



FRAGRANZE

Fragranze n.21 was a huge success!

Nearly 1,600 buyers attended the fair, a 28% increase from last year, with international attendance up by 47%. For the 189 highly curated brands of artistic perfumery, home fragrances, beauty, and wellness, this edition exceeded expectations.

There was also significant participation in the special events and talks revolving around this edition's theme, “*Perception Reinvented.*”

To explore the innovative products of the **189 brands in this edition** – an increase of 18% from the last edition, 75% of which were international – **nearly 1,600 buyers and industry operators** arrived at Stazione Leopolda in three days, coming **from 50 countries worldwide**. This number represents a **28% growth** from the last edition in September 2022. **International buyers** accounted for **440 attendees, a 47% increase**. Italian attendance was also strong, with about **1,160 Italian buyers, a growth exceeding 22%**.

“One of the best editions of Pitti Fragranze ever, – **says Raffaello Napoleone, CEO of Pitti Immagine**. This summarizes many comments and feedback we received these days from the industry operators. Buyers greatly appreciated the brand selection and the many innovations presented – with a total of 86 new names, including brands making their debut and significant returns to the show, including the 25 names in the Spring section for emerging brands. On their part, the exhibitors met with a highly professional audience of buyers, retail operators, and media. Not only from the Italian market – which always holds its weight – but also from numerous international presences, with new buyers from markets currently booming in artistic perfumery. They mentioned working in a vibrant atmosphere, with people eager to reunite in Florence, learn about new brands, and identify current trends, while also being relaxed. This was ideal for exploring their brands and interacting with both old and new clients. This edition also saw more participation from major fashion retail players, increasingly focused on artistic fragrances, high-end beauty, and skincare, enhancing their store's lifestyle offerings.”

As mentioned, the number of buyers from the main markets of the show increased, with some even recording double and triple-digit growth. **France** remains at the top of the list of 15 markets for Pitti Fragranze, followed by **Spain, Germany, Switzerland, the UK, Ukraine, Poland, Russia, Lithuania, Japan, Hong Kong-China, Mainland China, the USA, Moldova, and the Netherlands**.

More than 300 journalists, influencers, and media operators, also showing significant growth, attended this edition, with **nearly 25,000 accounts** reached by the fair's **social media channels**.

“Pitti Fragranze confirms its DNA as a fair and research laboratory, – **adds Agostino Poletto, General Manager of Pitti Immagine**. It focuses on innovations offered by the best brands of international artistic perfumery and the beauty and wellness world. This is further affirmed by the success of the 'Symbiotic Experience: Perception Reinvented' installation, curated by journalists Paola Gariboldi and Susanna Macchia. It featured four digital artists working with Artificial Intelligence, inspiring creations by four major 'noses' (Alberto Morillas, Coralie Spicher, Serge Majoullier, and Jérôme Di Marino) from Mane and DSM-Firmenich. This collaboration resulted in a unique immersive, synesthetic experience for the show's audience. Additionally, the many talks and presentations scheduled were all highly attended, discussing hot topics like new market trends, the role of social media, and the emerging frontiers of artificial intelligence, all the way to new beauty ideals.”

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