

EL HOMBRE

magazine



BRUNO SILVA

Collector, influencer, and entrepreneur, Bruno Silva brought to perfumery the values learned through sports — discipline, method, and consistency. Today, he talks about fragrances to nearly 650,000 followers and maintains a collection of over 3,000 perfumes.

Between training sessions and fragrances

In an environment dominated by constant launches, noise, and rushed opinions, Bruno Silva built his voice calmly. For him, perfumery was never an impulse — it was always a choice.

At 45, Bruno carries a background far from the typical digital creator script. Before the cameras, his life was shaped by sports: lifeguard, judo instructor, physical education teacher, personal trainer. Professions that demand discipline, presence, and consistency — values that would later migrate naturally into perfumery.

His first contact came in 1998, when he received Quasar, by O Boticário, as a gift from his mother. Years later came his first imported fragrance: Dior Sauvage EDP, which gained an almost ritualistic status in his life. It was reserved for moments shared with his wife, Cristiane.

From then on, perfumes began to occupy not just a shelf, but the center of his life.

When he launched his YouTube channel in 2019, Bruno owned around one hundred fragrances and simply wanted to share experiences. The content grew without haste, guided more by the pleasure of talking about perfumes than by algorithmic ambition. That pace helped build credibility.

Today, he has nearly 650,000 followers across social platforms and more than 3,000 bottles in his collection.

This journey also brought recognition beyond the digital world. Bruno has been featured on the cover of the specialized magazine Olfato and was among the invited guests at Beautyworld 2025 in Dubai, one of the most prestigious perfumery events in the world.

For him, reviewing a fragrance is not just about describing notes. It's about explaining occasion, climate, intention, and olfactory direction. It's about guiding more conscious choices, aligned with the wearer's personal style. Whether presenting new releases or suggesting more accessible alternatives, the goal remains the same: making perfumery clearer and less intimidating.

That commitment to experience took physical form in 2025 with the opening of Lux Parfums, his first store, in Petrópolis (RJ).

More than a retail space, the store reflects what Bruno has always defended online: curation, close service, and real contact with fragrances — especially Arabic perfumery, which he helped popularize in Brazil.

By stepping into the role of entrepreneur, Bruno didn't take an impulsive leap.

The decision came with study, planning, and partnership. The same logic that guides his content now shapes the store's shelves: fragrances with purpose, appeal, and coherence.

Bruno doesn't present himself as someone who changes lives overnight. His discourse is quieter. He speaks of consistency, study, patience. Of building authority without rush.

Perhaps that's why he has earned a loyal audience — one that trusts not only his taste, but his criteria.

For him, perfume is neither trend nor spectacle. It is a way of life. Something to be learned, respected, and worn with intention. An invisible signature — impossible to ignore. ■

TOP 3

The three perfumes you currently wear the most?

Sauvage EDP (Dior), Basso (Sospiro)
and Mefisto Gentiluomo (Casamorati - Xerjoff)



FRAGRANCE RITUAL

How do you apply your perfume?

I always spray the same areas: neck (both sides and the back), chest, center of the torso, wrists, and inner elbows.

When I want more presence, I also apply it to the shirt collar — always paying attention to the color of the fabric, since lighter materials can stain.

As for the number of sprays, it depends on the weather, the fragrance, and the occasion.



LOVE AT FIRST SPRAY

First perfume you ever fell in love with?

Sauvage EDP (Dior).



NEXT IN LINE

The next fragrance you plan to buy?

The 2026 releases.



FRAGRANCE ADVICE

***Which fragrances do you
recommend for different occasions?***



DATE

The Most Wanted EDP Intense (Azzaro)



PARTY

Layton (Parfums de Marly)



WORK

Homem Essence (Natura)
ou MYSLF (Yves Saint Laurent)



GYM

Voyage (Nautica)

SIGNATURE NOTE

Your favorite note in perfumery?

Iris and tobacco.



X-RAY

Life beyond fragrances.

- **Movie:** Men of Honor
- **TV Series:** House
- **Book:** The Art of War
- **Music:** Don't Cry (Guns N' Roses)
- **Hobby:** Judo and weight training
- **Dish:** Shrimp escondidinho



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“Perfumery is part of who I am. I can’t live without it. It’s my lifestyle.”

BRUNO SILVA

