



**FRAGRANZE No.22:  
September 13-15  
Stazione Leopolda, Florence.**

**The title-theme of this edition is  
*The Sound of Fragrance***

**215 brands confirmed for the show,  
selected through extensive international scouting:  
Discover the latest products, key figures, and special events.**

The 22nd edition of Pitti Fragranze, the **Pitti Immagine** fair dedicated to the **world of international artistic perfumery**, will take place from **September 13 to 15, 2024**, at the **Stazione Leopolda in Florence**.

A must-attend event for professionals and experts, **Pitti Fragranze** once again brings to Florence a selection of the best in international fragrances, including top names and promising new talents, as well as skincare, beauty, and wellness products. Through ongoing scouting and selection efforts, along with special projects, participations, and talks with industry leaders, the fair highlights trends and innovations in contemporary olfactory culture.

"Pitti Fragranze reaffirms its key role in international olfactory culture," **says Agostino Poletto, General Director of Pitti Immagine**. "In recent months, we have received numerous participation requests from around the world, indicating growing attention and interest in the event. For our part, we are committed to upholding our principles of selection and innovation, presenting the finest niche perfumery along with skincare and beauty lines to our international audience of buyers and press. At the same time, we conceive each new edition as a true observatory of contemporary olfactory culture. The calendar of events and special projects, featuring the sector's most important players, explores every aspect of artistic perfumery, from market trends to the new frontiers of communication and perfume culture. The theme that inspired the new Fragranze campaign and the special event installation, *The Sound of Fragrance*, is dedicated to the close connection between the world of perfumes and music. This is an unmissable immersive experience that we invite our audience to enjoy at Stazione Leopolda."

**This edition in numbers:**

**215 brands** are participating in the fair,  
**74%** of which are **from abroad**,  
**96 include new names and returns** to this edition,  
**61 are making their debut** at Fragranze.

The main countries of origin are: **France, United Kingdom, United States, Germany, United Arab Emirates, Spain, and Turkey**, with brands also coming from **Armenia, Australia, Austria, Barbados, China, South Korea, Croatia, Denmark, Japan, India, Lithuania, Norway, Netherlands, Oman, Poland, Czech Republic, Romania, Russia, Senegal, Singapore, Sweden, and Switzerland**.



### **The Sound of Fragrance: Theme of the 2024 Fair**

"**The Sound of Fragrance**" is primarily a colorful and floral **advertising campaign** exploring the connections and creative implications between perfumes and music. "The concept for the campaign image was inspired by a painting by Florentine painter Bartolomeo Bimbi," **says Francesca Tacconi, Special Events Coordinator at Pitti Immagine**, "His masterpieces are housed at the Still Life Museum of Poggio a Caiano's Villa Medici, designed by Giuliano da Sangallo for Lorenzo the Magnificent. It depicts a composition of exuberant flowers spilling over from the vase, with vivid, bright colors; nature appears more alive than ever, loud and bold, making itself seen and heard, imposing itself, like certain music. In contrast, the silence of certain solitary flowers enters softly, like in Francisco de Zurbarán's compositions, yet the noise of silence is equally powerful. The image was created by **Alessandro Gori.Laboratorium**, capturing the flowers directly on the plate of a scanner, a representational mode for which the designer coined the neologism "scan-life".

Inspired by floral themes, Fragranze invites participants to perceive the noisy or quiet nature of a fragrance and its intimate expression through music. It explores the connection between smell and hearing, senses that probe the invisible and escape the dominance of the image, providing a deeper understanding of olfactory creation. During the fair days, the theme "The Sound of Fragrance" will be featured in a special immersive installation within the Leopolda's Alcatraz Space, a special project for this edition that will also be discussed in a dedicated Talk. To follow, visit of the installation with the curators

### **The Special Project, Events, and Guests:**

Pitti Fragranze returns as the stage for the latest themes and influential figures in the industry, featuring special events and projects presented by Pitti Immagine and exhibiting brands. Here is a preview of the initiatives at the Stazione Leopolda:

#### ***The Sound of Fragrance:***

##### **Immersive installation and talk**

Within the Alcatraz Space at the Stazione Leopolda, this edition's theme unfolds in the **immersive installation *The Sound of Fragrance***, curated by journalist and deputy beauty editor at D la Repubblica, **Paola Gariboldi** and journalist and content creator **Susanna Macchia**, with music by composer **Alessandro Meistero**.

Two paths will immerse viewers in abstract and innovative sensory experiences: one dedicated to silence, both olfactory and musical, and the other to noise, its opposite, in perfume and music. Two fragrances have been created for the occasion by master perfumers: **Silence Fragrance** by **Sonia Constant of Givaudan**, and **Noise Fragrance** by **Cristiano Canali of Mane**. The **musical tracks** for the two sensory experiences are by composer **Alessandro Meistero**, and **Monogrid**, a boutique agency specializing in creating interactive experiences, crafted the installation.

With sounds, lights, words, natural materials, and vapors explicitly created for this, viewers will experience the two sillages in a novel interpretive key, following that ideal vision that guides noses in creation, the syncretic image they pursue in their minds to reach the final expressive alchemy.

Paola Gariboldi and Susanna Macchia will also moderate the Talk dedicated to "**The Sound of Fragrance**," scheduled for Friday, September 13 at 12pm, where they will be in conversation with the noses and the composer to delve into the creative process of the installation.

*(see specific press release)*



## **RAW by MANE presents "The new gourmandise: from taste to fragrance"**

### **A Journey into the New Gourmandise**

**MANE** renews its presence at Pitti Fragranze 2024 and for RAW – the fair's format dedicated to the most important raw materials of perfume - presenting an engaging event that will tantalize the taste buds of the most indulgent. A journey into the New Gourmandise: from innocent culinary sin and timeless olfactory addiction to a disruptive inspiration for contemporary artistic perfumery creativity. Given its longstanding expertise in fragrances and food flavors, MANE will host the RAW conference titled "**THE NEW GOURMANDISE: FROM TASTE TO**

**FRAGRANCE.**" The conference will take place on Friday, September 13 at 11:00 AM at the Stazione Leopolda in Florence and will be led by Melanie Duhamel (Fragrance Division Director, MANE Italy, Spain, and Portugal), Cristina Stefanutti (Marketing Manager Fragrance Division, MANE Italy), Jérôme Di Marino (Perfumer, MANE), and Cristiano Canali (Perfumer, MANE). In addition to the traditional RAW by MANE presentation, **two workshops**, titled Gusto e Olfatto, for the Fragranze audience are also scheduled for Friday, September 13, at 12:30 PM and 3:00 PM.

### **Pitti Fragranze Brands**

The renowned brands, returning names, and debuts at this edition of the fair include:

**3LAB, Aether, Ajmal, Akro, Angela Ciampagna, Artisan de Mano, Baruti, BDK, BLNDRGRPHY, Caron, Coreterno, Edward Bess, Ella K, Essenzialmente Laura by L. Bosetti Tonatto, Extra Virgo, Fragonard, Francesca dell'Oro Parfum, Frapin, FUMparFUM, Goutal, Grammatik Drammatik, Henrytimi, Hunq, Ideo Parfumeurs, Imaginary Authors, Jeroboam, Jovoy, Kajal Perfumes, Laboratorio Olfattivo, Linari Fine Fragrances, Mabou, Maison de l'Asie, Majda Bekkali, Marie Jeanne, Miller et Bertaux, Miller Harris, Monom, Moth and Rabbit, Ohtop, Olivier Durbano, Parfums Dusita, Perfumer H, Pierre Guillaume Paris, Pisterzi Italian Gooming Art, Rare Scent, Réserve en Afrique, Room 1015, Salle Privée, Santa Eulalia, Sisology, Stephane Humbert Lucas, The Spirit of Dubai, Thomas de Monaco, TPC, Ulrich Lang New York, Van Dang Fragrances, Wiener Blut, Woha Parfums.**

### **The new names of SPRING:**

**SPRING** is the area dedicated to showcasing a selection of new names, fragrance lines debuting to an international audience, and fresh market entries designed to meet the demand for novelty from discerning buyers. Among the brands at this edition:

**Blackcliff, Carola fra i Trulli, Ephemeral Dyadic, Gianluca Gariboldi, Felisa Beauty, Kintsugi Perfumes, Kysh Cosmetics, L'Eau Maliz, La Reine Capricieuse, La Serra, Michele Marin Essenza, Nissaba, Notefluide, Organ Tale Parfums, Racyne, Rito, Siuno, Sora Dora, Spiritum, Tayshaba, Tobba Parfums, Via François, Wesker.**

### **Fragranze highlights**

A series of new names, returns, and debuts taking the stage at the Stazione Leopolda:

#### **\_ AJMAL**

For the first time at the fair, AJMAL, a world leader in Oud production, showcases its lines of incredibly precious and refined fragrances. Founded in 1951 by Haji Ajmal Ali, the brand is deeply rooted in age-old traditions, and with a fully controlled supply chain, it is present in over 60 countries worldwide.

**\_ Akro.** A collection by Olivier Cresp of Firmenich, one of the world's leading master perfumers. Everyone has their own addictions, vices and favourite little rituals. Akro captures the bitter hit of



a morning espresso, the cold, smoky burst of bourbon on ice, and the unmistakable hashish scent floating in summer city air.

\_ **Artisan De Mano.** Inspired by Renaissance art, Florence, and concepts of masculinity and femininity, master perfumer Sileno Cheloni interprets the brand's identity in three unique fragrances debuting on the market.

\_ **Atelier Materi.** A high-quality French perfume house founded by Véronique Le Bihan, who has chosen a new form of luxury: honest, sincere, authentic, and that takes time to perfect. It combines expert craftsmanship with a thoroughly contemporary vision.

\_ **Balmain Paris.** Flowers and fruits are the ingredients of the Balmain Hair Signature Fragrance, making a return to Fragranze. A line that nourishes and protects the hair while being known for its delicate or bold fragrances.

\_ **Blackcliff.** From Barbados, Tomlinson Bynoe creates a brand inspired by the natural soundscape of flora and fauna, ocean and surf juxtaposed against Caribbean rock and soil.

\_ **BLNDRGRPHY.** Launching at Fragranze, this innovative perfume collection celebrates the art of mixology and fragrances. The brand leads on a sensory journey where perfumes and cocktails intertwine, creating a unique and intoxicating experience that indulges the senses.

\_ **Caron.** Since 1904, Maison Caron has been synonymous with French artistic perfumery. Known for luxury, boldness, love for art, and freedom to innovate, this house of excellence in luxury perfumery creates fragrances overflowing with the finest raw materials.

\_ **Essenzialmente Laura.** Laura Bosetti Tonatto presents two new fragrances: *Cioè*, with notes that create a delicate balance between freshness and warmth, and *Marcello*, with a strong and decisive character. In addition to these, there are four new perfumes dedicated to the Papal Basilica of Santa Maria Maggiore in Rome, and the H Collection, a line for luxury hotels with a sustainable flair.

\_ **Goutal Paris.** The story of Maison Goutal is primarily the story of a visionary, intuitive woman with an atypical career: Annick Goutal, an artist who always followed her instincts and passions.

\_ **Kintsugi Perfumes.** These special fragrances are rooted in Japanese culture, particularly the kintsugi philosophy, which aims to heal the soul and body together.

\_ **La Reine Capricieuse.** A skincare range based entirely on natural active ingredients. On his family estate in the Vosges Natural Park, Alexandre Styker discovered essentials like honey from Vosges' black bees, spring water, and wild plants.

\_ **Misula.** The first complete range of products and services for well-being and longevity, designed to meet the challenges posed by UNESCO's recognition of the Mediterranean diet and respond to its complexities.

\_ **MarieJeanne.** Since childhood, Georges Maubert has been immersed in the world of fragrances in Grasse. His unique fragrance line from Grasse is based on the finest natural resources transformed into authentic and essential forms.



\_ **Monom.** Permeated with mystery, the Monom universe returns to Fragranze, capturing the poetry of the past intertwined with innovative techniques.

\_ **Réserve en Afrique.** Fragrances from the Afrique Extraordinaire collection are inspired by unique natural experiences and the diverse landscapes and ecosystems of the African continent.

\_ **Salle Privée.** An Amsterdam design house, born as a place where art, architecture, music, and design meet the world of fragrances produced in Grasse.

\_ **Santa Eulalia.** Barcelona's famous multi-brand luxury store returns to Fragranze. In 2014, it launched a line of fragrances: a blend of design and savoir-faire, now entirely managed by Santa Eulalia with its own perfumery company.

\_ **Sisology.** Capturing photos to preserve memories. Like a snapshot, this South Korean brand captures special everyday moments through scent.

\_ **Siuno.** Collaborating with artists and botanists to explore excellent raw materials. These perfumes unveil stories in the form of myths, with 100% natural ingredients.

\_ **Stephane Humbert Lucas.** Returning to Fragranze, a cult brand of French perfumery. Mixing colors to create unique fragrances, experimenting with new combinations like a couturier of the invisible.

\_ **Woha Parfums.** The World of Holistic Architecture studio seeks the harmonious fusion between architecture and essences. It is the connection of different worlds with a common starting point.

## **Buyers at Fragranze 22**

Among the foreign and Italian companies that have confirmed their presence at this edition we would like to mention: **50ML** (Italy), **Al Sacro Cuore Profumeria** (Italy), **Albrecht Parfumerie** (Germany), **All Yours** (Spain), **Alla Violetta** (Italy), **Alteus** (Lithuania), **Antonia** (Italy), **Aromateque** (Ukraine), **Art et Parfum** (Italy), **Basic Creme de la Creme** (France), **Beauty Center Biba** (Italy), **Beghin Profumeria** (Italy), **Bellacosa** (Italy), **Bertozzini dal 1913** (Italy), **Buyin** (Spain), **Cherry** (Italy), **Conscience** (France), **Cow Parfymeri** (Sweden), **Dover Street Market Paris** (France), **Duftkunsthandlung** (Germany), **Ecocentric** (France), **Elysee** (Romania), **Embassy** (Portugal), **Felloni** (Italy), **Fenwick** (UK), **Fortnum & Mason** (UK), **Fragrances & Cie** (France), **Gabriella Profumi** (Italy), **Galleria San Federico Profumeria** (Italy), **Galleries Lafayette** (France), **Galo** (Spain), **Glamour Profumeria** (Italy), **Gold Apple** (Russia), **Hexagone** (Ukraine), **House of Merlo** (Poland), **HRYF** (Spain), **Ici et Pas Ailleurs** (France), **Ingredients** (Chzec Rep), **Interpret Lab** (France), **Isetan Mitsukoshi** (Giappone), **Isolee** (Spain), **Ivoire** (France), **Jan Company** (Ukraine), **Jovoy** (France), **Kamana** (Ukraine), **Kiwi** (Spain), **L'O** (Italia), **La Maison de Parfum** (Belgium), **Les Senteurs** (UK), **Liberty** (UK), **Linda Vuela a Rio** (Spain), **Lubner** (Germany), **Mazzolari** (Italy), **Meroni Andrea Profumeria** (Italy), **Minenna Profumeria** (Italy), **Muzio Profumi** (Italy), **Nadia Perfumeria** (Spain), **Narciso** (Italy), **Netscent** (Italy), **Oggioni Profumeria** (Italy), **Orient House of Trading** (Yemen), **Orijana Trading Poland** (Poland), **Osmotheca** (Austria), **Parenti Profumerie** (Italy), **Parfumkafé** (Italy), **Parfums Uniques** (Germany), **Profumeria Inglese** (Italy), **Nadia Perfumeria** (Spain), **Narciso** (Italy), **Nuit Indigo Parfumerie** (France), **Parfums Uniques** (Germany), **Poerio 33** (Italy), **Printemps** (France), **Rinascente** (Italy), **Saide** (Italy), **San Carlo dal 1973** (Italy), **Sanahunt** (Ukraine), **Sens** (Spain), **Smell Stories** (Belgium), **Soling**



**Company** (Russia), **Spitzenhaus** (Switzerland), **Ssense Fragrance** (South Korea), **Testaccio Profumeria** (Italy), **Thaler** (Italy), **Twenty Profumeria** (Italy), **Wuchsa – Scentamor** (Germany), **Zagalia Parfum** (Russia), **ZGO Perfumery** (USA)

## **The Events at this Edition:**

### **RAW by MANE**

#### **The new gourmandise: from taste to fragrance**

Melanie Duhamel (Fragrance Division Director, MANE Italy, Spain, and Portugal), Cristina Stefanutti (Marketing Manager, Fragrance Division, MANE Italy), Jérôme Di Marino (Perfumer, MANE), and Cristiano Canali (Perfumer, MANE) will present on Friday, September 13, at 11 AM.

### **The Sound of Fragrance**

On Friday, September 13 at 12 PM, this talk draws inspiration from this edition's special immersive installation. Curators Paola Gariboldi and Susanna Macchia will be in conversation with perfumers Sonia Constant (Givaudan), Cristiano Canali (MANE), and composer Alessandro Meistro to discuss the installation and the synergies between fragrances and music.

### **Oliver Cresp: How to judge a perfume**

Also on Friday, September 13 at 3 PM, Paola Gariboldi will lead a conversation with **Olivier Cresp**, master perfumer at Firmenich, creator of Akro (a brand distributed by Olfattorio), and a true icon of French perfumery.

### **Scent of the Digital Age: Navigating the Digital Fragrance Landscape**

Storeis, an independent e-commerce consultancy and digital marketing agency, analyses emerging trends, online purchasing behaviour and the role of social media in the discovery and choice of perfumes, Sunday 15 September at 12:30 PM. With Chiara Davanzo (Marketing and Content Director Storeis).

### **François Hénin: A very unique view on Niche Perfumery**

On Friday, September 13 at 2 PM, a special one-on-one with François Hénin, founder of the perfume house **Jovoy**, the eponymous boutiques, and the brand **Jeroboam**, featuring anecdotes, marketing strategies, and surprises. Followed by a cocktail to celebrate Essenses's 15th anniversary.

### **Istituto Marangoni: *Fragrances as Gen Z's new Woodstock.***

A talk on fragrances crafted like rock compositions, with amplified notes to create maximized sensory effects: perfumers fine-tune the acoustic volume of their creations to engage with Gen Z. Blending theory and practice, this conference explores how, today, fragrances tell musical stories. Saturday 14 September at 3.30 PM.

### **Kaon welcomes Ajmal**

A scented cocktail celebrates the addition of the Ajmal brand to the Kaon family and the company's 22-year presence at Fragranze. Friday, September 13 at 6 PM.



### **The creation of a perfume with Fragonard**

Fragonard, the historic French perfumery brand, is offering a series of workshops, on Saturday, September 14 from 11 AM to 5 PM, where participants can create their own personalized olfactory creations.

### **Infiniment Coty Paris: a fragrance collection blending art, science and emotion**

Coty, an iconic brand in modern perfumery with a revolutionary approach to raw materials, presents INFINIMENT COTY PARIS, a fragrance collection that aims to redefine the future of perfumery. With a special installation entitled "Infiniment Coty Paris, a fragrance collection blending art, science, and emotion" the Fragranze audience will be able to travel through the news of this immersive art exhibition. Friday 13 from 2 PM to 4 PM.

### **Dibaldo and the Alchemy of the Senses**

A special signature drink created by Dibaldo, the spirits and liqueurs brand by Baldo Baldinini, renowned for its dedication to research and the use of the finest botanicals. A story that starts from a talk, Saturday 14 at 4.30 PM, to a tasting of the signature drink that will follow at the Fragranze Food lounge.

### **Clara Buedo: Olfactory Tales of the Past**

Clara Buedo, Spanish journalist and writer, an expert in fragrances and beauty, founder of the digital magazine Beauty Matters, and author of the newly released book *Historia del Perfume: Olfactory Stories of the Past*, presents a special event, Saturday 14 at 11 AM, to discover different eras through aroma tastings. From exotic scents like biblical onycha to mythical perfumes, each stage will be accompanied by music and aromas evoking the spirit of the era. The journey will cover everything from sacred incense to 20th-century cult fragrances, offering a unique multisensory experience.

### **Kateryna Vel'menko: A sensory journey from Italy to Persia. Echoes of bicerin and saffron tea in perfumes**

Kateryna Vel'menko, the eponymous brand's founder, discusses the brand's inception and explores, along with perfumer Antonio Alessandria, the inspirations for the fragrances "A Bit Hazelnutty" and "Not a Morning Person." The audience is invited to experience the raw materials of the two perfumes, Sunday, September 15 at 11.30 AM.

### **Myth & Perfume: Olfactory Tales and Visual Art with Danhera**

The brand was born from a meeting between founder DANIELA C., who has dedicated over 35 years to creating exclusive products, and the goddess HERA, queen of Olympus. DANHERA blends myth with the contemporary world, offering pure products with carefully selected ingredients and a passion for life, humanity, and the world. Sunday, September 15 at 10.30 AM.

### **For the full events calendar see**

<https://fragranze.pittimmagine.com/it/events-calendar>

### **Also participating in this edition:**

#### **NEZ, in the name of olfactory culture**

Nez, the only international magazine entirely dedicated to fragrances and the culture of smell, is at the fair with its magazines, a unique selection of publications, and *Niche by Nez*, its latest annual publication dedicated to independent perfumery.



### **Class TV Moda**

The first TV of the fashion & lifestyle system moves to the heart of Stazione Leopolda to report on the latest news, trends and protagonists of Pitti Fragranze.

### **Pitti Fragranze goes digital on PITTI CONNECT**

In addition to the physical event at the Stazione Leopolda, Pitti Fragranze is also available online through the Pitti Connect platform, online until October 28. This tool allows you to explore all the brands at the show, offering opportunities for networking and establishing business contacts, including booking appointments in advance. You can also discover editorial content.

**For all updates and the latest news on Pitti Fragranze, visit:  
[fragranze.pittimmagine.com](http://fragranze.pittimmagine.com)**

Firenze, 13 September, 2024

**The Pitti Crew wears  
ARMOR LUX and FLOWER MOUNTAIN  
Pitti Immagine would like to thank ARMOR LUX and FLOWER MOUNTAIN  
for their contribution in dressing The Pitti Crew for this edition of the fair.**

**ACQUA PLOSE  
is the official technical sponsor of Fragranze,  
providing its water every day of the event**

### **PITTI FRAGRANZE n.22**

**13-15 September 2024**

**Stazione Leopolda**

Viale Fratelli Rosselli, Firenze

**Opening hours: 10 AM – 6 PM**

Free admission reserved for industry professionals

[www.fragranze.pittimmagine.com](http://www.fragranze.pittimmagine.com)

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