



FRAGRANZE

## **PITTI FRAGRANZE NO.16**

**The best international artistic perfumery in Florence  
from 14 to 16 September 2018**

**With over 190 brands from all over the world, Fragranze firmly keeps its consistent criteria of research, selection and careful attention to quality. This edition's updates: first observatory on artistic perfumery culture and fragrance market in Italy; a focus on Vanilla and the treasures of Madagascar; Chandler Burr's talk with China fragrances and Asian market's top experts; and the new calendar of events *Firenze - La Città delle Fragranze***

**From Friday 14 to Sunday 16 September, *Pitti Fragranze* is the Pitti Immagine fair-event that brings the best global artistic perfumery proposals to Florence.**

A unique observatory at the Stazione Leopolda on the most exclusive essences, the latest ideas in the field of beauty and wellness, as well as a selection of lines of cosmetics and sophisticated accessories proposed by **over 190 *maisons* and the most qualified brands together with the most interesting new talents on the world scene.**

A selection showing **high international participation rate: 70%** of the brands at this edition come from abroad.

Pitti Fragranze is also a well-established reference platform for the evolution of olfactory culture: every year, the sector's top names and most influential noses meet in Florence to discuss the latest trends and the unbreakable bonds and synergies between fragrances and lifestyles today.

### ***"Where does a fragrance begin and where does it end?": the THEME for Fragranze 2018***

The textured perception of an impalpable object: a fragrance, invisible to the senses until it is laid upon the skin, where it expands, revealing its true form. What shape does a fragrance have? What are its spatial boundaries and what is the duration of the sensation of something that has no substance? These are the topics that inspired the concept of the new Fragranze communication campaign and the fair's new layout. The references are the works of several important artists, undisputed masters of spatialism who have generated plastic reliefs and three-dimensional volumes created from a flat surface. As well as abstract light play where the space becomes a malleable surface. An enigmatic and fascinating theme that will be visually portrayed by the forms created by graphic designer **Diego Soprana** and displayed in the layout settings by architect **Alessandro Moradei**.

### ***Pitti Fragranze, a fair enhancing research, selection and olfactory culture***

*"Edition after edition Pitti Fragranze has become the paradigmatic place where to discover the latest ideas in international artistic perfumery", says **Agostino Poletto, general manager of Pitti Immagine**, "from the newest creations by the artistic perfumery's reference names, to emerging brands' products in an increasingly lifestyle dimension. This edition confirms the fair's focal points: great selection and attention to the quality of the products alongside high profile international scouting. Plus, the calendar of events related to contemporary olfactory culture which is increasingly rich and multi-faceted turns Pitti Fragranze into an observatory on the most topical trends in the world of essences. The special setting for it all is the city of Florence*

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which will host an enriched program of collateral events, with initiatives by our exhibitors and projects organised by Pitti Immagine. Because Florence is increasingly The City of Fragrances”.

### **The buyer NUMBERS for Fragranze**

The last edition of the fair, in September 2017, registered a total of **2,200 buyers** from more than **50 countries**; almost **700 of whom came from abroad** (a rise of **+2%**).

Leading the **ranking of the fair's reference markets** was **France**, followed by **Russia, Germany, United Kingdom, Spain, Switzerland, Netherlands, United Arab Emirates, Ukraine, Japan and United States**.

### **THE BRANDS at Pitti Fragranze**

Here are some of the brands taking part in this edition:

**Antica Barbieria Colla, Antonio Alessandria Parfums, Alysonoldoini, Bakel, By Terry, Bois 1920, Bruno Acampora Profumi, Calé Fragranze d'Autore, Caron, Carthusia I Profumi di Capri, Creed, Essenzialmente Laura di Laura Bosetti Tonatto, Farmacia SS. Annunziata dal 1561, Floris, Francesca Dell'Oro Parfum, Goti, Grandiflora Fragrance, J.F. Schwartzlose Berlin, Jul et Mad Paris, Ideo Parfumeurs, La Maison de la Vanille, Laboratorio Olfattivo, Laurent Mazzone Parfums, Maison Bereto – Fragranze in Arte, Mariella Martinato, Meo Fuscioni, Migone dal 1866, Miller et Bertaux, Miya Shinma Parfums, Montale Paris, Naomi Goodsir Parfums, Olivier Durbano, Optico, Parfumerie Générale, Parfums Dusita, Peccato Originale, RPL Parfums, Filippo Sorcinelli.**

The new names and returns to the fair include:

**3LAB, Anima Vinci, Baruti, Gallivant, Edward Bess, Ella K Parfums, Ephemera by Unsold, Les Bains Guerbois, Les Liquides Imaginaires, L'Odaites, Miller Harris, Mizensir, Parle Moi de Parfum, Regime des Fleurs, The Different Company, The Grey Men's Skincare, The Harmonist and Timothy Han.**

### **SPRING: the special area dedicated to new talents**

The area reserved for new names, fragrance lines making their debuts before international audiences and the new firms on the market ready to intercept the demand for innovation of the buyers that are most attentive to research. Here are the names:

**4160Tuesdays, Abel Vita Odor, Alchimista, Atelier Oblique, Bohoboco Perfume, CIATU - Soul of Sicily, Francesca Bianchi, Parco1923, Sammarco, Sergio Scaglietti, Simone Andreoli Diario Olfattivo, Soul Couture Parfum, Surface, Waters + Wild.**

### **INFLORESCENT: event/installation by Olfattorio**

In the days of Pitti Fragranze, Olfattorio presents "Inflorescent - Perfume in Art", a unique event that consists of two routes: the first at the Stazione Leopolda, with the presentation of the prestigious brands distributed by Olfattorio, and the second artistic at **Villa Favard**, Polimoda headquarters, with a series of installations dedicated to a selection of brands, and with the lecture of an exceptional guest as Nathalie Vinciguerra (Friday, September 14th).

### **The project-events for this edition:**

#### **“The Culture and market of artistic perfumery in Italy”**

#### **The first observatory on the experimental and artistic perfumery sector.**

An **economic observatory** organized by **Pitti Immagine** and conducted by **HermesLab** – a consulting and economic analysis firm - in collaboration with the **Centro ModaCult** of the **Università Cattolica del Sacro Cuore Milano**, will weigh up the sector data and present the



first study of the economic dimension of the sector and the market in Italy and in Europe. The first results of the study show that the industry is undergoing rapid growth and businesses are today called upon to face the difficult challenge of exceeding the boundaries of a niche market. A challenge which means going along with the growth of the market and expanding horizons on a global scale without putting at risk the characteristics of identity, creativity and uniqueness –typical of creative industries – that define the sector and have decreed its success.

***\_ RAW presents: “Madagascar and its amazing Raw Materials, Vanilla and other Treasures”, a special talk curated by MANE***

Vanilla contains a mystical power and strong references to one of its exotic countries of origin, Madagascar. For this reason, **RAW – the Pitti Fragranze format that gives space to the most important raw materials in perfume-making** – is showcasing this essence which lies at the center of many scent creations. At this edition, **on Friday 14 September**, at 10:30 am, a **special talk/presentation curated by MANE - the French company that is a world leader in the creation of fragrances** which has been run by the Mane family for over 150 years – will guide us through the discovery of the extraordinary olfactory richness of Vanilla with a compelling journey to Madagascar, the world's leading producer of Vanilla and other secret raw materials such as geranium bourbon and vetiver. Together with **Micaela Giamberti**, Fragrance Division Director of MANE Italy, Spain and Portugal, there will be **Tony Phan** (Natural Extracts Production Director) and **Julie Massé** (MANE Fine Fragrance Perfumer).

***\_ “Discovering planet Asia” - The programme of Chandler Burr’s talks***  
**Chandler Burr**, one of the fragrance world’s top experts, the American journalist and perfume critic for the *New York Times* – now a permanent presence at the fair – will dedicate **a special talk to China**, held at **Sala Conferenze at Stazione Leopolda**. **Asia** is a universe just waiting to be explored as well as a heavily expanding market that requires a precise knowledge of its rules in order to be approached. **Please find the program of talks by Chandler Burr and the protagonists of this edition below:**

Friday 14 September - at 2 pm

***“Material Girls: What Are the Scent Materials Asian Consumers Love Most?”***

An insight into consumers' perception and tastes with **Alex Lee** (nose of the fine fragrances creative team at MANE) and **Rosaline Lou** (creator and founder of The Scent Library).

Friday 14 September at 4 pm

***“How to make it in China and Japan: How to Get In and Not Land on Your Face”***

meeting focused on the market dynamics of the olfactory universe of two deeply different commercial and cultural worlds, with the participation of: **Lin Lin**, CEO of the China International Beauty Expo trade fair, **Ramdane Touhami**, polymath, multidisciplinary entrepreneur and creator of the brand L'Officine Universelle Buly, **Rosaline Lou**, Creator and Founder of The Scent Library.

Saturday 15 September - at 12 am

***“Ready to take-off? Asia & you, interactive scent game”***

which are the characteristics that make a fragrance suitable for the Far-East market? Let's find out with an interactive game on raw materials perception with the participation of all guests: **Lin Lin**, CEO of the China International Beauty Expo trade fair, **Ramdane Touhami**, polymath, multidisciplinary entrepreneur and creator of the brand L'Officine Universelle Buly, **Alex Lee**, nose of the fine fragrances creative team at Mane, **Arnaud Guggenbuhl** Marketing Director Givaudan Fragranze Europa, **Johanna Monange**, Global Director of L'Oréal, Creation, Design & Innovation Director Asia, IFF, **Rosaline Lou**, Creator and Founder of The Scent Library.



Saturday 15 September - at 2 pm

**“Personal POV: My Life in Asia’s Perfume Market”**

last episode with a close-up on the stories of **Johanna Monange** (Global Director of L'Oréal Greater Asia, Creation Design & Innovation Director, IFF) and **Arnaud Guggenbuhl** Marketing Director at Givaudan Europe.

Saturday 15 September - 4.30 pm

***“Olfactory Culture”: a contemporary look through some of the protagonists***

A Talk-presentation focused on the development of contemporary olfactory culture through various initiatives.

With the participation:

**Saskia Wilson-Brown** (The Institute for Art and Olfaction),

**Roberto Drago** (PerFumum)

**Dominique Brunel** (Nez - the Olfactory Magazine).

***What’s new: the calendar of events of***

***“FIRENZE - LA CITTÀ DELLE FRAGRANZE-CITY OF FRAGRANCES”***

During *Pitti Fragranze* there will be a packed calendar of events organized by the exhibitors in the Stazione Leopolda and around the city. An increasingly enthralling olfactory itinerary that will wind its way through museums, gardens, boutiques, concept stores and other venues around Florence, uniquely combining fragrances with art, literature and botany.

*(see specific press release)*

***“FRAGRANCES PATHS”:***

***a special map to sneak peek into Florence and Milan***

In Florence and Milan, the path of artistic perfumery for enthusiasts or simply for curious. On the occasion of this edition of Fragranze, Pitti Immagine publishes "FRAGRANCES PATHS", the first map of shops and boutiques dedicated to artistic perfumery in the cities of Florence and Milan: a unique and special map to smell and discover.

**Pitti Fragranze no.16**

**14-16 September 2018**

Stazione Leopolda



Viale Fratelli Rosselli, Florence

**Hours: 10.00 a.m.– 6.00 p.m.** Free admission for members of the trade

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