



FRAGRANZE

Pitti Fragranze is increasingly becoming the event dedicated to the most advanced olfactory and beauty experiences, blending market, culture and new scenarios.

Positive feedback for the 17th edition of Fragranze: for the selection and the scouting of the latest ideas presented by the brands and for the even more packed calendar of events featuring the main protagonists of the world of fragrances, talks on the sector's hottest topics and rendezvous around the city for olfactory culture enthusiasts.

Almost 2,000 members of the trade in total attended from 50 foreign countries.

The Pitti Immagine fair that presents **the world's best artistic perfumery proposals, the latest ideas in beauty and wellbeing** and the **most exclusive skincare lines** has ended at the **Stazione Leopolda (Florence, 13-15 September 2019)** amidst high appreciation for all the innovations presented by the exhibitors, the quality of the members of the trade in attendance and the high profile of the program of events which, over three days, featured the sector's biggest names, the protagonists of the fair as well as the many venues around Florence with *La Città delle Fragranze [The City of Fragrances]*.

Almost 2,000 members of the trade, slightly below the levels recorded a year ago, arrived from more than **50 countries** to discover the latest ideas presented by **170 maisons and brands** – over **70%** of which were from **abroad**. There were in excess of **600 foreign buyers: France** once again topped the ranking of Pitti Fragranze's key markets followed by **Russia, Germany, Spain, Switzerland, United Kingdom, Netherlands, Ukraine, United Arab Emirates, China, United States, Lithuania, Japan, Turkey and Australia**.

"It has been demonstrated that Pitti Fragranze is the place and the occasion at which the most advanced experiences in artistic perfumery and skincare are showcased" says Agostino Poletto, general manager of Pitti Immagine, "from a meticulous selection of key sector names to up-and-coming brands, with a scouting process that at every edition becomes increasingly functional to the requirements of perfumery stores and experimental shops. We are really satisfied with the great public participation and the extremely positive feedback received from buyers and press and with the program of events which was even more multifaceted and involving, almost like a festival: from the first retrospective exhibition dedicated to an absolute maestro like Jean-Claude Ellena, to the Fragranze Talks focusing on retail, skincare and the digital sphere, right up to the in-depth study by Mane on woods, and much more".

"We are also very aware that artistic perfumery is going through an important process of evolution – the results of our Observatory, the second edition of which we presented in the last few days, fully confirm this – and that both the Italian market as well as some important foreign markets are presenting some problems on the retail front. For this reason we pay a lot of attention to the quality of the attendance and intend to start working immediately on a new edition that aims to offer an even more unique Fragranze experience: crammed with input on all the latest ideas, on the protagonists and on the trends of a world that is increasingly molding the lifestyles of today".

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

Marion Faber, CEO di NAEGELE & STRUBELL (Vienna):

I liked this edition even more than the previous ones. It was more concentrated, possibly slightly smaller, but all the niche brands were present: not those that claim to be niche, but the ones that truly are. I found lots of new brands with which I would like to start working soon. I was really impressed! The fair program was also remarkable: Jean-Claude Ellena was a highlight, let's say he is actually the big star of the perfumery world and to have him here today is an incredible added value. The retrospective dedicated to his work was a beautiful idea and I really liked the way the fragrances were presented. Another added value was the App which made it really easy to move around the fair, and the restaurant with its excellent gastronomic offering.

Arielle Shoshana, owner, Arielle Shoshana Scented Luxuries, (Washington DC):

Pitti Fragranze is wonderful, you've done an incredible job. The level of selection is high and the mixture of established brands and emerging names is excellent. I really appreciated the focus on the world of skincare, a truly growing sector, which I found topical and very useful. The Jean-Claude Ellena retrospective experience was an excellent idea: many of his perfumes are difficult to find and being able to discover them all together was a really beautiful moment. Perfect organization and splendid work with us buyers. I really liked the inaugural cocktail party where I met many members of the trade: a truly useful moment of encounter and exchange.

Edorado Bertozzini, owner, Profumeria Bertozzini (Rome):

The structure of the fair is always very welcoming, the atmosphere is really tranquil compared to other fair events. I would define Pitti Fragranze as an exhibition more than a regular fair, the stands have more space than in the past for the presentations which are personalized and well prepared. My family and I –our perfume store has now reached the fourth generation! – have always attended because Fragranze represents an opportunity for making contact with the companies we work with as well as for carrying out research and scouting for new names. Moreover the location of the Stazione Leopolda is truly beautiful.

Vivienne Zhu, Product Development Director, Beast (Shanghai):

This is the first time I have attended Fragranze. I find it to be a truly professional fair that presents very interesting niche brands. I was looking in particular for original concepts and new materials and my expectations were more than satisfied: I made contact with some Italian as well as other international brands for my store. The fair is not huge but it is very concentrated, focused on the niche segment, and the layout is really fashionable.

Fleur Kenny, Assistant Buyer, The Conran Shop (London):

This is the first time that I have attended Pitti Fragranze and I was really struck by the quality. The fair presents an excellent mix of super exclusive brands from all over the world. I was interested in both the world of perfumery and that of skincare, as long as they are distinguished by a green philosophy, like sustainable packaging and rechargeable products, obviously as well as eco-friendly contents. These are all aspects our clients want from us: nowadays attention to the environment is no longer a trend but an established reality. With the exhibition, the organized talks and the setting in which everything is hosted, the fair is a really excellent combination. The presentations are beautiful, not too formal, and the atmosphere is relaxing.



Christopher Hughes, owner, Cow (Stockholm):

Fragranze is really incredible! This is the first time I have attended Fraganze but I have already understood that it will become an unmissable rendezvous in my calendar. The location is fantastic, the space is very luxurious and fully mirrors the fair proposals. I am here to meet other retailers and members of the trade – I believe that comparison is a very important aspect of our work – as well as to find new brands with which to collaborate for my store, and I can say that I am more than satisfied. There is also a super calendar of events. I don't usually take part in the fringe events organized by fairs, but this time my wife – and business partner – ordered me to make sure I didn't miss a single talk. Joking aside, the program includes a good mix of topical subjects, plus Chandler Burr and Jean-Claude Ellena are the superstars of the world of perfumery, so what more can I say.