



W A : I T

W A : I T
press book

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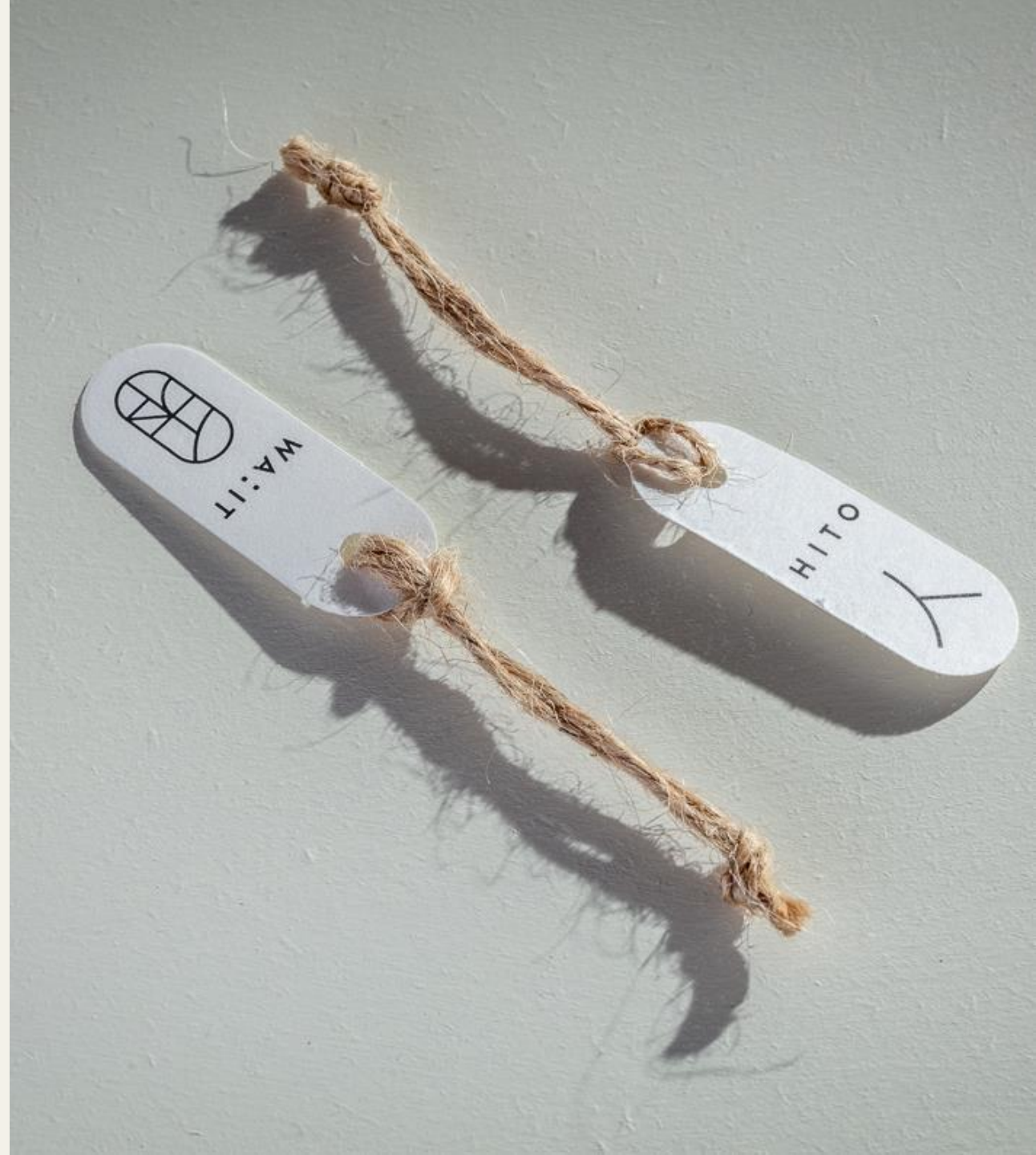
PRESS

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Vanity Fair Agenda (UK)



Yellow Lobster luxury bag by Sonia Petroff

FASHION

Mellow Yellow

Drawing from the vast archives of the late couture designer Sonia Petroff, this eponymous new costume jewellery and accessories brand has the sort of irreverent, sunny outlook that feels so needed right now. This Italian leather evening bag in egg-yolk yellow is emblazoned with the brand's lucky lobster motif, wrought in gold-toned metal with crystal details—just the thing for spring. soniapetroff.com

TRAVEL

On the Case

Not all Bond-inspired products make sense (we're looking at you, Martini-flavoured popcorn), but a luxury suitcase? How very 007. Globe-Trotter's *No Time To Die* collection celebrates the 25th Bond film with two suitcases in deep, dark green vulcanised fibreboard with hand-crafted, black leather trim, and luggage tags embossed with the unmistakably cinematic *No Time To Die* logo. Available in both carry-on and check-in sizes. globe-trotter.com



Wait for It

Combine the Japanese love of fleeting beauty with the Italian notion of *la dolce vita*, and you have WA:IT, a new beauty and fragrance brand launching this season. Their first fragrance, HITO, combines Italian and Japanese citrus notes with fig and peony—and all ingredients are from certified supply chains. The glass bottles and wooden caps are fully recyclable, as are the boxes, and the perfume labels are made with algae from the Venice lagoon—the use of which lessens the algae's negative impact on the lagoon's eco-system. This is a truly sustainable, heavenly scent. waitbotanicamente.com



HITO eau de parfum by WA:IT



Mother Earth pendant by Eugenie Niarchos

JEWELLERY

Drop in the Ocean

Ocean-hued Azurite is the mineral of choice for Eugenie Niarchos' range of gorgeous pendants, entitled "Mother Earth" and inspired by Gaia, the

Pilates reformer standard, designed by Schuring-level. It's a dream, and platforms. 10 London understand has such a



Inside Beauty (DE)

ECO-DESIGN Mehr als nur recyclingfähig

Schön verpackt, und das umweltfreundlich: Eco-Design ist auch bei Kosmetik ein heiß diskutiertes Thema. Ziel ist es, die Umweltbelastung durch das Produkt und das Packaging zu reduzieren – über den gesamten Produktlebenszyklus hinweg. Recyclingfähigkeit ist dabei nur ein Aspekt.



Nicht nur in der Gesetzgebung, auch beim Konsumenten wird der Ruf nach ökologischen Verpackungen immer lauter. Nachhaltigkeit, Ressourcenschonung, Müllvermeidung und weniger Plastik sind dabei die Schlagwörter, die den Ton vorgeben. Eco-Design ist jedoch mehr als die umweltbewusste Gestaltung eines Produktes – es bringt Ökologie und Ökonomie in Einklang. Dabei steht nicht nur die Begrenzung des Ressourcenverbrauchs bei der Herstellung im Vordergrund, sondern auch die Verwendung und Entsorgung eines

Produktes. Hochaktuell ist Eco-Design in der gesamten Beauty-Industrie. Viele Unternehmen tun sich jedoch schwer, die Hürde des Eco-Designs zu nehmen, weiß Carolina E. Schweig: „Häufig fehlt noch die Kenntnis, was Eco-Design ist und welchen Nutzen es bringt“, so die Diplom-Ingenieurin VF Papier- und Kunststoffverarbeitung und Inhaberin des Unternehmens C.E.Schweig Verpackung - Material - Engineering. „Dann geht es um Investitionen in IT, in Datenbanken, in Entscheidungstools. Und letztlich muss der Eco-Design-Prozess, die Dokumentation, in die bestehenden Entwicklungs- und Dokumentationsprozesse eingearbeitet werden.“

herkömmlichen Kunststoffen auf Recyclate macht noch kein Eco-Design aus. Vier Kernpunkte bilden dabei das Herz des Eco-Designs.

Vier zentrale Punkte Zum einen gilt es, alles zu vermeiden, was nicht notwendig ist. Carolina E. Schweig: „Das betrifft nicht nur den Schubser um den Tiegel oder die Faltschachtel um die Tube, das betrifft auch die Veredelung.“ Punkt zwei ist die Reduzierung – von überdimensioniertem Packaging, Flaschen oder Verschlüssen. Der nächste Aspekt ist das Mehrwegsystem: „Wir müssen darauf achten, in Systeme zu investieren, die mehrfach gebraucht werden können und bei denen der Effekt auf die Umwelt, der von der Herstellung ausgeht, durch möglichst viele Anwendungszyklen geringer wird“, erklärt die Expertin. Und der vierte Punkt? Recycling. Hier ist nicht das Downcycling das Ziel, sondern der Ersatz von frischen Rohstoffen – übrigens auch bei Papieren, also Faserstoffen.

Kunststoffe nachhaltig ersetzen

Einige Kosmetikunternehmen verwenden für ihre Produktpalette bereits Recyclate. Neben dem Einsatz dieser Recyclingkunststoffe stehen beim nachhaltigen Verpackungsdesign aber auch weitere Materialien im Fokus, wie beispielsweise Aluminium, Holz oder Kork. Materialien, die in den Naturkreislauf zurückgeführt werden können, sollen zur Reduzierung des Müllaufkommens beitragen und werden als nachhaltiger

„Organic Concepts“-Sieger

Bei der Körperpflegelinie Body Care sind sowohl die Inhaltsstoffe als auch die Verpackungen ganz auf das Prinzip der Nachhaltigkeit für Mensch und Umwelt ausgerichtet. Klimaneutral hergestellt und getrennt recyclebar. Die Linie wurde mit dem Spa-Award 2020 ausgezeichnet.



200 ml € 6,76 fig.

Nachhaltig und clean

WA:IT ist eine Symbiose zweier Kulturen – der japanischen und der italienischen. Inhaltsstoffe, Formulierungen und Verpackungen sind 100 Prozent nachhaltig. Glasflaschen und Holzkappen können vollständig recycelt und wiederverwendet werden.





Inspiziert von ihren Reisen in den Fernen Osten gründete die italienische Aromatherapeutin Raffaella Grisa WA:IT und verarbeitet dabei die Symbiose von Japan und Italien in exklusiven Duftkompositionen. „Die WA:IT-Philosophie repräsentiert, was ich liebe und was ich bin: das Studium der traditionellen japanischen Medizin und Aromatherapie, die Achtsamkeit, die in jeder Hinsicht abnehmende Nachhaltigkeit, die Suche nach einem ganzheitlichen Ansatz für Schönheit von innen nach außen“, beschreibt Grisa ihr Label. Neu in ihrer Linie: „Hito“, ein Eau de Parfum aus harmonisch komponierten Noten von Sizilianischer Orange, Yuzu, Elemi, Feige, Pfingstrose, Rose, Pomelia, Schwarzem Izumi Tee, Kirsche, Zedernholz und White Musk.



POWER OF STILLNESS

Beauty Streams

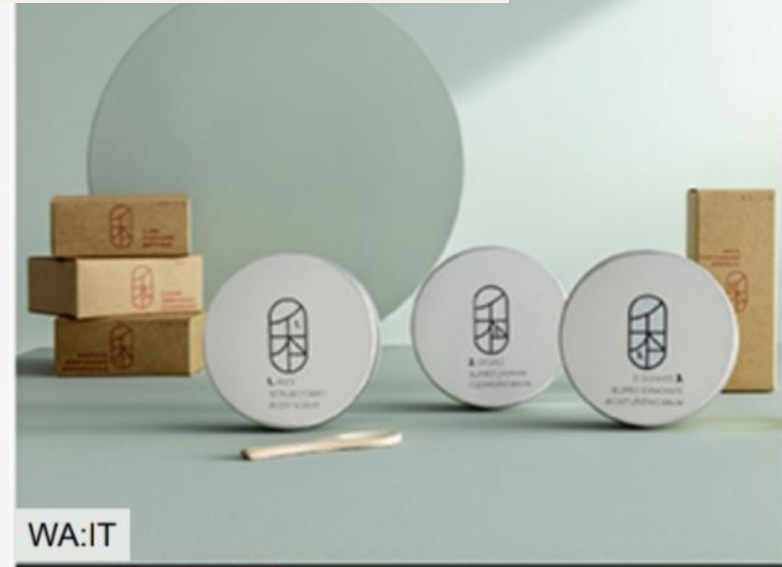


WA:IT



WA:IT

With global lockdowns, individuals have been forced to wait for what is to come. WA:IT, a new clean, botanical fragrance and skin-care brand, was founded upon the poetry of stillness, interweaving mindfulness and well-being. Combining Italian and Japanese cultures (WA means peace and harmony Japanese, and IT refers to Italy), WA:IT supports rituals that “balance the inner and the outer being.” Drawing from Japanese tradition, founder Raffaella Grisa says products combine “medicine, food, and beauty,” in plant-based, multifunctional formulations. The brand's unisex fragrance, HITO, “heals the soul,” and “promotes a meditative state,” with Sicilian citruses, yuzu (known to relieve stress), elemi, and fig, among others. A new body-care line “strengthens the spirit” by caring for skin in a 4-phase ritual that balances skin pH, soothes, nourishes, rejuvenates, purifies, and protects skin. Key therapeutic, sustainable, and “sacred” ingredients to Japanese culture are used throughout all products, including perilla seed oil, yuzu, tsubaki seed oil, or *Camellia japonica*, and rice bran oil. The 4-phase body-care includes: Preparation (called ANTE), Purification (OFURO), Hydration (B-SOFFICE), and The Glow (called OMNI, a multi-use oil). “When the mind is calm, the soul is soothed, and the body nurtured; we glow,” says the brand about the oil, suitable for face, body, and hair. Step zero is The Breath, with HITO perfume. Packaging is sustainable, with handmade glass bottles and wooden caps.



WA:IT



WA:IT



Hito is a unisex, planet-friendly fragrance.

Ute Junker

Jun 3, 2021 - 9.26am



A spritz of WA:IT's Hito [perfume](#) does more than make you smell good. Every bottle of Europe's first carbon-neutral fragrance – a clean blend of citrus notes, figs,



The cap, made of untreated wood, comes from a small company based in the mountains of northern Italy. The paper tag is made using the algae that threatens to overwhelm Venetian waters. “We’re taking something that is a waste product and [transforming it into something useful](#),” says WA:IT founder Raffaella Grisa.

Grisa, who spent many years working in Asia, says: “My inside is Japanese, my outside is Italian.” That duality is reflected in the company’s name. “WA”, meaning harmony, is often used to indicate Japanese-ness, while IT is an abbreviation for Italy.



Grisa’s unisex fragrance not only blends Italian ingredients such as Sicilian orange and lemon with Japanese ingredients like yuzu and Izumi black tea, but also combines perfumery with aromatherapy, using only natural oils and essences with a therapeutic effect.

“I describe Hito as a perfume that heals the soul,” says Grisa, who launched her brand during the pandemic. “I have noticed that when people smell the perfume, they first register the components they need in that particular moment, whether it’s the calming action of yuzu or the frangipani that works on emotions.”

For all its individuality, there is one thing about WA:IT that is very on-trend: the way it slots neatly into the booming market for [planet-friendly perfumes](#). On perfume counters around the world, brands that rely on elaborate packaging are being edged out

EVERYDAY BEAUTY Japanese skincare

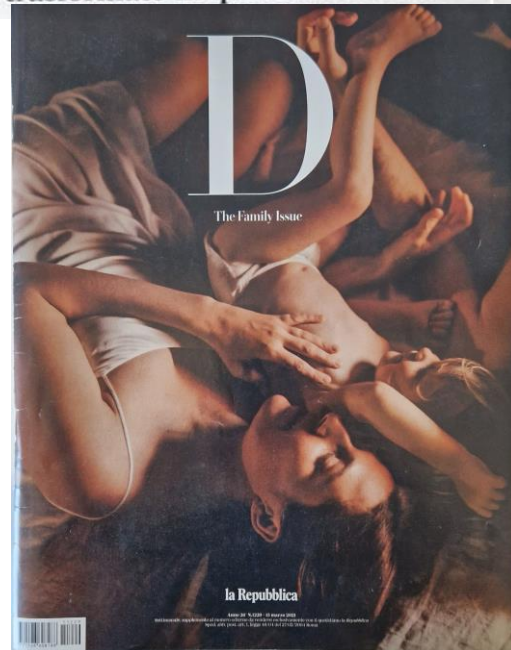
Brescia native Raffaella Grisa was never a fan of perfume until work brought her to Japan. Grisa, a former operations engineer, became enamoured with the country's culture and traditions related to wellness. "Unlike

western medicine, which is separate from the rest of our daily life, in Japan you see the same ingredient utilised for wellness, beauty and cooking." Intrigued, she left her job and decided to launch Wait, a line of beauty products

and fragrances that brings together Nippon and Italian influences. Hito, her debut scent, is derived from natural ingredients, with notes of Sicilian citrus and wild Ligurian fig blended together with the aromas of Yuzu fruit and Izumi black tea from Japan. For the body, Grisa has concocted balms and a scrub sourced from nature, including

perilla, a Japanese mint plant whose seeds yield an oil with beneficial antibacterial and anti-inflammatory properties. Her sustainable approach extends to the packaging by using recyclable and biodegradable materials such as wooden caps and perfume labels with algae from the Venetian lagoon. ——— IC waitbotanicamente.com

E **SISTE UNA VITA** familiare post-lockdown? La convivenza forzata, con il passare dei mesi, è servita a conoscerci, ma anche a creare nuove dinamiche all'interno dei microcosmi familiari. «Ho 50 anni e una figlia di 15, durante i mesi scorsi ci siamo scambiate consigli e prodotti per la cura di viso e corpo come non avevamo mai fatto prima. Credo nei cosmetici per tutti, non legati all'età o al genere: prodotti semplici ma performanti e sostenibili», racconta l'ingegnere Raffaella Grisa, fondatrice di Wa:it, marchio di cosmesi biologica premiato dalla prestigiosa Cornell University di New York per essere completamente *carbon negative*, a zero impatto ambientale (waitbotanicamente.com). «Negli ultimi tempi, mentre la vita rallentava, ci siamo resi conto un po' tutti che c'è un mondo solo e va difeso». Nulla, nei prodotti corpo Wa:it, è lasciato al caso, dalla ricerca dei fornitori al packaging, in cartone riciclato ricavato dalle alghe infestanti della laguna di Venezia, scarto nocivo che viene trasformato in qualcosa di utile.



Hello Fresh!

Wirken schneller als ein Espresso:
die neuen Muntermacher gegen
einen müden Teint

FOTOS Tim Stemmer STYLING Alexandra Pasi & Karina Fink
TEXT Martina Fuhri

Belebt und festigt
die Haut: „Vital
Perfection Lift
Define Radiance
Serum“ von
Shiseido, 135 Euro



Für einen ausgeschlafenen
Blick: „Ultimate Supreme
Hyaluron Roll-On“ von
Doctor Eckstein, 40 Euro

Lässt Gesicht
und Körper
leuchten: „Omni 4.
Glowing Oil“
von Wait, 95 Euro

EINE FRAU, DIE KEIN
PARFUM TRÄGT, HAT
KEINE ZUKUNFT.

Coco Chanel



LIEBHABERSTÜCK
Ein lebendiger Duft, der süß und salzig
gleichzeitig wirkt. Mit saftiger Mandarine,
einem Pfirsich und pflanzlichen Moschus.
„Cyan Nori“, EdP von ABEL
ODOR VITA COLLECTION,
50 ml, um € 118,-, über amazing.com



ZARTE VERSUCHUNG
Japan trifft auf Italien. Mit dabei:
Fruchtig-blumige Akzente aus
Yuzu, Elemi, süßlicher Orange
sowie Peonie und Kirsche.
„Hit“ EdP von WA:IT,
100 ml um € 146,-



BE INSPIRED
Ein Tribut von Parfumeur
Barnabé Fillion an Designerin
Charlotte Perriand.
Japanische Rose, umschwirrt
von grünen Sissoo-Noten,
Vetiver und Myrrhe.
„Rosa“ EdP von AESOP,
50 ml um € 150,-



Text By Fabia di Drusco

Illustration Blairz

Artwork by Giulia Gilebbi

Spring awakening: un risveglio dei sensi per mettersi in sintonia con la stagione, con la luce, il tepore, l'euforia della primavera inoltrata. Anche attraverso rituali cosmetici voluttuosi, a partire da una deterzione viso/corpo con l'additivo burro di **WA:IT**, marchio italiano ispirato alla cultura giapponese. Un balsamo ultra fondente da massaggiare sulla pelle per pulirla in profondità, a base di estratto di yuzu, e olii di camelia, crusca di riso, avocado e macadamia, dall'effetto illuminante, antibatterico e rigenerante.



Naturschön

So wird das Bad zur Nachhaltigkeits-Oase

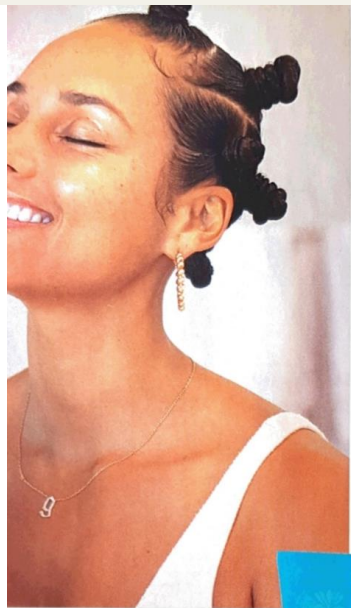
Der Name passt: „Mein vergessener Garten 7 EdP“ riecht nach Harz, Rosen- und Zedernessenz, und der Flakon ist aus regionalem Holz handgefertigt. Von **Sven Strasser**, 140 Euro

Duffet nach Praline und enthält keine Allergene: „P3 EdP“ von **Arlig**, 100 Euro

Nachhaltiges Parfum „Hito“ mit orientalisches-grüne Noten von **Wa:it**, das ist übrigens Europas erste CO2 negative Beauty Marke. 150 Euro

FOTOS Patrick Weser
PRODUKTION Alexandra Pasi & Karina Fin





LA RICERCA DELLA FELICITÀ

L'unico marchio cosmetico d'Europa "Carbon negative" è italiano e si chiama WA:IT. Non solo ha ridotto al minimo il suo impatto sull'ambiente ma compensa le poche emissioni investendo in progetti di agricoltura rigenerativa, piantando specie vegetali in grado di incapsulare CO2 restituendolo al terreno come fertilizzante. Insomma, i cosmetici di WA:IT fanno bene al pianeta. In realtà, però, la storia di questo brand è cominciata con la ricerca della felicità della sua fondatrice, Raffaella Grisa (sotto), torinese, una carriera da ingegnere gestionale che le faceva vivere una vita non proprio sostenibile. Ma nei suoi numerosi viaggi in Asia ha trovato le risposte che cercava e in Giappone l'illuminazione. Nel 2018, in un sabato di libertà al Santuario di Meiji di Tokyo, è arrivata la comprensione e poi un piano liberatorio. Ed è iniziata la sua seconda vita con la nascita di WA:IT, linea corpo che si ispira ai rituali giapponesi e prevede quattro step: respiro (fase zero con il profumo naturale Hito), preparazione (scrub Ante), purificazione (burro detergente Ofuro), idratazione (burro Saffice) e illuminazione (olio multiuso Omni). Tutti vegan, sostenibili e con un'aura speciale (it.waitbotanicamente.com).



Preparata con Fiori di Bach e ingredienti bio, ma anche esposta a frequenze di luce (Metodo White H.B.) e sonore a 432 Hz (che promuovono pace e guarigione): è Resource Cream S.O.S. di Guna, antistress per la pelle, lenitivo e protettivo.

100% PLASTIC

LEI TANJA BRAND, ME, PRENDE DRO GARDEN VIENNA CON BOTANICHE NZIALI PER NON SOLO: I SONO ENERGIA NO PER ALZARE FREQUENZE (ME.AT).



In Blüte

Natürlich, wertvoll und umweltfreundlich: Auch Parfums werden jetzt klimaneutral



- 1 LABEL „Green Cedar“, über amazingy.com, 50 ml, um 58 €.
- 2 **GIORGIO ARMANI** „My Way“, 50 ml, um 93 €; Refill 150 ml, um 124 €. 3 **LESS IS MORE** „Green Magic Organic Cologne“, 100 ml, um 75 €.
- 4 **PAULINE R.** „4“, über organicluxury.de, 50 ml, um 149 €.
- 5 **WA:IT** „Hito“, über organicluxury.de, 100 ml, um 146 €.

GUT DUFTEN ist nicht mehr genug. Nach Organic Skincare und Green Make-up rückt Nachhaltigkeit jetzt auch bei Parfums in den Fokus. Das neue Credo: Weg von synthetischen Aromastoffen, hin zu pflanzlichen, fair hergestellten Ingredienzen. Einige Nischenlabels haben diesen Weg schon eingeschlagen und verwenden für ihre Kompositionen 100 Prozent natürliche Zutaten. Allerdings tendieren diese Stoffe dazu, nicht so lange zu haften und schneller zu kippen. Trotzdem stellen sich jetzt auch Luxusmarken der Herausforderung nach mehr Natürlichkeit. Der Menschen und der Umwelt zuliebe. Und dies mit Erfolg: Der Duft *My Way* von Giorgio Armani zum Beispiel darf sich CO₂-neutral deklarieren. Denn: Die Rohstoffe wie Tuberose, Orangenblüte und Vanille stammen aus ökologischem Anbau, und lokale Förderprogramme werden nach Fair-Trade-Prinzipien unterstützt. Zudem wurden bis jetzt 150 Hektar Mangrovenwald in Madagaskar wiederaufgeforstet, und der Flakon ist nachfüllbar.



ALLERGIE-CHECK Für 26 Duftstoffe, die erwiesenermaßen ein erhöhtes Allergiepotezial aufweisen, gilt laut EU-Kosmetikverordnung eine Kennzeichnungspflicht. Das bedeutet, die Substanzen müssen, falls sie eine festgelegte Konzentration überschreiten, explizit auf der Produktpackung genannt werden. Die Liste ist unter bvl.bund.de zu finden.



SKINSHARE STATT SKINCARE

3 WA:IT | Body Balsam

Der vegane Körperbalsam zieht schnell ein und versorgt von Kälte und Heizungsluft geplagte Haut mit Feuchtigkeit. Wer noch mehr Pflege sucht: Mit seinem Vier-Schritte-Body-Ritual zelebriert die von Japan inspirierte Marke Achtsamkeit und Selbstliebe für unseren Körper. Neben dem Body Balsam gibt es daher noch Peeling, reinigenden Balsam, sowie ein reichhaltiges Öl.



3 WA:IT
Body Balsam,
um € 65.

SELF CARE

LIEGEN UND LOSLASSEN

Bereits wenige Minuten auf der Spezialmatte fördern die Durchblutung. Alles wird ganz warm.

„Ein Eco Set, Mat + Pillow“ von Bed of Nails, ca. 160 Euro, niche-beauty.com.

Akupressur wird seit Jahrtausenden erfolgreich praktiziert. Das Prinzip: Durch Druck auf bestimmte Körperregionen hilft diese Wellness-Methode, Blockaden sowie Kopf- und Nackenschmerzen oder Verspannungen zu lösen. Spezielle Akupressurmaten mit unzähligen Plastiknägeln kann man auch zu Hause ausrollen. Sobald man darauf liegt, erzeugen die kleinen Spitzen einen wohltuenden Entspannungs- und Massageeffekt. Und so geht's: Die Matte in einem ruhigen Raum oder aufs Bett legen, sich auf den unteren Rand setzen, langsam den Rücken abrollen. 20 Minuten im Liegen relaxen. Bei akuten Problemen die Me-Time am besten täglich wiederholen. ●

Meine 3 Glücksmacher

Stößt meinen Herzhunger auf Sulfen. „Sugar Stress“ von The New Co., 30 Kapseln, ca. 30 Euro.

Schmeckt auch ohne industriellen Zucker. Protein-Riegel von Rawbite, ca. 2 Euro.

Bremst die Zellverwitterung in der Haut. „L-Carnosine Anti-A.G.E. Cream“ von Dr. Susanne von Schwabberg, 50 ml, ca. 80 Euro.

we love

RÄUCHERKUNST

So geht Aromatherapie schon am Morgen. Die „Alba: Dawn Morning Incense“ Räucherstäbchen leben mit ätherischen Ölen aus Kaffee sofort die Stimmung. (Wa.it, 60 Stück, ca. 45 Euro, blanda-beauty.com)

GREEN STAR

Vereint mit der Natur

Das Einatmen der Duftstoffe von Bäumen und Moosen, auch „Waldbaden“ genannt, wirkt **erscholam und stresslösend**. Wer nicht direkt am Waldband wohnt, kann einfach einige Tropfen der „Shinin“ Yoku Duftmischung“ aufs Handgelenk auftragen und dran schnuppern. (Charlotte Bonorden, 5 ml, ca. 13 Euro)

Marie Robertlich, Head of Beauty, verzichtet vermehrt auf Zucker.

STYLE health

50



NACH NEUTRAL KOMMT POSITIV!

Klimaneutrale Labels kompensieren so viel Kohlendioxid, wie sie bei der Herstellung ihrer Produkte ausstoßen. So setzt Babor auf Ökostrom und die Förderung eines Windkraftparks auf den Philippinen. CO₂-positive Marken gleichen sogar mehr aus, als sie verursachen. So unterstützt Evolve zusammen mit der Organisation Earthly ein Projekt zum Erhalt des Regenwalds. Auch Annemarie Börlind erreicht bald Klimapositivität – dank vieler Bäume im Schwarzwald und Jojobasträuchern in Namibia. 1. „Essential Care Sensitive Cream“ von BABOR, um 28 €. 2. EdP „Hito“ von WA:IT, 100 ml um 146 €. 3. „Tagarat Lipstick Love Berry“ von UND GRETTEL, um 41 €. 4. „Deep Hydration Soothing Cooling Mask“ von TROPIC, um 24 €. 5. „Dede Shampoo Bar“ von DAVINES, um 21 €. 6. „360 Eye and Lip Contour“ von EVOLVE, um 32 €. 7. Kühlendes Gesichtsgel „Energy Nature“ von ANNEMARIE BÖRLIND, um 20 €. 8. „Long Hair Protective Volumising Shampoo“ von LA BIOTHÉTIQUE, um 26 €. 9. „Illuminating Brighten Your Day Crème“ von EMMA LEWISHAM, um 76 €



FOTOS: SHUTTERSTOCK (1)



AD ABBONAMENTI
LIFESTYLE

Design consapevole e sostenibile per la bellezza a emissioni zero

I marchi di clean beauty progettano packaging sempre più sofisticati, efficienti e rispettosi dell'ambiente.



di Olivia Fincato
9 maggio 2022



AD ABBONAMENTI



WA:IT botanicamente, marchio italiano di cosmesi biologica premiato dalla prestigiosa **Cornell University di New York** come primo brand cosmetico europeo **carbon negative** nel 2021, ovvero a zero impatto ambientale, adotta un approccio sostenibile declinato a 360°. Dall'approvvigionamento delle materie prime in mercati solidali garantendo trasparenza in tutta la filiera, alle formulazioni che non contengano alcun componente nocivo per l'ambiente. Dalla scelta di materiali riutilizzabili, riciclabili e compostabili alla decisione di avvalersi del lavoro di realtà, anche artigianali, italiane per la realizzazione dei tappi di legno, degli espositori degli incensi, delle carte.

WA:IT
Raffaella Grisa



Die ehemalige Wirtschaftsingenieurin Raffaella Grisa führt mit Wa:it traditionelle italienische Techniken und fernöstliche Aromatherapie zusammen. Inspiriert von ihren Reisen in den Fernen Osten, möchte sie mit ihren pflanzenbasierten Produkten Achtsamkeit und Wohlbefinden in den Alltag bringen. Zum Sortiment gehört u. a. das Unisex-Parfum „Hito“, das sizilianische Zitrusfrüchte mit Elementen der japanischen Küche kombiniert. Von der Beschaffung der Rohstoffe aus fairem Handel über Transparenz in der Lieferkette bis hin zu umweltverträglichen Inhaltsstoffen verfolgt das Unternehmen einen ganzheitlichen Ansatz.



auch sinnvoll ist. Die Suche nach dem Sinn war für sie mehr als ein smarter Business-Move, sie war eine bewusste Umorientierung mit klarer Vision.

NEUBEWERTUNG DES LEBENS

Oft gibt es ja eine ganz konkrete Zäsur, die zu einer solchen Neubewertung des eigenen Lebensweges führt. Auch Ex-Ingenieurin Raffaella Grisa hatte ihren Aha-Moment: mit Mitte 40 in einem japanischen Tempel. Dort beschloss sie, „die beiden Geschwindigkeiten, nach denen ich lebte, wieder in Einklang zu bringen“: den bewussten, nachhaltigen Lebensstil, den sie privat schon führte, und den Job-Alltag im Flugzeug, „der immer schneller und schneller wurde“. Sie entschied sich für das Ende des alten und den Beginn „eines ruhigen Lebens“ – und dafür, (mit ihrem Label Wa:it) auch die Welt der Körperpflege zu vereinfachen. Gründerin Nikki Benett musste nach einem plötzlichen Herzstillstand reanimiert werden und fühlte sich nach ihrer Genesung um Jahre gealtert. Die damalige Inhaberin einer Marketing-Agentur wollte zunächst sich selbst helfen, als sie zufällig

Fotos: Typology, Federica Davoli



Wie Green Design unseren Alltag revolutioniert
JEANS: DIESE SIND WIRKLICH NACHHALTIG
Dein schönster Neustart: Gründe ein eigenes Beauty-Label!
WARUM ESSENZIALISMUS GLÜCKLICH MACHT
Slow Travel in Venedig

ELUXE
MAGAZINE

BEAUTY, SKINCARE

WHY CARBON
NEUTRAL BEAUTY
BRANDS ARE A
THING

JANUARY 3, 2023

We live in a fast-paced world, where waiting is something few of us can do. But the beauty brand teaching us that waiting is a labour of universal love towards the beauty of life is aptly named WA:IT.

This pioneering beauty brand unites two cultures – Italian and Japanese – through its holistic approach to perfume and skincare. In the pursuit of uniting and balancing an individual’s inner well-being as well as their outer beauty, this clean beauty brand is highlighting how attentive the beauty industry can be to the environment we live in.

This year, WA:IT became the first European beauty brand to attain carbon-negative status. The brand strives to **offset its carbon footprint** via their support to restore ecosystems and agricultural communities.



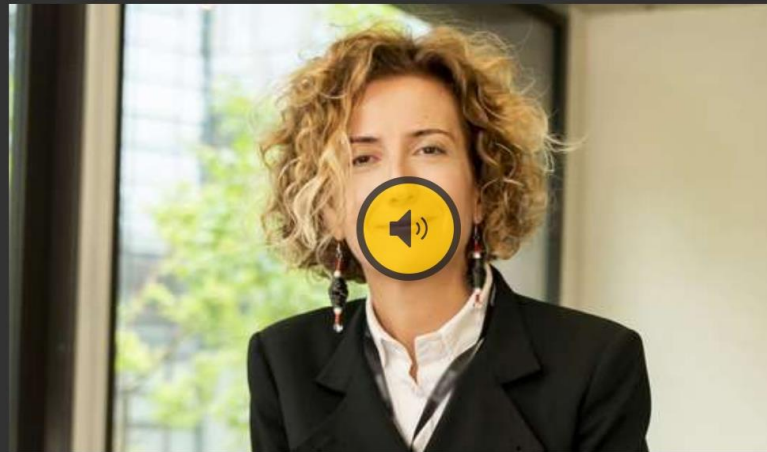
Look at Hong Kong today.

Meet the key players in Asia's towering city.



Topics

Entrepreneurialism



Eureka 224: Wait

THE ENTREPRENEURS
8 hours ago · 8 min listen

The Spirit Lives On: Howard Hughes

THE ENTREPRENEURS
21 days ago · 6 min listen

第4回は、イタリアで日本美容ブランドのディストリビューターを務めるラファエラ・グリーサが手掛けるオリジナルブランド「ウェイト」。須山は「日本の美学に触発された、真正なクリーンビューティブランド」と紹介する。50歳の頃に大きなキャリアチェンジを決意し、「ウェイト」を通じて“和”の哲学を伝えるラファエラ。そのきっかけとなった明治神宮でのスピリチュアルな体験や、Jビューティの美学、世界中を旅した経験で磨いた彼女の審美眼を語ってもらった。

TOKION



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 Liste Showtime Online, 15-30 September
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LAMPOON

PROTOTIPO STORE



1 LUGLIO 2021

Carbon neutral e carbon negative: Giappone e Italia insieme

Materie prime naturali, carta riciclata ottenuta da bioscarti per le etichette, vetro riciclato per i flaconi: la cosmesi di WA:IT, in dialogo con la fondatrice Raffaella Grisa

Carbon neutral e carbon negative

Un'azienda carbon negative rimuove più anidride carbonica dall'atmosfera di quanta ne emette. Nel dicembre 2019, durante la conferenza ONU sui cambiamenti climatici, circa cinquecento aziende

≡ ^{美麗佳人} **marie claire** 🔍 🌐

WA:IT 揉合日本和義大利
文化 用等待醞釀出 美好慢生活

≡ ^{美麗佳人} **marie claire** 🔍 🌐

和 一 禾 一 禾 一 禾

WA:IT的 LOGO 設計特別參考漢字「和」創作而成，圓潤外框與細緻線條反映出日系侘寂美學。

hearth選品店，引進全新品牌WA:IT，融合日本與義大利的文青品牌。一連開了台北誠品南西1F，高雄漢神巨蛋3F，即將在6/1插旗台中勤美誠品2F！一次體驗9大品牌。

by 花漾543



Un amore totalizzante

Raffaella Grisa è nata nel 1971 nella casa sulla collina, come la chiama lei, nel Monferrato. I genitori le regalano una grande passione: viaggiare per cogliere sensazioni e usanze diverse in ogni parte del mondo. Un'altra passione è la matematica, e così diventa ingegnere.
«Numeri e viaggi, la mia vita e la mia carriera per tanti anni sono state accostate a questi due elementi, sempre però con lo sguardo rivolto a Oriente. La svolta è arrivata nel 2018, quando posso dire di essere nata per la seconda volta. Sono in Giappone, a Tokyo, esattamente al Tempio Meiji e appena varcato il portale ho la consapevolezza che la vita vissuta fino a quel momento ha raggiunto il suo punto finale. Voglio iniziare un cammino di bellezza lento e consapevole che deve distaccarsi dall'esistenza frenetica in cui ero immersa. Nasce WA:IT, un rituale che partendo dall'anima rende anche la pelle subito più bella e luminosa. Studio quindi aromaterapia e le linee guida della medicina tradizionale giapponese. Scopro le virtù della perilla e la magnificenza dello yuzu, che diventano il cuore delle formulazioni».

umano in giapponese) che guarisce l'anima e celebra l'unicità di ciascuno di noi. I componenti hanno un'azione aromaterapica che avvolge il corpo e i pensieri. Il passo successivo è stato Ante, un rituale per il viso e per il corpo. Esfolia delicatamente la pelle e migliora la circolazione sanguigna, ha proprietà detox e leviganti. Perle di zucchero e olio di perilla hanno un effetto rigenerante e anti infiammatorio. «Quando la mente è calma, l'anima è lenita e il corpo nutrito. Il mio è un approccio olistico, il cento per cento degli ingredienti è naturale, non utilizzo agenti chimici e sintetici nel rispetto dell'ambiente. Resto comunque una ragazza che ama i numeri, gli animali e i viaggi e che spesso torna alla casa sulla collina».



Raffaella Grisa

Nulla è per caso

«Il lancio di WA:IT era previsto nel 2020. Accade che in un pomeriggio di inizio aprile io assista a un webinar on line sui materiali sostenibili condotto dalla Georgetown University. Dopo qualche giorno, mi contatta la relatrice dell'evento incuriosita dal piccolo brand cosmetico e sostenibile italiano e mi chiede di partecipare a un progetto che avrebbe coinvolto varie università americane e i loro studenti. In breve tempo WA:IT diviene una case history nei corsi legati alla sostenibilità in Usa. Nel settembre dello stesso anno vengo contattata dalla Cornell University, che vuole inserire il mio brand in un progetto pilota. In pochi mesi WA:IT ottiene il riconoscimento di carbon negative nel 2021, il primo marchio cosmetico europeo a raggiungere questo risultato».

Ritorno al passato
L'incontro con la cultura giapponese ha dato a Raffaella Grisa la spinta per un cambio di passo che ha portato alla nascita di WA:IT.

Oltre la collina

Oggi WA:IT è distribuito in Europa, Oceania, Stati Uniti e Taiwan. «Il punto di partenza è stata la fragranza Hito (essere



初。身體磨砂膏 ANTE body scrub
200ml / NT.2,480

以甜菜根提煉而成的粗顆粒結晶糖為基底，搭配滿滿的活性成分：柚子籽油、山茶花籽油、紫蘇籽油，可溫和去除老廢角質，並為肌膚補充珍貴的有機油脂。



WA:IT強調和諧與正念，秉持 CLEAN BEAUTY 純淨保養理念，產品100%取自植物來源，不使用可能對環境有害的成份(例如：基因改造作物、Paraben類防腐劑、石化產物、硫酸鹽、人工香精等等)，選擇公平貿易方式的原料供應商。產品包裝紙材僅使用經過FSC認證的材料，香水使用的玻璃瓶與木蓋，以及磨砂膏附上的木湯匙也都可以完

[Beauty](#) > [Profumi](#)

WA:IT, quando il profumo diventa una cura per l'anima

Un viaggio emozionale che dalla pelle arriva al cuore, grazie a fragranze e prodotti di skincare Made in Italy e ispirati alla ritualità giapponese

DI [ANNA MARIA GIANO](#)

PUBBLICATO: 21/06/2023



COURTESY WA:IT

Con la seconda fragranza, l'intensità è maggiore. È qui che la balena la guida, dopo la perdita di una persona cara: bracciata dopo bracciata, il mammifero marino la porta in una nicchia oceanica che custodisce neroli, cannella, pepe nero, cardamomo, bergamotto, gelsomino, arancia, patchouli, vetiver, ambra, fava tonka e vaniglia. **È l'odore della rinascita.** È Haru – “primavera”. Lanciato sul mercato a giugno, Haru ha il profumo più bello e doloroso della vita: quello della guarigione.

January 18, 2024 | Read Online

COVETEUR

With clean and sustainable beauty being all the hype the last few years, I want to take a moment and talk about slow beauty. Slow beauty refers to the philosophy and self-practice rooted in nature, health, and wellness, being mindful every step of the way. Ahead, we chat with Raffaella Grisa, beauty founder of the brand WA:IT, about how she found peace in mindfulness and eventually started her slow beauty brand to share her practices with the world. — *Samantha*

THE CLOSE-UP

Building a Net Zero Beauty Brand

By Samantha Wu

Welcome to The Close-Up, where we indulge in conversations with tastemakers, entrepreneurs, designers, and others paving the way in their respective industries. Focusing on the people at the forefront of innovative companies, join us as we uncover their style ethos, guiding principles, challenges, and insights that have made them successful in the worlds of fashion, beauty, art, and beyond.

This week, I had the pleasure of speaking with sustainable beauty founder and engineer, Raffaella Grisa. Diving deep into her engineer's background, Raffaella walks us through the attributes of her fast-paced engineering job that influenced her decision to start WA:IT beauty — Europe's first carbon-neutral brand rooted in mindfulness and sustainability.



ITALIA 50

The Good Life

BUSINESS | CULTURA | DESIGN | ARCHITETTURA | MODA | VIAGGI | LIFESTYLE | N° 50 NOVEMBRE 2023 | BIMESTRALE | € 9

La prima rivista ibrida business & lifestyle

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The Good Wheels
CINA CONTRO TUTTI:
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The Good Business
BANCHE, ARTE DEGLI
AFFARI E AFFARI D'ARTE

The Good Trips
AUSTRALIA SELVAGGIA

The Good Look
DALLA MODA AL FOOD,
LARGO AI COLORI

The Good Trend
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Extremely addictive

DAILY EDITION FEBRUARY 13, 2024

WWD

Fashion, Beauty, Business.



Sleeve It to Me

Tod's Soara
The 2024 collection is perfect for the winter months, and we anticipate the group will succeed in going private this time.
Page 7

Runway Time
AZ Factory has given its slot at Paris Fashion Week to designer Lutz Huelle, allowing him to return to the catwalk.
Page 4

Tik Tok Talk
A look at TikTok trends, aesthetics and the brands should, and shouldn't, capitalize on the trends.
Page 10 and 11

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BEAUTYINC WWD

15



about their lip combos, and MAC has the assortment to support that. You have to make sure what you're doing is true to your brand, otherwise you risk looking like



you're all over the place," Gates said. In fact, Gates' distinction between product trends and these more nascent "look" trends is one of increasing importance — especially considering how often trendy looks of varying relevance actually share core components.

"A lot of people will look at what's happening on TikTok and assume they are looking at a different consumer, or a consumer whose interests change very quickly," Horwitz said. "Strawberry girl is not that far off from clean girl, however it evokes an entirely different feeling."

Much of the appeal to partaking in TikTok's trend du jour lies not in any specific novelty to the look itself, but rather the act of indulging in a new vibe alongside a community of people who are doing the same. "Beauty is the most accessible change someone can make to themselves," said Rao, adding that this low barrier to entry feeds consumers' appetite for constant newness, while fueling the trend cycle. The speed of these trends, though, isn't as consequential to actual product trends as one may think. Bronzing drops, which are core to the late makeup look, have continued to see sustained interest long

past latte makeup's peak, growing 218 percent in searches during the past three months versus last year.

Beyond that, the emergence of one trend does not necessarily signify the end of another. "People are saying [mob wife] is the death of clean girl — our data doesn't indicate that," said Horwitz, adding that searches for "clean girl makeup" remain up 29 percent year-over-year.

Testament to the importance of the right trend name at the right time, mob wife actually shares ideals of the quietly growing Tumblr girl and indie sleaze trends, said Horwitz — the look simply happened to go mega-viral as mob wife (which some have theorized is related to the 25th anniversary of "The Sopranos" being this year).

And while mob wife may indeed be reactionary to the clean girl and quiet luxury aesthetics, "these trends exist in the same ecosystem and benefit from one another," Appler said.

"We don't know that 'mob wife' will necessarily last into the fall, but the aesthetics of the hair and the makeup will definitely continue to see sustained growth," Horwitz added. ■

Wait Is the Latest Italian Clean Beauty Brand Landing in the U.S.

Meet Wait, the brainchild of engineer-turned-beauty-entrepreneur Raffaella Grisa, who blended Italian and Japanese cultures in a holistic ritual.

BY SANDRA SALIBIAN

MILAN — Wait, the brainchild of engineer-turned-beauty-entrepreneur Raffaella Grisa, has launched in the U.S. The Italian clean beauty label with a Japanese ethos has expanded in the market both physically and online by establishing a warehouse and logistics hub, entering the likes of Sommet Beauty in New York and design retailers such as Hello Again Décor in Miami, as well as launching a dedicated e-commerce platform tailored to cater to American customers.

The expansion was almost a year into making, said the founder, who addressed requests she received from distributors and department stores over the past 12 months. "But it didn't feel the right way to approach the market for us: this brand needs to be understood first," Grisa said. Launched in 2020, Wait blends Italian and Japanese cultures into a concise yet holistic ritual, encompassing natural skin care products, fragrances and incense. In addition to high-performance, multifunctional and sustainable products for all age and genders, Grisa aims to share a philosophy rooted in the importance of self care and appreciating the present moment, having experienced the need to embrace a "slower life" firsthand.

For this reason, Grisa's strategy in the U.S. is to rely more on spas where customers can indulge in the ritual and beauty protocol she fine-tuned with an expert facialist, as well as opting for a transversal distribution at wellness studios and concept stores.

"I want to bring forward the message of the brand in its integrity. It's not just about fragrances or skin care but a concept of complete well-being," said Grisa, eyeing clean beauty boutiques or locations in

tune with the brand's ethos. For example, in Milan Wait secured a spot at hip Japanese concept store Tenoba, which rarely displays labels that have not been imported from the country. "It's great for positioning, contributing to make the brand perceived as authentic," Grisa said. Japan is also the first market for sales generated by Wait's e-commerce, with the founder looking to implement a brick-and-mortar distribution in the country in the next two years. In addition to Europe, the brand is available also in Australia, where it counts 45 doors between Melbourne and Sydney. "We launched during the pandemic and our distributors discovered it on Instagram and were fascinated by its philosophy and history," said Grisa, noting that only a handful of the total units are perfumes, and that instead she has opted for fashion or concept stores.

"Japan is another key market, thanks to partnership with Hearth, which has 10 stores — six of which opened last year — and targets to reach 40 locations in the medium term."

"Wait is about a wellness journey that started with a fragrance, because I believe in the healing power of scents. For 20 years I couldn't use any due to allergies or migraines and then I found the right one," said Grisa, recalling the moment she stepped into a herbalist store in Bologna to discover a fig-based perfume. A year later she met the nose and cosmetologist behind it, Angela Laganà, who now leads the team creating Wait's formulations.

Yet this discovery plays only a small part in the bigger epiphany Grisa experienced. After earning a degree in engineering in Turin, she built a career as a consultant



Products by Wait



Raffaella Grisa, founder of Wait

for Italian companies that exported goods mostly in the Far East. During a trip in China in early 2010s, she saw the countryside covered in black plastic bags and had a nightmare imagining the whole world facing the same destiny. This prompted her to embrace a sustainable lifestyle in her personal life, which increasingly contrasted with the one she was conducting professionally. "I was trying to live sustainably but at a pace and style that was the opposite," she said. In 2018, a visit at the Meiji temple in Tokyo offered the pivotal moment convincing Grisa to turn her life around at almost 50, quit her job and embrace a slower lifestyle.

"Everything I've done before has been instrumental for this venture," said Grisa, mentioning the contacts made in Japan and discovery of local raw ingredients that are at the base of every Wait product, like yuzu, tsubaki, perilla — known as Japanese mint — and rice bran, among others.

Coming in sustainable packaging and priced between \$35 and \$175, items include the Ante scrub; the Ofuro thick cleansing

balm; the B-Soffice moisturizing butter, and the Omni multipurpose oil favoring cell regeneration, in addition to the Hito and Haru fragrances. Made in Ajawi Island with all Italian natural ingredients, Wait increases target morning or evening movements with mood-boosting scents, respectively.



W A : I T

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