



**PITTI FRAGRANZE No.23:
September 12–14, 2025
Stazione Leopolda, Florence**

***Composition* is the theme that inspires and guides
this year's show.**

**SETCU Special Guest: a world premiere of five exclusive fragrances
created by the Japanese brand in collaboration with Julie Massé.**

**New this year: SOUL AND SKIN,
a special area entirely dedicated to skincare.**

**Plus: the MEO FUSCIUNI docufilm, MANE's focus on "fragrance & fashion",
insightful talks and a full calendar of exciting events**

From **September 12 to 14, 2025**, the **Stazione Leopolda** in **Florence** becomes the global stage for **Pitti Fragranze**, the **Pitti Immagine** fair dedicated to **international artistic perfumery**. Celebrating its 23rd edition, the fair offers a curated journey through the most exclusive olfactory notes and innovative skincare formulas where beauty meets science.

"Our goal has always been to anticipate trends, spotlight the latest innovations from iconic and emerging perfume houses, and scout for fresh talent," says **Raffaello Napoleone, General Director of Pitti Immagine**. "Each year, this commitment deepens through new collaborations and focuses, complemented by a full program of talks, presentations, and meetings designed to support the work of top buyers in the fragrance and beauty industries.

Fragranze promotes the pursuit of beauty, pleasure, and perfect moments. Since art cannot exist without harmony, we chose the word **Composition** to shape the identity and contents of this September's edition."

"Composition": the central theme of Fragranze No. 23

As Joseph Brodsky writes about composition in *Watermark*: the quality of a story doesn't depend on the story itself but on the editing. To compose is to unite, to link, to juxtapose, to balance. One assembles a puzzle, but also settles a quarrel. Flowers are arranged in a vase; pigments are blended to make a color.

Composition is an act invisible to most, yet capable of giving meaning and substance. Vitruvius codified it in architecture, Henri Cartier-Bresson waited patiently for it before taking a shot, and Renaissance painters identified it with the rules of perspective. **And for those who practice the art of perfumery and skin care, nothing is more essential than certain alchemical relationships that continually renew the olfactory and tactile experience.** The concept is visually represented in the 2025 Fragranze artwork by Alessandro Gori. Laboratorium -|- M M X V I.

The Ministry of Foreign Affairs and International Cooperation and ICE Agency for the 2025 Pitti Immagine fashion trade shows

The Ministry of Foreign Affairs and International Cooperation and ICE – the Agency for the promotion abroad and internationalization of Italian companies – support Florence's strategic role in internationalization through their backing of Pitti Immagine's 2025 fashion and lifestyle trade shows. This is a vital contribution to the program for hosting top international professionals



and media operators. “Fragranze is also at the heart of this important collaboration,” - *adds Antonio Cristaudo, Commercial and Business Development Director of Pitti Immagine* - “which enables us to invest valuable resources in bringing to Florence a **curated selection of over 30 buyers and professionals from the international world of artistic perfumery, beauty, and lifestyle, also extending invitations to top fashion retailers who are paying increasing attention to fragrance.** For this initiative, we are working closely with ICE staff abroad, always finding expertise and deep knowledge of local distribution and consumer contexts, which ensures effective promotion of Italian creations in their respective markets.”

The focus countries for the incoming program are: **France, China, Japan, South Korea, United Arab Emirates, United Kingdom, and United States.**

A total of 40 companies are participating in our hospitality program, representing 57 buyers from 13 countries: **China, South Korea, Denmark, France, Germany, Japan, Kazakhstan, Portugal, Qatar, Spain, Sweden, the United Kingdom, and the United States.**

Below we are pleased to present a selection of leading international and Italian companies that have confirmed their participation in this year's edition:

10 Corso Como (Italy), **15West** (Germany), **50 ML** (Italy), **Al Sacro Cuore Antica Profumeria** (Italy), **Alibinali – Galeries Lafayette Doha** (Qatar), **All Yours** (Spain), **Alla Violetta** (Italy), **Alteus** (Lithuania), **Anne Gallwe' Beauty** (Germany), **Antonia** (Italy), **Apropos** (Germany), **Arielle Shoshana** (United States), **Aroma Company** (Germany), **Aspects Beauty** (United Kingdom), **Beautik Haute** (Romania), **Beautymania** (Kazakhstan), **Bernardelli** (Italy), **Bertozzini dal 1913** (Italy), **B1lock** (China), **Bloom Perfumery** (United Kingdom), **Caleri** (Italy), **Cherry** (Italy), **Cow Parfymeri** (Sweden), **Crime Passionel** (Denmark), **Dover Street Market Paris** (France), **Duftkunsthandlung** (Germany), **Edith Lucke** (Germany), **El Corte Ingles** (Spain), **Elysee** (Romania), **Embassy** (Portugal), **F.G.J.** (Japan), **Fortnum & Mason** (United Kingdom), **Fragranze** (Italy), **Fumerie Profumerie** (United States), **Gabriella Profumi** (Italy), **Galleria San Federico** (Italy), **Gambarini** (Italy), **Glamour Profumeria** (Italy), **Hesperia** (Spain), **House of Merlo** (Poland), **Hyundai department store** (South Korea), **JC Apotecari** (Spain), **Kusmund** (Austria), **I love beauty** (Denmark), **Illum** (Denmark), **Isetan Mitsukoshi** (Japan), **Isolee** (Spain), **La Maison de Parfum** (Italy), **Labelhood** (China), **Lane Crawford** (China-Hong Kong), **Laura Perfumeria** (Spain), **La Vie en Rose** (Italy), **Le Secret du Marais** (Spain), **Le Sillage** (Japan), **Les Senteurs** (United Kingdom), **Libero Perfume** (Israel), **Linda Vuela a Rio** (Spain), **Luisaviaroma** (Italy), **Maison de Parfum** (Italy), **Mazzolari** (Italy), **Meroni Andrea Profumeria** (Italy), **Mfragnet** (China), **Minenna Profumeria** (Italy), **Mist – La Niche Perfume** (Kazakhstan), **Molecule Perfume** (Israel), **Mon Petit Perfume** (Italy), **Nadia Perfumeria** (Spain), **Narciso** (Italy), **Neos 1911** (Italy), **Nose Shop** (Japan), **Oggioni Profumeria** (Italy), **Orjana Trading Poland** (Poland), **Papaduk** (Spain), **Parenti Profumeria** (Italy), **Perfume Gallery** (South Korea), **Printemps** (France), **Profumeria Inglese** (Italy), **Profumissime** (Italy), **Profumo Poerio 33** (Italy), **Rinascete** (Italy), **Saide** (Italy), **Shy Mimosa** (United Kingdom), **Skins Cosmetics** (Netherlands), **Soling Company** (Russia), **Storm** (Denmark), **The Beautyaholic's Shop** (Italy), **Top** (Croatia), **Thaler** (Italy), **Trajea** (Portugal), **Twenty Profumeria** (Italy), **Twisted Lily** (United States), **Valtellini** (Italy), **Wren & Wild** (United States), **ZGO** (United States).

UniCredit is the Main Partner of Pitti Immagine

Since 2020, UniCredit has supported Pitti Immagine as the main partner of its trade shows, contributing ideas, projects, and resources to support the development of local regions and the production and market excellence of Made in Italy showcased at Pitti Immagine. This synergy reinforces the bank's role as an active partner for companies in matters of innovation, sustainability, and internationalization, with the goal of supporting them in the challenges posed by the evolving industry landscape.



Figures for this edition

258 brands are participating in the trade show

75% of which are **from abroad**

110 brands are new or returning

The main countries of origin are:

France, Germany, Spain, Sweden, Turkey, Netherlands, South Korea, UAE, United Kingdom, USA, China-Hong Kong, Romania, Switzerland, Armenia, Austria, Belgium, Greece, India, Norway, Poland, Czech Republic, Taiwan.

Among the brands that have already confirmed their participation:

&Goodies, 27 87 Perfumes, 3LAB, Aether Parfums, Acqua di Stresa, Agarthi, Altaia, Amoln, And Fragrance, Anthologue by Lucien Ferrero, Antinomie, Beaufort London, Boadicea the Victorious, Borntostandout®, Caron, Ciro, Coreterno, Comporta, D:Sol, Discothèque, Eau d'Italie - Le Sirenuse, Essenzialmente Laura by L. Bosetti Tonatto, Farmacia SS. Annunziata dal 1561, Filippo Sorcinelli, Floris, Fragonard, Franck Boclet, Francesca Dell'Oro Parfum, Hunq, Isabey Paris, Jorum Studio, Jovoy, J-Scent, Kajal Perfumes, Laboratorio Olfattivo, Le Persona, L'Entropiste, Linari Fine Fragrances, Lydeen Parfums, Maie Piou, Maison Mataha, Maison Tahité - Officine Creative Profumi, Majda Bekkali, Maison Lorenzo Villoresi, Marie Jeanne, Meo Fuscini, Miller Harris, Miller et Bertaux, MiN New York, Mizensir, Molinard Parfumeur, Obvious, Olivier Durbano, Pana Dora Sweden, Param Sara, Parfum de Mahzen, Pekji, Pesade, Pierre Guillaume Paris, Racyne, Raer Scents, Recensione Negativa, Regalien, Réserve en Afrique, Rundholz, Sabé Masson, Santa Eulalia, Santi Burgas, Saranghaeyo, Shekor, Son Venin, Sora Dora, Swiss Perfection, The Different Company, The Essential Blend, The Spirit of Dubai, Thomas de Monaco, Tobba Parfums, Tombstone, Une Nuit Nomade, Veronique Gabai, Voskanian Parfums, Widian, Wiener Blut.

Fragranze HIGHLIGHTS

Among the new entries, launches, significant returns, and participants in this edition:

_ Meo Fuscini

Meo Fuscini, today considered one of the most important Italian perfumers on an international level, returns to Pitti Fragranze and, at this edition, launches *Isola*, his latest olfactory creation: a fragrance that speaks of suspended time and the sweet melancholy of summer, an intimate journey that becomes memory, light, and contemplation. He also unveils a new edition of #1 *Nota di Viaggio – Rites de Passage*, the fragrance that marked the beginning of his journey. A return to the origins, reinterpreted with new sensitivity, celebrating transition, transformation, and the evocative power of perfume as a ritual.

_ Maison Lorenzo Villoresi

In September, Lorenzo Villoresi returns to Fragranze and presents Teti, the new fragrance from the Mare Nostrum collection, with a special artistic installation at the Stazione Leopolda.

"I was inspired by Teti," Villoresi says, *"a mythological figure representing eternal youth and freedom. She is the most beautiful of the nymphs, connected to water and beauty, dancing freely and carefreely, surrounded by flowers and never-before-seen fruits."* Villoresi will also open the doors of the Maison and the Perfume Museum at Via de Bardi 12 in Florence to Fragranze guests, offering guided tours into the world of aromatic plants and perfume.



Calé

Calé returns to Fragranze with some of its historical brands and has chosen Stazione Leopolda to present two important novelties:

Saranghaeyo, which means “I love you” in Korean, is the name of the project by Sung S. Kim, photographer and entrepreneur, who wanted to create a kind of olfactory diary: each fragrance has a place, a short text, and a reference year. Sober, rigorous, elegant, capable of evoking emotions and reviving intense moments.

Pesade: a new Korean brand born from the collaboration between founder Mok Young-kyo and artist Kwango Lee. A fragrance designed to lead the wearer to discover their inner strength and potential. A perfect expression of both aesthetics and scent, inspired by the concept of Dressage – a symbol of harmony between power and balance (the brand also exhibits with its own stand).

Olfattorio

Within the Fragranze program, Olfattorio showcases new releases from its reference brands and new ones debuting at Fragranze, including:

Antinomie: a brand founded in 2022 through collaboration with perfumers Pierre-Constantin Guéros and Bertrand Duchaufour. At Fragranze, Antinomie will present its new creation.

MIN New York: founded in 1999 by Chad Murawczyk, the brand produces each fragrance in Grasse, with the highest level of craftsmanship. The line includes perfumes, bath products, and candles.

Swiss Perfection: the Swiss skincare brand presents exclusive collections and advanced anti-aging solutions with highly concentrated botanical ingredients and extracts.

Essenses

In the Alcatraz area, Essenses presents the SCENTSCAPE project, an artistic exhibition of its prestigious portfolio of brands. Also in the spotlight is a series of brands debuting at Fragranze:

D:Sol: a maison born in Berlin from the creative vision of Dennis Werner, a beauty and communications expert. Inspired by the atmospheres of Mallorca and Berlin, D:Sol presents a fragrance collection evoking light, warmth, and the emotional depth of life under the sun.

L'Entropiste: the brand by Bertrand Duchaufour, considered one of the greatest contemporary noses. Each fragrance arises from a raw material observed beyond its tangible aspect, deconstructed and restructured to find new balance through the process of transformation.

Sora Dora: a maison with more than four generations of experience. Each fragrance tells a story, an olfactory journey blending tradition and modernity. Sora Dora's creations represent a perfect balance between the power of nature and the elegance of craftsmanship.

Marie Jeanne: born in Grasse in 2014 thanks to Georges Maubert's vision, this maison oversees all stages of production, from cultivation to harvest, guaranteeing full traceability of raw materials. From tuberose fields in Grasse to orange blossoms picked in Morocco, every element is selected with a preference for sustainable farming practices. Minimal and eco-friendly packaging.

Kaon

Kaon is participating in Fragranze with its rich portfolio of brands, which on this occasion will present new olfactory creations. Alongside the historical names are some very interesting new entries.

27 87 Perfumes: founded in Barcelona, 27_87 Perfumes revolutionizes niche perfumery with a bold and independent approach. The brand favors experimentation and a dialogue between mind, heart, and traditional craftsmanship. Each fragrance – available in 27 ml and 87 ml formats (from which the name is derived) – is created in collaboration with some of the most creative noses on the international scene.



Sabé Masson: this brand embodies a new generation of perfumery, with moisturizing, alcohol-free properties that are gentle on both skin and environment. Genuine galenic formulations, cosmetic matrices rich in 100% natural and vegan raw materials, offer countless skin benefits. From this philosophy come the first solid perfumes in stick form, Parfum de soin, and Eau de Parfum de soin.

_ Release

Release showcases the latest from its brands at the Leopolda, including two noteworthy names making their debut at the show:

Maie Piou: Jean-Charles Sommerard's maison de parfum introduces a new line of artistic fragrances named after a small bird that has taken flight. The Ambrogne collection is a tribute to the Orient: five genderless fragrances blending noble and natural materials.

And Fragrance: handmade, natural fragrances created by renowned perfumer Simon Constantine, known for his ethical approach and environmental commitment. The new perfume Bâre captures the essence and spirit of the Great Bear Rainforest in Canada: a refined fragrance that also supports the Indigenous communities producing the essential oils that compose it.

_ Campomarzio70

Campomarzio70 is returning to Fragranze with **The Essential Blend**, a home fragrance collection that celebrates places close to the heart. Each fragrance is marked by the street number of an iconic location, paying tribute through scent. This edition will see the launch of the new **Hand & Body Collection**, offering a complete beauty ritual. The formula is enriched with natural-origin ingredients for deep hydration and immediate comfort. The classic amber bottles are designed to preserve fragrance purity and elevate everyday rituals by combining aesthetics and sustainability.

_ Filippo Sorcinelli

The house of artistic perfumes Filippo Sorcinelli returns to Fragranze with its unmistakable creations. After a career in music and tailoring – even designing sacred vestments for three popes – Sorcinelli turned to the olfactory arts. His first fragrance, LAVS, is still used to scent the packaging of liturgical garments. It was followed by UNUM, Extrait_de_musique, Atmosphère d'émotion, and SuperFluo?, collections that have expanded the house's offering more than ten years after its founding.

_ Santa Eulalia

Already a symbol of high fashion in Barcelona, the Santa Eulalia boutique launched its first Eau de Cologne in 1947. Today, the brand elevates the olfactory arts with a collection of twelve signature fragrances, each one expressing a scent journey traced with passion and authenticity: Citric, Albis, Marinis, Oscuro, Oscuro Forte, Nectar, Vesper, Aprilis, Nubes, Crocus, 175, and Odysea.

_ Tombstone fragrances

Olfactory creations born from reflections on life, the inevitable, and eternity. Each bottle is carved into the shape of a tombstone – a one-of-a-kind, handcrafted piece.

_ Amoln

A Swedish fragrance and personal care brand founded in Malmö in 2019, consistently using top-quality artisanal ingredients. At Fragranze, the brand presents five new lines created by leading French perfumers. The bottle was designed by artist Michael Elmgreen.



SPRING: the new names

SPRING is the area dedicated to a selection of new brands, fragrance lines making their very first appearance before an international audience, and emerging players in the market — all aimed at meeting the growing demand for innovation from the most discerning buyers.

Among the brands featured in this edition:

Atelier Vesper, Avii, Carl Kling Parfums, Ephemeral Dyadic, Gianluca Gariboldi, Gini Parfum, Harold & Maude, Hellenist, Kintsugi Perfumes, Kysh Cosmetics, L'Art Vèvien, L'Eau Maliz, La Serra, Mezel, Michele Marin Essenza, Mmoire, Notefluide, Organ Tale Parfums, Rito, Synesthésie, The Things Past

New!

SOUL AND SKIN, the new section dedicated to skincare

The refinement of gold outlines the spaces of Soul and Skin, the new area dedicated to skincare: carefully selected brands present never-before-seen advancements in facial and body care — rituals and beauty allies, wellness and self-care solutions born from the study and research of raw materials.

Here are the brands that have already confirmed their participation:

Aksimonebelli, Annab Cosmetics, Augustinus Bader, Bakel, Eve Lom, Fejessence, Höbepergh, Insium, Lavika, Lèrève Beauty, N8 Molecule, Perennae, Petite Amie Skincare, Phosbeauty, Susanne Kaufmann, Und Gretel.

Guests, Events, and Special Projects

New projects, special focuses, premieres, the economic observatory, and the event calendar: here are some of the highlights of the new edition.

_ RAW by MANE presents "FASHION & FRAGRANCES WEARING THE FUTURE"

MANE opens the 2025 edition of Pitti Fragranze with a new edition of RAW by MANE, the conference format spotlighting the most important raw materials in perfumery. This time, a sensory journey explores the deep connection between two creative worlds capable of capturing the spirit of the times: Fashion and Fragrance. Two art forms that influence each other, sharing a common language made of style, emotion, and identity. If fashion defines shapes, fabrics, and colors, perfumery transforms those suggestions into unforgettable olfactory experiences. During the presentation entitled "**FASHION & FRAGRANCES WEARING THE FUTURE**", **MANE** — on Friday, September 12 at 11:00 a.m. — will show how fragrance ingredients become a meeting point between creativity and sustainability. An innovative dialogue opening up new perspectives for both sectors.

With **Bruno Chezzi** (Fragrance Division Director, MANE Italy), **Cristina Stefanutti** (Marketing Manager Fragrance Division, MANE Italy), **Julie Massé** (Perfumer, MANE), **Adama Sanneh** (CEO, Moleskine Foundation).

Julie Massé of MANE collaborated closely with Satoshi Kuwata of SETCHU, Fragranze's Special Guest, to compose his collection of five fragrances.

_ SETCHU SPECIAL GUEST @ FRAGRANZE

Satoshi Kuwata, founder and creative director of SETCHU, is the Special Guest of this edition. He presents, in an exclusive preview to the Fragranze community, his very first **collection of five fragrances**, created in collaboration with **Julie Massé** of **MANE**.

SETCHU is a brand that embodies the fusion of Japanese and Western cultures. Winner of the LVMH Prize for Young Fashion Designer 2023, Satoshi Kuwata was also guest designer at the winter edition of Pitti Uomo in January 2025. In September, he returns to Florence with his first fragrance line, to be unveiled through an **artistic installation** at the heart of Stazione Leopolda



and with a **dedicated talk, on Friday, September 12 at 12:30 p.m** with Satoshi Kuwata and Julie Massé in conversation with Paola Gariboldi.

With SETCHU, a new series of presentations dedicated to the virtuous relationship between artistic perfumery and fashion design is inaugurated. (*see dedicated press release*)

“Olfactory Memories” by Meo Fuscini

Meo Fuscini will be at the Stazione Leopolda with his new creations and, as a special event, will present the world premiere of *“Memorie Olfattive”* (Olfactory Memories), a poetic and artistic docufilm tracing the story and creations of the acclaimed Sicilian nose. On **September 12**, the film — produced by production house Angelika — will be at the center of a **special evening at the La Compagnia cinema-theater** (7:00 p.m., Via Cavour 50/R, Florence), featuring a screening followed by a talk with Fuscini himself. In the following days, the docufilm will also be screened in a dedicated screening room at the Stazione Leopolda, which will also host a special conversation with the renowned perfumer (**Saturday, September 13 at 3:00 p.m.**). (*see dedicated press release*)

Fragranze Observatory

What are the criteria for defining niche perfumery? What are the preferred sales channels? Which emerging or fast-growing markets – European and non-European – are most relevant? What age groups represent the current target audience of artistic perfumery? And what are the forecasts for 2025–2026?

These are just some of the questions the **Fragranze Observatory** aims to answer. Promoted by Pitti Immagine and curated by economist **Marco Ricchetti** of Blumine, the Observatory presents an overview of industry performance through data and trend analysis, developed also with input from exhibitors. The findings will be discussed in a talk at the Stazione Leopolda featuring **Paola Gariboldi**, beauty journalist and expert, **Susanna Macchia**, senior beauty editor at *la Repubblica*, and Marco Ricchetti, **on Friday, September 12 at 2:00 p.m.**

FRAGRANZE TALKS

To explore current topics surrounding fragrances and skincare, beauty journalists and experts **Paola Gariboldi** and **Susanna Macchia** will take the floor. At a time when independent cosmetics brands are experiencing significant growth and the fragrance market is seeing a constant launch of new names, the two talks aim to investigate the reasons behind the former's success and the values that define the latter. Here are the two talks scheduled at the **UniCredit Fragranze Arena**:

– The success of indie skincare brands

September 2023, Nielsen research: “Indie brands are outpacing the overall growth of the beauty and personal care market.” How have small cosmetic houses achieved such remarkable success in just 20 years? How have they reached such a wide audience? And how have they eroded the power and appeal of fashion houses with cosmetics lines?

On Friday, September 12 at 4:00 p.m. Paola Gariboldi and Susanna Macchia will discuss it with Paola Malaspina of Beautyaholics. Participants include Eleonora Pratelli of Perennae and Matteo Sgarbossa of Hübepbergh.

– Fragrance house 2.0

Reflections on the DNA of new, small perfume houses and their ability to face the complexity of an increasingly mature market. How their approach differs from that of fragrance houses born in the 2000s, and when and how this identity shift occurred.

On Saturday, September 13 at 11:00 a.m. Paola Gariboldi and Susanna Macchia will gather



insights, experiences, and stories from Laura Bosetti Tonatto (founder of Essenzialmente Laura), Quentin Dorado (founder of SoraDora), and Antonio Cristaudo (Commercial and Development Director of Pitti Immagine).

In addition:

ISTITUTO MARANGONI presents

Narrated Scent: The future professions of perfume through language, culture, and the senses

The success of a fragrance begins with a powerful decision: its name. Words capable of evoking – even before the sense of smell – a sensory universe, an imagination, a desire. But who crafts these narratives? Emerging now are new professional figures, from naming artists to packaging storytellers to scent editors, who blend creativity and branding. These are the people who translate emotion into language and give voice to fragrance.

And through those voices, the beauty industry of the future will speak to new generations: with authenticity, imagination, and emotional power. Arnaud Guggenbuhl (Givaudan), Philippe Solas (Une Nuit Nomade), Francesca Giulia Tavanti (Istituto Marangoni Firenze), Marco Martello (The Greatest magazine and author of La Formula del sentire) in conversation with journalists Francesca Delogu and Silvia Manzoni, on **Friday, September 12 at 5:00 p.m.**

Among the brand events scheduled at the UNICREDIT FRAGRANZE ARENA:

Calé presents the masterclass:

Discoveries from South Korea. What makes them unique and appealing to Western markets

Two fascinating Korean fragrance brands – **Pesade** and **Saranghaeyo** – are making their debut on the Italian market. Silvio Levi of Calé and Karen Marin of *essencional.com* will present a special masterclass at Fragranze — **Saturday, September 13 at 12:00 p.m.** — during which the founders of both brands will share the stories, inspirations, and creations that define their collections. An invitation to explore the design, art, and storytelling brought to life through perfume, fragrances that redefine expectations, designed to surprise and enchant. Two unique and original brands from the Far East that blend modern style, bold creativity, and a fresh approach perfectly suited to the European consumer.

The Essential Blend presents

The Essential Cocktail: the taste of perfume

A sensory talk with Valentino Di Liello, CEO of Campomarzio70, Alessandro Pozzi, co-founder and drink designer of BE Barman, and Giovanna Rumor, co-founder and head of communication of BE Barman. A dialogue exploring perfume through a new perspective: taste. **Saturday, September 13 at 2:00 p.m.**

Pierre Guillaume Paris

To celebrate 20 years of Pierre Guillaume Paris, a talk will take place on **Friday, September 12 at 3:00 p.m.**, moderated by Roberto Drago of Kaon. It will be a chance to delve into the philosophy of a visionary perfumer who has managed to combine technique and poetry, contemporary art and scent, all without following marketing rules.

Andy Tauer

On **Sunday, September 14 at 2:00 p.m.**, Andy Tauer, a pioneer of artisan perfumery since 2005, will invite the Fragranze audience to reflect on what it means to be niche in 2025. Celebrating two decades of experience as an independent creator, Andy Tauer will offer a



critical look at the evolution of niche perfumery and the risks it faces today – a call to reaffirm the values that once defined the niche and could still shape its future. Moderated by Roberto Drago of Kaon.

**_ Thomas De Monaco Parfums presents
*The Artist Line: Where Perfumers Take the Lead***

Thomas De Monaco Parfums begins a new chapter with The Artist line, a visionary collection that puts perfumers themselves at the center – celebrating their creative freedom and spirit of experimentation. For its debut, three fragrances will be unveiled on **Saturday, September 13 at 4:00 p.m.:** Fleur Danger (perfumer: Ugo Charron), Jade Amour (David Chieze), and Neo Eden (Augustin Lemièr) — united under the theme “Flowers for Future,” a forward-thinking exploration of floral notes through new forms and futuristic interpretations.

**_ D:SOL presents
*Defining an Olfactory Identity***

Dennis Werner, founder and designer of D:Sol – on **Saturday, September 13 at 5:00 p.m.** – will be in conversation with François Dahdah on the creative process behind building a niche fragrance brand.

**_ Danhera
*Between History and Dream: fragrance as a bridge of emotions***

In an era when time seems to slip away, **Danhera** invites us to rediscover the universal power of myths and legends. On **Sunday, September 14 at 10:30 a.m.**, Daniela Ciaffardoni will guide the audience through an experience that transcends time: a celebration of eternal beauty, memory, and imagination, making fragrance a universal language.

**_ Coreterno
*The Creative Spark: from Composition to Vision***

Beyond the simple sum of the elements in every artistic composition – olfactory notes, pigments, words – there exists a place where subject and object merge, generating what Pirsig called “Quality.” On **Sunday, September 14 at 10:00 a.m.**, Michelangelo Brancato will explore how the artist’s vision acts as a catalyst, transforming each raw material into an autonomous, independent work.

**_ Pigmentarium
*Translating history through fragrance: bringing Prague’s past to life for a modern generation***

On **Sunday, September 14 at 12:00 p.m.**, a talk will be held with Tomáš Ric, who at just 24 years old, while still completing university, launched Pigmentarium with the ambition to tell stories of his native Prague through fragrance. Each fragrance in the collection reinterprets the city’s layered past through modern olfactory compositions and digital storytelling.

**_ Lumi
*The genesis of a fragrance: from olfactory storytelling to composition***
A talk with the participation of Luana Piroli e Giulia Brigliadori. **Sunday, September 14 at 3:00 p.m.**



Also participating in this edition:

NEZ, in the name of olfactory culture

Nez, the only international magazine entirely dedicated to fragrance and the culture of smell, will be present at the fair with its magazines, a special selection of its publications, and *Niche by Nez*, its most recent release — an annual publication dedicated to independent perfumery.

Pitti Fragranze also goes digital on PITTI CONNECT

Alongside the physical event at Stazione Leopolda, Pitti Fragranze also extends into the digital world with **Pitti Connect**, available online until October 28. The platform allows users to explore all participating brands, network with industry professionals, schedule meetings in advance, and access exclusive editorial content.

For all updates, the full event calendar, and the latest news on Pitti Fragranze, visit:
fragranze.pittimmagine.com

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