



FRAGRANZE

## Fragranze: in Florence, Together Again!

**From 17 to 19 September 2021,  
the world of international artistic perfumery returns to Florence  
to present the latest news  
and trends of the future of olfactory culture**

**From Friday 17 to Sunday 19 September 2021, at the Stazione Leopolda, Pitti Fragranze returns to take place**, bringing to Florence the leading industry names and the most prestigious noses, to discuss new trends and the most advanced experiences in artistic perfumery, as well as the link between fragrances and lifestyle today.

**“Fragranze is the first event in the sector to return to being held in person** after the long forced break,” says **Agostino Poletto, general manager of Pitti Immagine**. “In recent months we have worked to offer international perfumery professionals a physical edition and a unique experience, which will explore the latest creations of a **selection of around 140 brands from all over the world**, including established Maison and the most innovative brands, immersed in an elegant and refined atmosphere. The **most respected perfumers** will present their creations alongside exciting **young talents of the special Spring section**, but also **beauty lines and the most innovative products related to well-being and lifestyle**. Fragranze returns to open its doors to the international community, it does so in a physical way and at the same time in a digital dimension on our Connect platform, and as always it will offer an all-round vision - also thanks to its program of special events, talks and presentations - of an ever-expanding market segment.”

### **Events, projects, and special participations:**

Pitti Fragranze returns to present artistic perfumery, market trends, and the more contemporary olfactory culture, also thanks to a series of events and special projects presented by Pitti Immagine and exhibitors at the fair, featuring key industry players and also personalities linked to lifestyle and the most innovative forms of marketing and communication.

#### **Ralf Schwieger is the Special Guest of Pitti Fragranze**

Ralf Schwieger, one of the preeminent perfumers working today, is the Special Guest of this year's edition for Fragranze. Fragranze's artistic director Chandler Burr has curated a major new exhibition – **Ralf Schwieger: A Retrospective** – the show exhibits Schwieger's most important career works from 1999 to today in a fully experiential installation in the Stazione Leopolda. On the main stage's Chandler Burr In Conversation with Ralf Schwieger (**Friday 17 September, 4.00 pm Conference Space**) the artist will guide the audience through his creative processes and raw materials, all of which will be distributed during the conversation to audience members for simultaneous participation.  
*(see specific press release)*

#### **Raw by MANE presents “E-Pure Jungle Essence™: the re-birth of enfleurage”**

In a fascinating innovative hybrid of a 16th-century extraction method with 21st-century technology, MANE reinvents the historical technique of enfleurage, one of the oldest extraction methods used to obtain fragrances from flower petals. Mane's new range of 100%-natural advanced enfleurage extracts are the focus of this year's edition of RAW, the Pitti Fragranze format that features perfumery's most important raw materials, where three floral extracts will be experienced by the audience: the iconic Jasmine Grandiflorum, the mystical Red Champaca, and the surprising Jasmine Sambac, with a special presentation on **Friday, 17 September (4 pm, Conference Room)**.

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Here are the guests that will take part in the presentation-event at the Stazione Leopolda: Micaela Giamberti (Fragrance Division Director, MANE Italy, Spain and Portugal), Cyril Gallardo (Ingredients Director MANE EMEA), Mathilde Voisin (Ingredients Marketing Manager, MANE EMEA), Véronique Nyberg (Vice President Perfumer & Creation Fine Fragrance, MANE EMEA) Ralf Schwieger (Perfumer, MANE New York).

### **The GurīnTalk: Freedom in error**

Among the scheduled events - **Saturday 18 September, 12.00 pm, Conference Room** - there is also **“The Gurīn Talk: Freedom in error”, a conversation to discover the infinite possibilities that a creative stumble can bring.** Architect and designer Gentucca Bini and botanist, landscape architect and writer Antonio Perazzi will share their respective experiences in the field of fashion and gardening, and an approach to high perfumery storytelling that develops more completely the concepts of diversity. A presentation curated by the journalists Cristina Manfredi and Laura Bianchi.

### **Pitti Fragranze goes digital as well, on Pitti Connect**

The physical dimension at the Stazione Leopolda is supported and integrated by the digital one thanks to the Pitti Connect platform – online from 7 September until 22 November – the resource allowing a discovery journey among the Fragranze brands, integrating the opportunities to network, generating contacts with exhibitors, discovering more editorial content, and – new at this edition – the possibility to book appointments during the fair in advance, online!

### **Among the brands participating in Fragranze:**

19-69, 3lab, Abaton, Absolument Parfumeur, Alexandre.J, Ambuja, Angela Ciampagna, Apotcare, Apothia, Atelier Oblique, Balmain Paris, Barberians, Baruti, Bel Rebel, Boadicea The Victorious, Bougies Rigaud, Brecourt, Casamorati, Cherigan, Christian Tortu, Christian Provenzano, Ciro, Comporta, Danhera Italy, Deage, D’Orsay, Ecooking, Edward Bess, Electimuss London, Elementals, Escentric Molecules, Essenzialmente Laura di Laura Bosetti Tonatto, Evidens De Beaute', Fabrizio Tagliacarne, Farmacia SS. Annunziata Dal 1561, FI-NE, Fragonard, Fragrant, Francesca Bianchi, Franck Boclet Parfums, Frassai, Graham & Pott, Hedonik, Hermetica Paris, HFC, Höbepbergh, Hung, Il Cremonese 1715, Ilk Perfume, Ineke, Insium, Ioxel, Isabey Paris, Kajal Perfumes, L:A Bruket, La Maison De La Vanille, La Manufacture, Label, Laurent Mazzone Parfums, Les Bains Guerbois, Les Nereides, Linari Fine Fragrances, Locherber Milano, L'odaïtès, Lucien Ferrero Maître Parfumeur, M.Micallef, Maa Althahab, Maison Ianne', Maison Tahité Office Creative Profumi, Malbrum, Masque Milano, Matière Première, Memoize London, Milano Fragranze, Molinard Parfums, Moth And Rabbit, Mutis Perfumes De La Nueva Granada, Neandertal, Noble Isle, Olivier Durbano, Omnia Luxury Trade, Ormaie, Parfums Dusita, Pana Dora Sweden, Parle Moi De Parfum, Pekji, Ph Fragrances, Philip B, Photogenics LA, Place des Lices, Première Note, Rajani, Ramon Monegal, Regalien, Renaissance, Rhizome, Roads, Roja Parfum, Simone Andreoli Diario Olfattivo, Son Venin, Spirit Of Kings, State Of Mind, Teatro Fragranze Uniche Firenze, The Essential Blend, The Gate Fragrances Paris, The Laundress, The Spirit Of Dubai, Timothy Han Edition, Trudon 1643, Uermi, Widian Aj Arabia, Wiener Blut, Xerjoff, Yanina Yakusheva, Yohji Yamamoto Parfums, Yvra e Zenology.

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

This area is reserved for new names, fragrance lines recently launched on the market and debuting with the international public, selected by Pitti Immagine to intercept the needs of the most research-conscious buyers. These are the SPRING brands of this edition:

**Anconú, Astrophil & Stella, Bohoboco, Brera6 Perfumes, FUMparFUM, Luce Di Sorrento, Metaphysica, Olfacto Luxury Fragrance, Parco1923, Parfumèide, Pure Sense, Rubini, Sikelia Parfums, Step Aboard, Voskanian Parfums.**



## Events Calendar - Stazione Leopolda:

### Friday, 17 September

**h 11.00am:**

**Ralf Schwieger: A Retrospective – Opening of the exhibition**

**\*h 12.00pm:**

**RAW by MANE presents E-Pure Jungle Essence™: The Re-birth Of Enfleurance**  
Conference Room

**h. 2.00pm: Campomarzio70 presents Matière Premère**

Conference Room

**h. 3.00pm: Haute couture perfumery. The tutus by Roberto Capucci and the perfumes by Laura Bosetti Tonatto for White Swan and Black Swan of Les Etoiles**

Conference Room

**\*h. 4.00pm: Chandler Burr in conversation with Ralf Schwieger**

Conference Room

**h. 5.00pm: Molinard, Molinard, Habanita The Century**

Conference Room

### Saturday, 18 September

**\*h. 12.00pm: The GurinTalk: Freedom in error**

Conference Room

**h. 3.00pm: Abaton - Il Chinotto di Savona: perfumes, flavors, and curiosities about a unique raw material**

Conference Room

**h. 4.00pm: Essential Memories for Belmond Hotels. An Italian journey perfumed by Laura Bosetti Tonatto.**

Conference Room

**h. 5.00pm: Label, Note by Note. The Art of Layering**

Conference Room

*\*by registration only [rsvp@pittimmagine.com](mailto:rsvp@pittimmagine.com)*

Simultaneous translation service available for some of the talks

For all the events at the Stazione Leopolda and in town, please visit:

***[fragranze.pittimmagine.com](http://fragranze.pittimmagine.com)***

### **Pitti Boys & Girls wear PIERRE LOUIS MASCIA and AT.P.CO**

Pitti Immagine would like to thank LOUIS MASCIA and AT.P.CO for its contribution in dressing the Pitti Boys & Girls.



**PITTI FRAGRANZE N.19**

**17-19 September 2021**

**Stazione Leopolda**

Viale Fratelli Rosselli, Florence

**Opening hours: 10.00 – 18.00**

Free admission for members of the trade

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