



FRAGRANZE

**FRAGRANZE no.21:
From 15 to 17 September
at the Stazione Leopolda in Florence.**

**The title-theme of this edition is
*Perception Reinvented***

**189 brands selected through strong international scouting
are already confirmed for the fair:
discover the latest ideas, the protagonists and the special events!**

The 21st edition of Pitti Fragranze, the **Pitti Immagine fair** dedicated to the **world of international artistic perfumery**, will be staged from **15 to 17 September** at the **Stazione Leopolda in Florence**.

An unmissable rendezvous for professionals and experts, Pitti Fragranze once again brings the best of the global scene to Florence, with top sector names, the most prestigious noses and the most promising young brands, expanding its outlook to include the latest trends in skincare and wellbeing. This holistic approach, the result of the ongoing scouting and selection that distinguishes the fair, accurately grasps the trends and innovation that energize the universe of contemporary olfactory culture.

“The theme of this edition, “Perception Reinvented”, investigates a different way of perceiving the world of perfume, but that’s not all” says Agostino Poletto, general manager of Pitti Immagine, “it uses the images, words, sounds that derive from the use of digital tools and Artificial Intelligence. Creative experimentation, advanced technology, art and artifice set off our emotions and reinvent the way in which we perceive them. In fact, Pitti Fragranze is much more than a simple showcase for products: it is an observatory of market evolutions – even for the very young members of Generation Z – a moment of encounter and inspiration, an unmissable multisensorial journey. A laboratory in which to imagine the future of fragrances.”

189 brands have already confirmed their participation at this edition, of which **86 are new names and returns**, and **25 brands** in the **Spring** area.

140 brands come from abroad, 74% of the total.

The main countries of origin are: **France, United States, United Kingdom, Turkey, Germany, Spain**, with some brands even heralding from **Argentina, Armenia, Australia, Holland, India, Japan, Kazakhstan, Latvia, Norway, Oman, Poland, Romania, Sweden, South Korea, Taiwan**, and **United Arab Emirates**.

Perception Reinvented: the theme of the 2023 fair

“Perception Reinvented” is, first and foremost, a colorful **advertising campaign**, a vivid kaleidoscope, a psychedelic journey that begins with the ancient art of *marmorino*, Venetian plaster, that is transformed into a constantly changing holographic universe.

During the fair, the concept of “Perception Reinvented” will be applied to an encounter between technology and creativity, between physical and virtual reality, through a **special immersive installation** that combines perfume, music and digital art, and a series of **dedicated talks**.

“Perception Reinvented” showcases a delicate continually evolving balance linking present and future, giving life to an experience capable of enthralling and astonishing.



The special project, the events, the quests:

Pitti Fragranze will once again provide a stage for the industry's most topical themes and most influential protagonists with a series of events and special projects presented by Pitti Imagine and by the brands taking part in the fair. Here is a heads-up of some of the initiatives scheduled at the Stazione Leopolda:

***Symbiotic Experience _ perception reinvented:* the immersive installation and the talks**

Inside the Spazio Alcatraz of the Stazione Leopolda, the theme will also be explored in the **special immersive installation *Symbiotic Experience _ perception reinvented***, curated by journalist and deputy beauty editor-in-chief at *D la Repubblica* **Paola Gariboldi**, and journalist and content creator **Susanna Macchia**, in collaboration with **Mane** and **DSM-Firmenich**. Four digital artists and four noses have combined their expertise to create a multi-sensorial itinerary that, by reinventing the perceptive possibilities, opens the horizons to new frontiers in the creation and use of perfume. An installation that showcases the *sillages* composed for the occasion by noses **Alberto Morillas**, **Coralie Spicher**, **Serge Majoullier** and **Jérôme Di Marino** inspired by the digital artwork realized – through the imagination and tools made available by Artificial Intelligence– by artists **Gisella Alfieri Sabattini** @retrospective.ai, **Bonnie Tsang** @bonnietsang, **Giovanna Sala** @meteoavverso e **Alex Valentina** @alexvxxvxxv, in an experimental symbiosis that reinterprets the actual concept of fragrance. There is also the addition of music, created exclusively by the composer and sound designer **Alessandro Meistero**, using generative digital instruments. The titles of the artworks are *Ethereal Blossom*, *Darkness Rewind*, *Nebulosa* and *Shaping Nature*, and the installation is conceived by the boutique agency **MONOGRID**.

Paola Gariboldi and Susanna Macchia will also be the moderators of **two talks dedicated to *Symbiotic Experience***: the first – **Friday 15 September, 4.00 p.m.** – will be a comment on and in-depth look at the installation and will involve an exchange of views between two creator noses (**Coralie Spicher of DSM-Firmenich and Jérôme Di Marino of Mane**) and neuroscientist **Anna D'Errico (@il_senso_perfetto)** who will help us understand the effects and engagement of new forms of creativity on the digital generations.

The second – **Saturday 16 September, 11.30 a.m.** – will see the perfume influencer and Tiktokker **@sssinister (Matilda Morri)** take to the stage with a niche and artistic perfumery professional, **Roberto Drago** of Kaon. The pair will discuss how new social media and unconventional languages can or cannot open up to new opportunities for knowledge and the dissemination of perfumes. *(see specific press release)*

RAW by MANE presents 'The Scents Of Collective Unconscious' Processes of extraction of local raw materials

MANE renews its presence at Pitti Fragranze 2023 and for RAW – the fair format dedicated to the most important raw materials in perfume - presents an exciting olfactory journey between past, present and future guided by the Perfume of Memory. An all-Italian story that places the roots of contemporary sentiment in a shared unique and constantly evolving heritage, where the



creativity of the perfumers is supported by the authenticity of increasingly local raw materials and by the futuristic extraction techniques of the essence *maison*. The RAW conference will be held on **Friday 15 September at 11.00 a.m.** (Talk Area - Stazione Leopolda) and will be curated by Melanie Duhamel (Fragrance Division Director, MANE Italy, Spain and Portugal), Cristina Stefanutti (Marketing Manager Fragrance Division, MANE Italy) and Jérôme Di Marino (Perfumer, MANE).

In addition to the traditional RAW by MANE presentation, there will also be **two demonstration workshops** for the public of members of the trade at Fragranze – **Friday 15 September, 12.30 p.m. and 3.00 p.m.** – featuring the exclusive **MANE Jungle Essence™** extraction technique.

The brands at Pitti Fragranze

The reference brands, returns and important debuts at this edition of the fair include:

19-69, Absolument Parfumeur, Aer Scents, Akro, Anthologie by Lucien Ferrero, BDK Parfums, Bellekin, Bienaimé, Borntostandout, Caron, Comporta Perfumes, Ecooking, Emile Elise, Essenzialmente Laura-L. Bosetti Tonatto, Extra Virgo, Farmacia Ss. Annunziata dal 1561, Fragonard, Francesca dell'Oro Parfum, Frassaï, Goutal, Hung, Imaginary Authors, Kajal Perfumes, Laurent Mazzone Parfums, Les Bains Guerbois, Linari Fine Fragrances, Mad et Len, Maison Tahité – Officine Creative Profumi, Maître Parfumeur et Gantier, Miller Harris, Olivier Durbano, Parfums Dusita, Rook Perfumes, The Different Company, Timothy Han Edition, Ulrich Lang New York, Unique'e Luxury Fragrances, and Waphyto.

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 intercept the demand for original ideas of the buyers who are most interested in research.

Here are the **25 protagonist brands** for this edition:

Acqua di Noto, Calaj Perfume, Carola fra i Trulli, Ciatu, Coreterno, Ephemeral Dyadic, Essensitive, Estoras, FUMparFUM, Kysh Cosmetics, Lila Franklin, Luce di Sorrento, Nissaba, Notefluide, Petite Amie Skincare, Press Gurwitz Perfumerie, Red Saffron Milano, Rito, Savoni, Sora Dora, Spiritum, Tobba Parfums, Versatile, Voskanian Parfums, and Wesker.

The events on the calendar for this edition:

FRIDAY - 15 SEPTEMBER

11.00 a.m.

RAW by MANE

The Scents Of Collective Unconscious

Curated by Melanie Duhamel (Fragrance Division Director, MANE Italy, Spain and Portugal), Cristina Stefanutti (Marketing Manager Fragrance Division, MANE Italy) and Jérôme Di Marino (Perfumer, MANE).

12.00 p.m.

How things change. New purchasing habits in the world of fragrances

How do you buy a perfume today? What has changed in the sales methods and buying experiences of niche perfumery? How do new consumers find information and what are they



looking for? With Luigi Correra (Profumeria Narciso), Alessandro Malandrucolo (@alexperfume.official), Matteo Stringhini (50 ml), Diego Vázquez (Head of Beauty WOW). Moderated by Vanessa Caputo.

12.30 p.m.

MANE Workshop Jungle Essence™

Duration: 45 minutes

Number of participants: 20

Limited places, bookings from 4 September 2023

2.00 p.m.

AGARTHI, The perfume of the metaverse

The use of artificial intelligence in communication and today in the field of perfumery.

With Barbara Loddo, Ermano Picco, Mélanie Duhamel, Agostino Osio, Marco Dabbico.

3.00 p.m.

MANE Workshop Jungle Essence™

Duration: 45 minutes

Number of participants: 20

Limited places, bookings from 4 September 2023

4.00 p.m.

Symbiotic Experience

Anna D'Errico (@il_senso_perfetto), Coralie Spicher (DSM-Firmenich) and Jérôme Di Marino (Mane), in conversation with Paola Gariboldi and Susanna Macchia.

SATURDAY - 16 SEPTEMBER

10.30 a.m.

20 years ago-Without nostalgia

A journey through time to analyze the changes and constant elements of the world of artistic perfumery over the last two decades. The talk, which is the brainchild of Ulrich Lang, involves a panel of fragrance creators and experts that experienced the birth of Pitti Fragranze, over 20 years ago. With Laura Bosetti Tonatto, Ulrich Lang, Raffaello Napoleone, Lorenzo Villoresi, and a personal contribution from Olivier Durbano. Moderator Mariangela Rossi.

11.30 a.m.

Nuovo lessico olfattivo (New olfactory lexicon)

Matilda Morri @sssinister_ and Roberto Drago (Kaon), in conversation with Paola Gariboldi and Susanna Macchia.

3.00 pm

SMELL MAGAZINE - Humans at work

The olfactory side of our professional lives

Exploring the so-called "lost scents" that today become an integral part of the story around human work and its products, as well as inspiration for numerous fragrances.

With Francesca Faruolo, Gabriela Guidetti, Silvia Dassogno - editorial team of Smell Magazine - Italian magazine of olfactory art and culture.

4.00 p.m.



ISTITUTO MARANGONI presents

“Fragrances and Gen Z: how to build customer engagement from social media to sensory retail experience using music, art and multimedia”

With the advent of social media, the rise of digital and new spaces like the Metaverse, the Consumer's approach to the shopping experience has undergone a major transformation, even in the world of fragrances. The world of fragrances has embraced this change and is seeking a connection with Generation Z through immersive experiences that blend visuals and music to narrate universes and products using a contemporary and innovative language that is both stimulating and appealing to new customers. With Martina Blotto (@perfumeofthemoon), Giovanna Flacco (global brand manager of Officina Profumo Farmaceutica Santa Maria Novella), Valentina Grigoletto (Istituto Marangoni Firenze), Felice Limosani (Visual Artist), and Michael Partouche (Founder of Room 1015). Moderated by journalists Francesca Delogu and Silvia Manzoni.

SUNDAY - 17 SEPTEMBER

12:00 am

The comforting power of restless beauty

Why doesn't the “dislike” button exist? Why do we consider Chiara Ferragni and Kim Kardashian beautiful when they are polar opposites? Should we always defend beauty, and if so, how? Does the aesthetic canon still correspond to an ethical canon? From Monnalisa to Madame, Orlan to Barbie, a literary and visual journey into the unsettled definitions of beauty. With Maria Vittoria Baravelli (art and photography curator) and Antonio Mancinelli (editor in chief Carnale, writer and fashion critic).

4.00 p.m.

“Profumi ed essenze alla corte dei califfi”

(Perfumes and essences in the caliphs' court)

An inside view of medieval Arab-Islamic perfumery

Presentation of the book “Profumi ed essenze alla corte dei califfi” (Dario Flaccovio Editore) by Caterina Greppi, an essay on medieval Islamic perfumery, with the participation of historian Franco Cardini and the nose Antonio Alessandria.

The participations at this edition also include:

NEZ The Olfactory Magazine

Nez, the only international magazine entirely dedicated to fragrances and olfactory culture, is attending the fair with its magazines and a selection of its special publications.

The storytelling curated by Istituto Marangoni

The collaboration with Istituto Marangoni will also lead to the creation of a special storytelling initiative curated by the students of the Istituto Marangoni Florence to present the fair's many activities and the most interesting new ideas on the Instagram account and in the school's magazine.

Pitti Fragranze is also available



in the digital format on PITTI CONNECT

Alongside the physical dimension of the fair at the Stazione Leopolda, thanks to the **Pitti Connect platform - online from 18 July until 6 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.

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

Milan, 6 September 2023

ARMOR LUX for DENHAM and HOFF dress the Pitti Boys & Girls at this edition

PITTI FRAGRANZE no.21

15-17 September 2023

Stazione Leopolda

Viale Fratelli Rosselli, Florence

Opening hours: 10.00 a.m. – 6.00 p.m.

Free admission for members of the trade

www.fragranze.pittimmagine.com

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