



FRAGRANZE

Pitti Fragranze no. 17

**From 13 to 15 September 2019 at the Stazione Leopolda,
the latest rendezvous with *Fragranze*
the Pitti Immagine fair-event that brings
the best international artistic perfumery proposals to Florence**

At the Stazione Leopolda, a unique stage, a special audience, a select and authoritative meeting place dedicated to the **best artistic perfumery proposals**, the latest ideas in beauty, wellness, wellbeing and the most exclusive skincare lines presented by **150 of the most qualified *maisons* and brands**, as well as the new talents on the world scene.

From Friday 13 to Sunday 15 September, *Pitti Fragranze* is the unmissable rendezvous that, every year, calls the top sector names and the most prestigious noses to Florence to discuss the latest trends and the most advanced experiences in selective perfumery, as well as the links between fragrances and lifestyles today.

The theme of Pitti Fragranze 2019:

Il velamento è essenziale per la bellezza, impedisce che venga denudata e svelata.

The veiling is essential for beauty, preventing its undressing and unveiling.

(Walter Benjamin)

The image that illustrates the new edition was created and developed around the pairing of art and beauty. Beauty as harmony, a dynamic and changing entity, in which we have to learn to be and move around. Graphic artist Diego Soprana was inspired by the art of Antonio Canova and Gian Lorenzo Bernini for the new visuals: the contact and the intertwining, like essences on the skin, the contemporary classic, the sublime and the veiling.

Pitti Fragranze presents the most advanced olfactory experiences, from market to culture

"Pitti Fragranze is increasingly the preeminent place for discovering the latest ideas in international artistic perfumery as well as its most advanced experiences" says Agostino Poletto, General Manager of Pitti Immagine "from the key sector names to the emerging brands that rendezvous in Florence with the international community of protagonists of high beauty and its most lifestyle dimension. This edition confirms the fair's strengths: great selection and attention to the quality of the products flanked by high profile international scouting. And then there is the calendar of events on contemporary olfactory culture, which is always increasingly rich and multifaceted, making Pitti Fragranze a truly unique observatory. From this edition's special guest, an undisputed maestro like Jean-Claude Ellena, to the calendar of the Fragranze Talks focusing on the more advanced dimension of retail in perfumery – from staff training to the design of the physical and virtual spaces – on skincare and lots more. So we invite you to immerse yourselves and participate in the fair experience as well as all the initiatives held around town for La Città delle Fragranze [The City of Fragrances]!"

The buyer NUMBERS

The last edition of the fair, in September 2018, registered a total of **around 2,150 buyers** from over **50 countries**; almost **700** of which **from abroad**.

The **ranking of the fair's key markets** is led by **France**, followed by **Germany, Russia, Spain, Switzerland, United Kingdom, Ukraine, United Arab Emirates, Netherlands, Japan and United States**.

Pitti Immagine srl
Via Faenza, 111 – 50123 Firenze
T +39 055 369 31
F +39 055 369 32 00
www.pittimagine.com



The BRANDS at Pitti Fragranze

Among the **BRANDS** taking part in this edition we highlight:

Acampora Profumi, Affinessence, Alysonoldoini, Anima Vinci, Anna Paghera, Antonio Alessandria Profums, Arte Profumi, BDK Profums, Bentley Fragrances, Biehl, Björk & Berries, By Terry, Byredo, Caron, Ciro, Coola Suncare, David Jourquin, Diana Vreeland, Diptyque, Edward Bess, Ella K Profums, Essenzialmente Laura – L. Bosetti Tonatto, Evidens de Beauté, Farmacia SS. Annunziata dal 1561, Fragonard, Flumen, Hervè Gambs, Goti, Goutal, Il Profvmo, In House Fragrances, Ingrid Millet, Insium, Jardin de France, Kajal Profums, L'Arc Profums, L'Artisan Parfumeur, Laboratory Perfumes, Lalique Profums, Liquides Imaginaires, Marcel Franck, Mariella Marinato, Miller Harris, Olivier Durbano, P. Frapin & Cie Profums, Parfum Dusita, Patyka, Peccato Originale, Penhaligon's, Place des Lices, Rebatchi, Scent Bar, Sjal Skincare, T. LeClerc, Teatro Fragranze Uniche, The Different Company, The Gate Fragrances Paris, Timothy Han, Verdùu, Widian AJ Arabia, Zarkoperfume, 2787 Perfumes.

Among the **NEW NAMES** and **RETURNS** at the show:

Activist, Alex Simone, Catherine Omai, Dorin, Essential Profums, Familia-Familia, Henua, Hermetica, Ipsum, Julisis, Heinrich Barth, Le Prunier, Les Nereides, Lladro, Lucien Ferrero Maître Parfumeur, Marine + Vine, Mendittorosa, Nuori, Pekji, Radice Apothecary, Regalien, Révive, Rivoli Genève, Stories By Eliza Grace, Ubuna, Washington Tremlett, Welton London, XPEC, 8 Faces.

*With the special participation of **NEZ - The Olfactory Magazine**.*

SPRING: focus on new talents

This area of the show is reserved for new names, fragrance lines recently launched on the market and the first appointment with the international public, selected by Pitti Immagine to intercept the needs of the most research-conscious buyers.

Among the brands that have already confirmed their participation in **SPRING**:

Aqua dos Açores Atlantic Ocean, Acqua delle Langhe, AER Scents, Atelier Materi, Bohoboco Perfume, Bravanariz, Coreterno, Francesca Bianchi, Mésonsol, Parco 1923, Prosody London, Sana Jardin, Step Aboard.

HEADLINER EVENTS at this edition:

“Jean-Claude Ellena. A retrospective”

The special guest of this edition, extraordinary nose **Jean-Claude Ellena** is a recognized international talent and creator of best-selling perfumes and books about scents. His olfactory masterpieces and a series of images will be at the center of an experiential installation in the spaces of **Stazione Leopolda: a first major retrospective on the maestro's life and career** curated by **Chandler Burr**. In addition, Pitti Fragranze will host a conversation/interview conducted by Chandler Burr, to tell the elusive story of Elena's perfumes.

Woods, in the Scented Forest

RAW, the Pitti Fragranze format that dedicates space to the most important ingredients in perfume, makes room for **wood**, a protagonist at the heart of many olfactive creations. **Mane**, an international French leader in the creation of fragrances, chronicles the paths of woods: their origins, secrets, trends and progressions.



The Fragranze Observatory

The latest installment on the culture and market of international artistic perfumery

The second edition of the Observatory organized by **Pitti Immagine** and conducted by economist **Marco Richetti** examines the economic dimension of the artistic perfume industry and the evolution of the business model for the perfume sector, **with a focus on the economic sustainability of the sector's business models, and with an analysis of the distribution system and its future prospects.**

PITTI FRAGRANZE TALKS:

key themes and the latest trends

A series of conversations on the hot topics of the artistic perfumery and skincare, the interlocutors here are key industry players: noses, critics, buyers and storeowners, beauty experts, economists and journalists. Moderated by **Julia Ahtijainen**, founder of The Frankly Speaking agency, with the participation of **Chandler Burr** - famous perfume critic and Pitti Fragranze ambassador.

— “THE COMMUNICATION OF A SCENT”

The words for saying something, the gestures for proposing it: a journey through the communication of perfume, for educating and opening the path to new approaches.

— “A PLEASANT WELCOME:

Design matters in the online/offline retail”

An open conversation on how to design for and understand the needs of today's consumers vis-à-vis the world of mono-brands and multi-brands.

— “LIKE A SECOND SKIN: TRENDS AND THE FUTURE.”

Perfect skin, for men and women, is the goal. A special focus on the world of skincare amid trends and future projections.

Digital Workshop, brand new for this edition

The digital sphere as an enrichment of the brand experience: the presentation conducted by **Ivano Cauli** and **Julia Sokolova**, digital transformation experts from **Openmind**, will tackle the most important aspects of the digital sphere, from branding to the user experience.

La Città delle Fragranze [The City of Fragrances]

Beyond the doors of the Stazione Leopolda there is a calendar of events, meetings and in-depth initiatives for members of the trade and perfume enthusiasts. New features at this edition include the olfactory visit to the **Romanzo Breve di Moda Maschile--A Short Novel on Men's Fashion exhibition** realized in collaboration with the **Uffizi Gallery** that presents thirty years of men's fashion, from 1989 to today, as seen through the lens of Pitti Immagine Uomo.

Rinascente Firenze meets Pitti Fragranze

Among the special initiatives in the city also that of Rinascente Firenze, which presents the project **The Art of Fragrance** in its Craft Gallery: a selection of excellence, craftsmanship and made in Italy of cult fragrances.



PITTI FRAGRANZE N.17

13-15 September 2019

Stazione Leopolda

Viale Fratelli Rosselli, Florence

Hours: 10.00 a.m.– 6.00 p.m.

Free admission for members of the trade

www.pittimmagine.com

Follow us on

Twitter @Pitti_Immagine

Facebook @PittiFragranze

IG@pittimmagine

