



PARDO
VINTAGE

BASILIA'S

AROMAS

*Pardo's mother,
— grandmother, great-grandmother, —
and great-great-grandmother*





Basilía's story

PROLOGUE



This tale is fiction based on the figure of a woman who made Pardo become a reality: Basilia Escarpa. It was her, with her husband, Miguel Pardo, at her side, who in 1927 began to craft soap in their shop. That shop would later become the company we know today which is run by fourth-generation Pardos.

We have taken the liberty to embellish some of her life's events: situations that could have been, mixed with some of her anecdotes that we continue to remember to this day. Dreams and memories evoking past times have been the inspiration behind our Pardo Vintage line of artisanal soap bars. With them, we pay tribute through this tale to Basilia and the legacy that she has left behind.


Basilia's story

BASILIA



Merely 11 years had passed since the start of the 20th century when the young Basilia left her home in the quiet region of La Alcarria to Madrid, the bustling capital city. She was on her own, with her characteristic determination, planning to make do as a housekeeper to save up and work towards a better life. Little did she even fathom to imagine that it would be in that city where she would discover life and love... and that violets, just like strawberries, could also be eaten. It was there where she was completely won over by those delicious candies, shaped and tasting of violets, that are so typical of Madrid.





In the Madrid markets, Basilia discovers two of her lifelong favorite fruits: apples, which her mother would use to make her birthday cakes, and plums that would perfume her pantry in the summertime. All of them would come in sturdy wooden boxes with a stamp: “Gijón”. And more often than not, Basilia would wonder if maybe part of her heart belonged to the northern city of Gijón.



Soon, Basilia makes new friends with whom to explore the new city. That was how she met the Málaga girl. A girl as sweet as mango with her friends and as tart as a raspberry in her responses to her suitors. With this girl, who would be her friend for the rest of her life, Basilia went to the Spanish summer festival that would mark the beginning of the Pardo family story. Because it was that night, dance after dance with the smell of chocolate and churros wafting through the air, when Basilia met Miguel, a young storekeeper that would never leave her side.




The newly coupled lovebirds are separated when Miguel is transferred to the Canary Islands to complete his military service. In his free time, he'd write long love letters to Basilia where he'd tell her all about how in Tenerife it was always summertime and that the air is perfumed with the aroma of figs and gardenias that remind him so much of the eau de toilette she'd use on special occasions. Upon his return, the bouquet Miguel gifted his future wife for their wedding day would also be of gardenias.



Shortly after, Basilia starts feeling a new life growing inside her. The first one to find out would be her cousin Encarna. Despite living far away in Sevilla, she has remained her trusty confidante over the years. Naturally, she responded promptly with utter excitement by the good news. She showers her with lavender and jasmine that Basilia uses to perfume the little garments she has already started to stitch in secret.





Her children have given Basilia a newfound drive to undertake new projects. One of Miguel's beloved nephews,  influenced by the social gatherings he attended in his latest trip to Barcelona, supports her in trying to convince her husband to open up a soap factory with the savings they have managed to gather. This would be the first step of a much more promising future that she couldn't have even dared to imagine.



Resolute, constant and hardworking, Basilia makes sure her offspring never go without. During the cold Madrid winters, when seasonal illnesses would start to appear, she would juice grapefruits and tangerines brought from the coast of Castellón, which she would mix with honey to make a cure-all potion. Perhaps it was her knowledge or simply chance, but this vitamin-packed remedy would spare her children of illnesses.



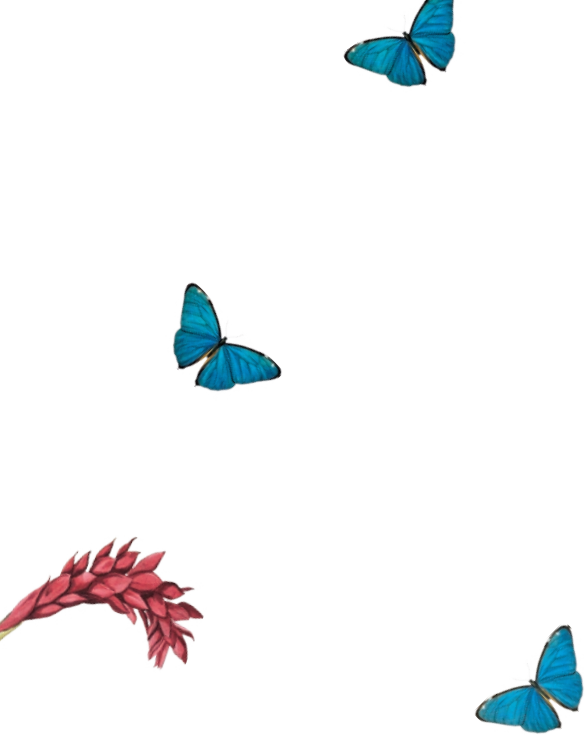


Hard work day after day didn't stop Basilia from dreaming. Sometimes her children would find her daydreaming while glancing over the poems of Federico García Lorca at Madrid's Cuesta de Moyano's book fair. Even if just for a moment, she could feel the sweet and fragrant aroma of blackberries and papayas from Granada's Alhambra, despite never having had the pleasure to visit its beautiful gardens.



The years pass by and during the agitated 1930s, the war creeps up on Basilia and her family in an ever more inhospitable Madrid. The winds blow of orange and ginger from Valencia, bringing promise and freedom with them. With her bags already packed, Basilia seems to ponder... what future awaits her in that city near the sea?



Three blue butterflies are scattered in the upper left area of the page. A branch with red, pointed flowers extends from the left edge into the middle of the page.

However, deep down, despite the feelings she had fostered of belonging to Madrid, Basilia always knew that her home was in La Alcarria. And with that same determination she had when abandoning it back in her youth, she defended it as a refuge for her family during the war. “This is our land. It will always provide us with a chance to forge ahead.” Her resolve was such that Miguel had no other option than to follow her and end up admitting she had been right.



The return to Madrid was tough: the war had left the soap factory in ruins and it was time to start anew. Basilia, filled with pride, watched how her children followed her example and brought up the company once more, reinventing it and boosting its growth with their renewed spirit. Years after, at a charming seafront hotel in Benidorm, a breath of fresh air materialized during what was the first family vacation of her lifetime. A small luxury she enjoyed like a child in a candy shop though she'd never admit it.





Many years later, one of her grandsons would speak of a trip to Ibiza he'd be taking that summer after finishing his studies and before joining the workforce at the soap factory. "Ibiza will be wonderful. But the real journey will start once you return," she thought while smiling through the window.

Basilia dedicated her entire life to her family and to her soap. And it is certain that she is smiling happily knowing that her descendants continue to follow in her footsteps.





Camino a Madrid, Fresas y Violeta
Madrid Bound, Strawberry and Violet
 6531



Gracias Gijón, Manzana y Ciruela
Thank you, Gijón, Apple and Plum
 6535



Plaza de Málaga, Mango y Frambuesa
Málaga Square, Mango and Raspberry
 6536



Sol de Tenerife, Higo y Gardenia
Tenerife Sun, Fig and Gardenia
 6532



Patio de Sevilla, Lavanda y Azahar
Sevilla Patio, Lavender and Jasmine
 6533



Tardes de Barcelona, Grosella y Nenúfar
An Evening in Barcelona, Redcurrant and Water Lily
 6543



Mar de Castellón, Mandarina y Pomelo
Castellón Sea, Tangerine and Grapefruit

6538



Paseo por Granada, Mora y Papaya
A Walk in Granada, Blackberry and Papaya

6539



Hola Valencia, Mandarina y Jengibre
Hello Valencia, Tangerine and Ginger

6537



Casa en La Alcarria, Verbena y Lavanda
Country House in La Alcarria, Verbena and Lavender

6541



Hotel en Benidorm, Rosa y Sándalo
Hotel in Benidorm, Rose and Sandalwood

6540



Luz de Ibiza, Bergamota y Violeta
Ibiza Sunlight, Bergamot and Violet

6542

Basilía's story

EPILOGUE



Each and every one of us who is part of the Pardo family enjoy the legacy that Basilia has left behind. Our history continues and, with everything that we do, every new product, every plan for the future, there is a part of Basilia. Every time we cross a border, we continue feeling that it is she who guides us and holds our hand along the way.







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