dogs

Production of the Officina di Santa Maria Novella goods now takes place in an Art Nouveau building in Via Reginaldo Giuliani, three kilometres from the headquarters, in a northern part of the city.

■ Why is this a good practice for monastic products?

“Santa Maria Novella” was developed as a very strong brand and the products can also be ordered online. However, the products are not produced by the monks of the former Dominican monastery “Santa Maria Novella”. Therefore, this good practice is a perfect example of a transferable successful business model for monastic products no longer being produced in a monastery. The marketing of the brand is still strongly linked to the church of Santa Maria Novella in Florence where the company is running several facilities in the historic environment of the former monastery. These facilities include a sales hall, a shop, a so called “Green Room” (for the presentation of products), a herbal tea room, a museum and the ancient apothecary’s shop.

The presentation is attractive and links the products to the monastic world and environment. Customers buy a product with natural ingredients and a history.

Pictures



Picture 1: Soaps wrapped in paper with ancient motifs © KDK



Picture 2: Perfumes of Santa Maria Novella © Officina Profumo-Farmaceutica di Santa Maria Novella - <http://www.smnovella.com>



Picture 3: Perfume of Santa Maria Novella © Officina Profumo-Farmaceutica di Santa Maria Novella - <http://www.smnovella.com>

Source/link

This good practice exercise is available under the following links:

<http://www.smnovella.com>



Country

Italy

Topic

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<https://www.skivre.eu/>