

Fragranze No. 22: A Lively and Successful Edition.

Nearly 1,700 buyers arrived in Florence for the show, marking a 5% increase from the previous year, with a strong presence of top-tier professionals.

France, Germany, Spain, and Switzerland led international attendance, while Italian buyers also saw a significant increase.

With its 215 brands (the highest number ever recorded), Fragranze continues to be the premier event for discovering the latest in artistic perfumery, beauty, and wellness, with Florence solidifying its position as a global hub for olfactory culture.

“At Fragranze, we felt an electric atmosphere over these three days at Stazione Leopolda,” **says Raffaello Napoleone, CEO of Pitti Immagine.** “There was a great desire to reconnect in Florence, with exhibitors and buyers traveling from afar to scout new brands, discover the latest from established names, perceive trends, and engage with the industry's most innovative voices. Feedback from participants was overwhelmingly positive. First and foremost, **the brand selection and the many new offerings** were highly appreciated – of the **215 brands at this edition (74% international), 96 were new names**, including both debuts and significant returns to the show, in addition to the 23 brands from the emerging talents section, Spring. For buyers, scouting and offering unique fragrances to their clients is increasingly important, and they found the layout of the exhibition clear, the discovery process seamless, and the overall experience highly stimulating.”

Over the three-day event, **nearly 1,700 buyers from more than 50 countries** entered the Stazione Leopolda—**5% more than last year.** **International attendance** remained at **the high levels set by the previous edition**, which saw a record-breaking increase, with around **440 buyers** from abroad. **Italy** also performed well, with **domestic buyers exceeding 1,250.** **France** led the way as the top international market for Pitti Fragranze, followed by **Germany, Spain, Switzerland, Russia, Ukraine, the United Kingdom, Lithuania, Turkey, Israel, Bulgaria, and the United Arab Emirates.**

“The Fragranze community,” **adds Agostino Poletto, General Director of Pitti Immagine,** “comprised of exhibitors, perfumers, buyers, retailers, and over 300 accredited journalists and media representatives, also showed great engagement with the talks and events program, a key part of Fragranze’s DNA. The special sensory experience around this year’s theme, ‘**The Sound of Fragrance,**’ curated by **Paola Gariboldi** and **Susanna Macchia,** with the contribution of renowned perfumers **Sonia Constant** from **Givaudan** and **Cristiano Canali** from **Mane**, composer **Alessandro Meistro**, and boutique agency **Monogrid** for the installation setup, was particularly well-received. Highlights included **Mane’s** presentation on ‘*The New Gourmandise,*’ discussions with industry leaders like **Olivier Cresp** and **Francois Hénin**, insights from **Istituto Marangoni** on Gen Z, **Storeis’** exploration of ‘*Scent of the Digital Age,*’ **Fragonard’s** workshops, the **Infiniment Coty** installation-event, and a special scented cocktail by **Kaon** to celebrate **Ajmal** and the company’s 22 years at Fragranze. Beyond the fair, **the city of Florence itself came alive with presentations and events,** cementing its role as an increasingly active stage for Fragranze and contemporary olfactory culture.”