



**Pitti Fragranze launches the
VIRTUAL WELLNESS EXPERIENCE:
from 7 to 21 September,
rendezvous on Pitti Connect
with presentations, talks, online lectures:
world beauty experts describe the new trends**

Pitti Fragranze is increasingly digital. The **Virtual Wellness Experience** will be held from 7 to 21 September: a series of online rendezvous starring experts from the world of perfume, beauty and wellbeing to discover the latest trends and new scenarios of the cosmetics industry that is going through a profound evolution. From the live Talks conducted by Julia Ahtijainen of Heaolu Club, to the *lectures* by professors from prestigious international universities, from the conversations of perfume critic and Pitti Fragranze ambassador, Chandler Burr, with illustrious perfumery guests to the research of MANE, a leading company in the production of raw materials, Pitti Fragranze will present a calendar of events all ready to be discovered.

The digital rendezvous will be broadcast through The Billboard, the new web magazine that accompanies the Pitti Connect platform to enrich the experience of discovering the Pitti Fragranze brands.

Here is the complete calendar of the events visible on The Billboard at this link: fragranze.pittimmagine.com

_ MONDAY 7 SEPTEMBER 3.00 P.M.

RAW by MANE presents

“Lavender: a timeless journey”

RAW, the Pitti Fragranze format that makes room for the most important raw materials in perfumes curated by MANE - the French firm and world leader in the creation and production of fragrances – pays tribute to Lavender, an ingredient distinguished by a long ritual tradition, that is once again the protagonist of the moment.

The participants: **Micaela Giamberti**, Fragrance Division Director, MANE Italy, Spain and Portugal; **Cyril Gallardo**, Ingredients Director MANE EMEA; **Giulia Cavaliere**, Marketing Manager Fragrance Division, MANE Italy; **Mathilde Voisin**, Ingredients Marketing Manager, MANE EMEA; **Véronique Nyberg**, Vice President Perfumer & Creation Fine Fragrance, MANE EMEA; **Richard Herpin** Perfumer, MANE New York.

_ TUESDAY 8 SEPTEMBER 3.00 P.M. – LIVE EVENT

Pitti Fragranze Talk.

“Plant Talk: rituality and the new definition of green”

During this round table, plant artist and garden stylist **Satoshi Kawamoto** will present a live installation from his Green Fingers Market store in via Savona, Milan, which will remain open to the public until the end of September. Satoshi San has created an interesting concept that plays with the idea of the natural perfumes emanated by some plants. The protagonist is the



Japanese culture story, where rituality is combined with increasingly green natural active principles. Participating in the Talks are: **Raffaella Grisa**, founder of the WA:IT Botanicamente brand; **Ugo Maria Morosi**, founder of the Parco 1923 brand; **Gianluca Cantaro**, a journalist who is an expert in Japanese culture.

Live event, moderated by Julia Ahtijainen, Heaolu Club founder.

_ WEDNESDAY 9 SEPTEMBER 3.00 P.M.

Pitti Fragranze Talk. The art of incenses: Chandler Burr in conversation with Hiro Nakayama

Perfume critic and Pitti Fragranze ambassador **Chandler Burr** encounters **Hiro Nakayama**, Scent Communicator and Digital Marketer, to talk about the world of incenses, one of the most ancient and universal forms of perfumery. A journey into the Japanese olfactory tradition to discover secrets and recipes from over 1000 years ago.

_ THURSDAY 10 SEPTEMBER 3.00 P.M.– LIVE EVENT

Pitti Fragranze Talk. “New trends, beauty tech and innovation”

The innovation and evolution of beauty technology, a new generation of intelligent gadgets that promise ageless skin and an impeccable face: all the new anti-aging trends – and their use in post-Covid hospitality – are presented by **Giorgio Favia**, esthetic plastic surgeon; **Raffaella Gregoris**, founder of Bakel skincare and **Alexander Hübner**, founder of Le Bijou in Switzerland.

Live event, moderated by Julia Ahtijainen, Heaolu Club founder.

_ FRIDAY 11 SEPTEMBER 3.00 P.M.

Pitti Fragranze Lecture. “Active ingredients and the importance of bio-tech”

The new perception of post-COVID19 beauty products according to the Professor of Pharmaceutical Chemistry and Toxicology, **Stefano Manfredini**. Dr. Manfredini is the Coordinator of the degree course in Pharmacy; Director of the Master's degree course in Cosmetic Sciences; Director of the Advanced Training Course in Dietary, Nutraceutical and Herbal Supplements; Director of the Training Course for Qualified Cosmetic Reps; Director of the School of Perfumery at the Accademia delle Tecniche Nuove (Milan and Ferrara), Faculty of Medicine, Pharmacy and Prevention, Life Sciences Department.

_ TUESDAY 15 SEPTEMBER 3.00 P.M.– LIVE EVENT

Pitti Fragranze Talk. “Routines that push forward”

The Western lifestyle is compared with alternative ways of living. Changing habits to rediscover our equilibrium, harmonizing mind and body through meditation and small daily gestures. Journalist **Chiara Bottoni** (MFF) will examine the meaning of racing and 'running marathons' in fashion; mentor **Leila Sadeghee** will talk about yoga and its connection to the mind, body, and soul, while nutritionist **Roki Prunali** will speak about food as a fuel. **Live event, moderated by Julia Ahtijainen, Heaolu Club founder.**



_ WEDNESDAY 16 SEPTEMBER 3.00 P.M.

Pitti Fragranze Lecture. “Transforming Trauma: Well-being after Covid-19”

Clinical psychologist **Sandra Mattar** will analyze post-Covid-19 psychological trauma and changes in the concept of well-being. Dr. Mattar is Assistant Professor of the School of Medicine at Boston University; a clinical psychologist at the Boston Medical Center dedicated to refugee health and human rights; Supervisor of the Center for Multicultural Training in Psychology; Associate Editor for the Journal of Psychological Trauma: Theory, research, practice and policy of the American Psychological Association.

_ THURSDAY 17 SEPTEMBER 3.00 P.M.

Chandler Burr in conversation with Laura Tonatto

Perfume critic and Pitti Fragranze ambassador **Chandler Burr** meets up with **Laura Tonatto** from *Essenzialmente Laura*, a professional ‘nose’ known all over the world, who has been creating perfumes for major cosmetic companies and customized mélanges since 1986. Laura Tonatto has curated various exhibitions all over the world and has created a bespoke collection for Queen Elizabeth II of England. In 2012, with a decree by the President of the Republic of Italy, Giorgio Napolitano, she was honored with the *Cavaliere Ordine al Merito della Repubblica Italiana* (Order of Merit of the Republic of Italy).

_ MONDAY 21 SEPTEMBER 3.00 P.M.

Wellness@Mane

The concept of Wellness at this particular historical time is experiencing a profound evolution, passing from rare to everyday, from episodic to essential, from luxury to dominant lifestyle value, creating new challenges and new opportunities in the world of fragrance. Conversation with **Miranda Gordon**, Vice President, Marketing – Fine Fragrance MANE New York.

Florence, 7 September 2020