



FRAGRANZE

**Florence is increasingly becoming the international capital of artistic perfumery and research.**

**Positive feedback for the 16<sup>th</sup> edition of Fragranze: the scouting and selection of the latest ideas presented by the brands was greatly appreciated, the quality and buyer numbers confirm the fair's high level of internationality, with excellent performances by Germany, Spain, Switzerland, the Gulf states and the Far East.**

**Around 2,150 members of the trade in total from over 50 countries: great success for the talks at the Stazione Leopolda as well as "La Città delle Fragranze" - the new program of events featuring 48 extremely popular rendezvous around town.**

**The Pitti Immagine fair that presents the world's best artistic perfumery proposals ended yesterday at the Stazione Leopolda (Florence, 14-16 September 2018), with results and feedback that highlight its role as an international reference point for the industry. Appreciation was expressed for the latest ideas presented by the exhibitors, for the quality of the members of the trade attending and for the success of the program of events dedicated to the market and contemporary olfactory culture which were the protagonists of both the fair and the many venues around the town. In fact there was a high level of participation in the first edition of "La Città delle Fragranze" [The City of Fragrances] - the packed calendar of initiatives that encompassed Florence.**

**Around 2,150 buyers arrived from more than 50 countries to discover the latest ideas presented by the 190 *maisons* and brands that took part in this edition - 70% of which from abroad. The most significant figures regarded the international markets: the numbers of foreign buyers confirmed the high levels achieved at the last edition, with a total of almost 700 overall. The best performances were by buyers from Germany (+15%) and Spain (+12%), there was also growth in attendance from the Gulf states and markets in the Far East; attendance from France, Switzerland, Ukraine, Japan and United States remained steady; there was a slight drop in buyers from United Kingdom, Russia and Netherlands.**

**France was still at the top of the ranking of Pitti Fragranze's reference markets followed by Germany, Russia, Spain, Switzerland, United Kingdom, Ukraine, United Arab Emirates, Netherlands, Japan and United States.**

**There were around 1,450 registered buyers from Italy – basically confirming the figure for last year – with the quality of attendance increasing at every edition: in fact the buyers present at the fair represented the best stores, the best perfume boutiques and the most important Italian department stores.**

Pitti Immagine srl  
Via Faenza, 111 - 50123 Firenze  
T +39 055 369 31  
F +39 055 369 32 00  
[www.pittimmagine.com](http://www.pittimmagine.com)



*“We worked hard to create an edition that was even more focused on the selection and scouting of the artistic perfumery proposals” says Agostino Poletto, general manager of Pitti Immagine “presenting lots of products by emerging brands - showcased inside the Spring section - alongside the latest creations from the sector’s key names. We have heavily invested in an even richer and multi-faceted program of events that takes a closer look at the market and the cutting edge trends in olfactory culture. The results and quality of the buyers who came to Florence – all the top names in national as well as global retail – confirm the objectives we set ourselves. Fragranze is increasingly a privileged observatory on the innovations and trends in the world of fragrances. This is also confirmed by the strong public participation in the Talks at the Leopolda: 7 rendezvous and more than 10 special guests were involved in presenting the results of the first sector Observatory organized by Pitti Immagine and realized by Hermes Lab and the Università del Sacro Cuore in Milan; the series of meetings conducted by Chandler Burr on the emerging markets of the Far East as well as the focus on Vanilla and the other valuable raw materials from Madagascar curated by Mane. I will end by expressing my great satisfaction for the results obtained by “La Città delle Fragranze”, this edition’s brand new feature: the initiatives scheduled were very popular, with enthusiastic feedback received both from the members of the trade as well as the public of enthusiasts. And we would like to thank all the partners around the town who were involved in the project for making this possible”.*

Here are some of the figures for “La Città delle Fragranze”, the program of events organized by Pitti Immagine involving museums, historic buildings, gardens, perfume boutiques, concept stores and gourmet venues:

**48 events** in total, **28 locations** involved, **14 sold out guided tours**.

***We have collected some comments from the buyers that took part in this edition:***

**Samantha Schellhase, beauty buyer, The Kadewe Group, Berlin (Germany):**

*“I am really pleased to have come to *Fragranze*. The fair has a stunning layout and proposes a mixture of brands that are already well-established in the world of artistic perfumery and others that are new names but still top quality. I had the splendid opportunity of getting a close up view of some companies that I wanted to work with and some new partnerships were established thanks to *Fragranze*. I took part in the conference dedicated to the Asian market and the one about vanilla, the raw material from Madagascar, and found them both very interesting. And then there was the new feature of the connection between the fair and the city thanks to the rich calendar of events proposed: all this represented an important opportunity for encounter between members of the trade”.*

**Maurice Locke, owner, Osme Perfumery, Miami (United States):**

*“A wonderful event! The thing I appreciate most about *Fragranze* is that the companies allow you to spray the perfume and not just sniff the samples: enthusiasts know there is a big difference between these two actions. I knew many of the companies present at the fair, but I had never had a chance to learn so much about their products. Moreover the fair is held in the truly unique location of the Stazione Leopolda, full of beautiful vibrations that perfectly match the creativity of artistic perfumery.”*



**Marina Alberghini, owner, Cherry, Rome (Italy):**

“I have been taking part in *Fragranze* for many years now and find the presentation improves at every edition. I really appreciate the fact that the fair is reserved for members of the trade only, thus permitting greater space for debate between company and buyer. I was also very satisfied with the selection made by the fair that vaunted the return of some big names in artistic perfumery. The calendar of events was really very interesting and enhanced the value of the event.”

**John Ha (director) and Lisa Noh (CEO), Yurim Holdings, Seoul (South Korea):**

“This is the first time we have taken part in *Fragranze*. The fair is really special and exceeded our best expectations! Compared to other sector events, *Fragranze* is more focused and makes it possible to talk with greater ease to the exhibiting companies. For us it is essential to learn about the history and philosophy hidden behind a brand and the fair permits this type of direct confrontation between members of the trade. The organization is perfect and the App is really useful. We’ll definitely see you again at the next edition!”

**Hakam Al Qawasmi, general manager, Paris Gallery, Doha (Qatar):**

“This is the first time I have taken part in *Fragranze*. The location is incredible, everything is clear and easy to visit and the fair organization is impeccable. I discovered some very interesting companies with which I expect to begin a great working relationship.”

**Rosaline Lou, creator, The Scent Library:**

“In recent years the world of artistic perfumery has passed from just a few highly select names to a very broad portfolio of interesting companies. Clients are looking for an innovative, different concept and increasingly fast delivery. I believe that taking part in a fair like *Fragranze*, which offers an excellent mixture of new companies and established names in perfumery, is an essential event for all members of the trade”.