



FRAGRANZE

Selection, quality, and newness:

It is with these keywords that the international perfumery community honors this edition of Pitti Fragranze!

1,250 industry professionals from 50 countries came to Florence, +13% compared to a year ago, for a very positive edition, both in terms of brand proposals and the special events and projects at the Stazione Leopolda.

Alessandro Gualtieri, star of the show with his Alchemical Wall. The calendar of talks and presentations was very well attended and appreciated.

Pitti Fragranze 20 (Florence, September 16-18, 2022), the Pitti Immagine show presenting the best of the international artistic perfumery and the most exclusive skincare and wellness lines, ended at the Stazione Leopolda after three intense days of work, a desire to discover new creations and new brands making their debuts at the fair, as well as participate in the special events on the calendar.

About **1,250 industry professionals from 50 countries** attended to discover the latest creations of the **160 leading brands** – more than **70% from abroad** –including established perfume houses and emerging names, **+13%** from the numbers of the last edition in September 2021.

A total of **nearly 300 foreign operators were in attendance**: **France** remains on top of Pitti Fragranze's 15 most important markets, followed by **Spain, Germany, Russia, Switzerland, the United Kingdom, Ukraine, Lithuania, Turkey, Poland, Romania, Holland, Sweden, China, and the United States**.

The number of **Italian buyers** at the show **increased by 18%**.

The event also attracted **more than 200 journalists, influencers, and media operators**, which is also an increase.

"The expectations were good for this edition of Fragranze," **says Pitti Immagine CEO Raffaello Napoleone**, "but the results went beyond that. On the stands, we saw a wide range of new products from established and new brands as well, demonstrating the quality of the scouting work of which the Spring section is a flagship. According to both buyers and exhibitors, Fragranze was characterized by an excellent selection: on the one hand, the very high-profile buyers who arrived at the Leopolda with a concrete approach and determination to include new brands in their product portfolio; on the other hand, the careful editing of the offer of artistic perfumery and beauty world brands, capable of satisfying the most demanding customers."

"As a final note, I would like to give a round of applause to Alessandro Gualtieri, aka The Nose, the special guest of this edition," **adds Agostino Poletto, general director of Pitti Immagine**. "The Alchemical Wall particularly captivated the Fragranze audience, who threw over 800 perfume bottles in just three days. Also highly praised were the special projects and events: the participation of L'Osmothèque Paris, the world's most important perfume archive; Mane's focus on the Rose; the talk on the 5 Senses coordinated by Giovanna Zucconi; and the presentation of the "Smelling to survive" book on by world-renowned neuroethologist Bill Hansson, along with two special talks by Laura Tonatto – dedicated to the Rose of Taif and the great flamenco dancer Sergio Bernal, who inspired one fragrance and was also present at the Leopolda, and the perfume Symphony hosted by Label Fine Perfumes Toiletries & Waxes. "

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