



FRAGRANZE

FRAGRANZE no. 20
is waiting to welcome you to Florence:
from 16 to 18 September at the Stazione Leopolda.

The title-theme of this edition is
The 5 senses issue

Discover all the new features, protagonists and special events!

The 20th edition of Pitti Fragranze, the **Pitti Immagine** fair dedicated to the **world of international artistic perfumery**, is staged from **16 to 18 September** at the **Stazione Leopolda in Florence**. The rendezvous that brings the top sector names and the most prestigious noses to Florence is presenting an edition packed with new ideas, debuts, special guests, events and unmissable talks. Due to its persistent approach to research and exclusivity, Fragranze has become a true point of reference for the market and fragrance enthusiasts, and for all the latest trends in skincare and wellbeing.

***The 5 senses issue*: theme of the 2022 fair**

“After a sensorially difficult time” **says Agostino Poletto, general manager of Pitti Immagine**, “in which distance, detachment and absence have prevailed, going back to feeling in a total, complete, synergic way represents a desire, a necessity, a rediscovered opportunity. This is the message we are launching from Fragranze with ***The 5 senses issue***. Because to deeply live an experience without isolating a sense, listening to it as a part of everything, like a concert of information, amplifies the perception and is exciting. At last.”

“For this reason, we are preparing an edition that has been conceived as an amplified experience of the senses. From the new ideas presented by the **protagonist companies and brands** – there will be **around 160 at this edition**, from leading names in the world of fragrances and beauty lifestyles to up-and-coming firms making their debut – to the intense program of events, special guests, participations and talks, featuring interactive experiences. We will also be taking stock of the latest trends and launching new ones.”

The 5 senses issue has inspired a **visual communication campaign** in which essential, solid, generous brush strokes trace imaginary petals, ready to disintegrate and suggest something else. Strokes that surpass the surface to become substance, emanating perfumes, pigments, almost allowing themselves to be touched. With references to Sergio Scatizzi's 'informal' roses, to the polychromy dripping of Damien Hirst's "Cherry Blossom". In the claims that accompany this edition the perceptions are deliberately crisscrossed, integrated, added to each other:

Touch my smell, Hear my skin, See my lips, Taste my scent, Smell my eyes.

News about the events, guests and special participations:

Pitti Fragranze is once again showcasing artistic perfumery, the themes and protagonists of the most contemporary olfactory culture also thanks to a series of events and special projects, presented by Pitti Immagine and by the brands taking part in the fair. Here is a heads-up about what is happening at the Stazione Leopolda:

Special Guest: Alessandro Gualtieri aka THE NOSE

Alessandro Gualtieri, known in the sector as **The Nose**, the creator of Nasomatto and Orto Parisi, is this edition's Special Guest. He has designed **THE ALCHEMICAL WALL** for Pitti Fragranze: an interactive physical experience which visitors will be able to discover at the Stazione Leopolda.

(see specific press release)

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RAW BY MANE PRESENTS 'THE ROSE: REINVENTING ICONICS'

MANE reconfirms its presence at Pitti Fragranze 2022 with a multisensorial journey through the re-discovery of the Rose. The undisputed queen of Perfumery history opens up to new olfactive scenarios thanks to MANE's over 150-year experience in the selection and extraction of natural raw materials. Source of inspiration for painters and poets over the centuries, protagonist in the sacred texts of China, ancient India and Greek mythology, the Rose has always been a strong symbol of femininity, passion and beauty. MANE reinvents this ingredient through different territories' exploration, being able to reveal the best olfactive profile of the raw material; sustainable co-extractions to exploit the synergetic combination of different ingredients as an alternative to more traditional extracts; biotechnologies and up-cycling green processes to face the new challenges of nature. Showcasing a series of raw materials and olfactive creations, the conference titled **'The Rose: Reinventing Iconics'** will take place on **Friday September 16th at 11.00am** at the Leopolda station in Florence and will be curated by Melanie Duhamel (Fragrance Division Director, MANE Italy, Spain and Portugal), Cyril Gallardo (Ingredients Director, MANE EMEA), Mathilde Voisin (Ingredients Marketing Manager, MANE EMEA) and Mathieu Nardin (Perfumer, MANE Paris)

Trésors de l'Osmothèque

For the first time at Pitti Fragranze, the Osmothèque, the first historic archive dedicated to perfume, located at Versailles, will recount the incipit: from where all perfume stories started. The prestigious French institute is a regular living archive, whose aim is to preserve original formulas and reconstruct the ones that have been lost – with a collection of over 5,000 scents, which has been preserving and researching the history of fragrances since 1990 - and to project this immense heritage into the future. In particular, the focus of the story will be the rose and the great perfumes in which it has been the protagonist. The Osmothèque joins the fair with a special area dedicated to its incredible archive and a focus on the rose and the great perfumes in which historically it has been the protagonist. In addition, **Saturday 17 September, at 11.00am** in the Talk Area, a special presentation held by **Isabelle Chazot, President of the Scientific Committee of l'Osmotèque.**

Talk – Sense the Senses

Friday 16 September at 4.00pm (Talk Area – Stazione Leopolda), **Giovanna Zucconi**, journalist, writer, and fragrance enthusiast, coordinates a meeting on the 5 senses, the theme of this edition of the fair, with the special participation of **Elena Abbiatici**, art historian, art director, and curator of contemporary art, and **Tania Giansesin**, strategic and scientific consultant focusing on education, culture and social entrepreneurship.

The Book: Smelling to survive

Giovanna Zucconi also curates the talk-interview with **Bill Hansson – Saturday 17 September at 12.00pm**, Talk Area of Stazione Leopolda - author of the book **“L'arte di vivere annusando. Storie sorprendenti dal mondo dei profumi e degli odori” (“Smelling to survive. The amazing world of our sense of smell”)** (Published in Italy by **Aboca Edizioni**). The Swedish neuroethologist, who currently heads the department of chemical ecology at the Max Planck Institute in Jena, takes us on a discovery journey through the world of olfactory research.

Among the events of the exhibitors to be highlighted:

The Rose of Taif

World-renowned nose Laura Bosetti Tonatto holds a special presentation – **Friday 16 September at 3.00pm** - on the rose of Taif, whose flowering on the Saudi plateau is kept to remain sacred and rare: a story that the creative dedicates to the famous nose Guy Robert on the tenth anniversary of his death. With the participation of Beatrice Barni from Rose Barni.



Sergio

Pitti Fragranze also welcomes the debut of "Sergio," the new Laura Bosetti Tonatto's fragrance from her "Les Étoiles" collection. It is dedicated to the Madrid dancer Sergio Bernal, international star and interpreter of a new original flamenco, who is taking part in a special presentation at the fair. The talk-performance, moderated by Angelo Bucarelli and Cecilia Primerano, is scheduled for **Saturday 17 September at 3.00pm** (Talk Area – Stazione Leopolda).

In the Talk Area of the Stazione Leopolda, during the days of the event, Fragranze hosts also the screening of "**Acqua di rose**" [**Rose Water**], a visual project linked to the theme of this edition and created exclusively by **Furio Ganz and Alessandro Gori**.

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

19-69 // Absolument Parfumeur // Acqua delle Langhe // Aether Parfums // Agatho // Altra // Antonio Alessandria Parfums // Apothia // Astier de Villatte // Atelier Oblique // Attar Al Has // Ausmane Paris // Barberians Copenhagen // Baruti // BDK Parfums // Bel Rebel // Binet-Papillon // Boadicea The Victorious // Bougies Rigaud // Christian Provenzano // Comporta Perfumes // Danhera Italy // E.Marinella // Edward Bess // Epico Fragranze // Essential Parfums // Essenzialmente Laura-L. Bosetti Tonatto // Fabrizio Tagliacarne // Farmacia SS. Annunziata dal 1561 // Fragonard // Francesca Bianchi // Franck Boclet Parfums // Gabriella Chieffo // Goutal Paris // Gravel New York 1957 // Höbepergh // Hung // Imaginary Authors // Insium // Jorum Studio // Kajal Perfumes // La Manufacture // Label // Laurent Mazzone Parfums // Les Bains Guerbois // Linari Fine Fragrances // L'Orchestre Parfum // Lucien Ferrero Maître Parfumeur // M.Micallef // Maison Tahité – Officine Creative Profumi // Mansfield // Miller Harris // Moth and Rabbit // Mugham // Obvious // OhTop // Olfattology // Olivier Durbano // Omnia Profumi // Optico // Pana Dora Sweden // Pekji // Philip B // Photogenics LA // Premiere Note // Profumo di Firenze // QDL Absolutely Milano // Rajani // Regalien // Renier Perfumes // Rhizome // RPL Parfums // Senyoko // Shauran Paris // Son Venin // Spirit of Kings // State of Mind // Teatro Fragranze Niche // The Gate Fragrances Paris // The Spirit of Dubai // Timothy Han Edition // Vertus // Waphyto // Welton London // Wiener Blut // Yohji Yamamoto Parfums.

The new names of SPRING:

SPRING is the area dedicated to a selection of new brands, fragrance lines presenting themselves for their first rendezvous with the international public and new names on the market which aim to satisfy the demand for original ideas of the buyers who are most interested in research. The names for SPRING at this edition include:

Step Aboard // Alguen // Botanicæ Expressions // Carola fra i Trulli // Ciatu // Conte Lumelli – Milano // Coreterno // EMA Bart Firenze // Essensitive // Estoras // Extra Virgo // FUMparFUM // Inflamade // Olfacto Luxury Fragrance // Ortance // Parfumèide // Permano // Petite Amie Skincare // Sora Dora // Tobba Parfums // Voskanian Parfums // Wesker.

Pitti Fragranze is also available in a digital format on Connect

Alongside the physical dimension of the fair at the Stazione Leopolda, thanks to the Pitti Connect platform - online from 6 September until 26 November - there will also be a digital version of Fragranze. Pitti Connect is the tool which makes it possible to learn more about all the brands at the fair, integrating opportunities for networking, creating business contacts – even booking your fair rendezvous in advance and discovering important editorial content.



NEZ The Olfactory Magazine

The magazine NEZ, the only periodical to be dedicated to scent and the sense of smell, is participating to this edition with its magazine issues and a selection of special publications

For all the latest updates and news about Pitti Fragranze please go to:
fragranze.pittimmagine.com

Florence, 16 September 2022

ECOALF for Pitti Boys & Girls

Pitti Immagine thanks ECOALF for its contribution in dressing up the Pitti Boys & Girls at this edition of the fair.

PITTI FRAGRANZE no. 20

16-18 September 2022

Stazione Leopolda

Viale Fratelli Rosselli, Florence

Opening hours: 10.00 a.m. – 6.00 p.m.

Free admission for members of the trade

www.pittimmagine.com

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