



FRAGRANZE

A stellar edition of Fragranze!

Nearly 2,200 buyers came to Florence for this edition of the show – a sharp increase of +32% compared to last year – with an impressive presence of high-quality, increasingly international professionals.

Spain, Germany, France, and Switzerland topped the list of foreign markets, while Italian buyer numbers also saw a significant rise.

With 258 brands on show, Fragranze continues to be the leading event for discovering what's new in niche perfumery and the beauty world, and a key platform for launching olfactory culture trends on the international stage.

“Over these three days at Fragranze, there was a truly special and vibrant atmosphere,” said **Raffaello Napoleone, CEO of Pitti Immagine**. “Exhibitors, buyers – some of whom traveled a great distance – members of the press, and professionals across the industry brought with them a palpable sense of enthusiasm. They came to the Stazione Leopolda to scout new brands, explore the latest from established names, spot upcoming trends, and hear directly from industry leaders about the most innovative developments. Their expectations were more than met.”

“First and foremost, thanks go to the tremendous work done by **the brands and the many new launches presented. Among the 258 brands at this edition (75% of which were international), 110 were either new entries or notable returning names** – offering buyers a rich selection of original fragrances and beauty innovations to take back to their clients. The growth in numbers and the exceptional quality of attendees, increasingly global, confirm the crucial value Fragranze brings to the entire sector.”

Over the three days, **nearly 2,200 buyers** visited the Stazione Leopolda, **up 32% from the previous year, representing over 50 countries**. International attendance surged across all key markets, with around **550 foreign buyers overall**. Domestic attendance also rose significantly, reaching **1,650 Italian buyers**.

The top international markets for Pitti Fragranze were **Spain**, followed by **Germany, France, Switzerland, Poland, the Netherlands, the UK, the USA, Ukraine, the UAE, Austria, South Korea, Japan, Turkey, and Russia**.

“Artistic perfumery is going through a very exciting time,” added **Antonio Cristaudo, Chief Commercial and Development Officer at Pitti Immagine**. “The strong attention Fragranze received this year reflects the strategic work we do for every edition, starting with the meticulous selection and quality of the brands, alongside a solid and thoughtful event design. From the layout of the exhibition to fresh content, like the new **‘Soul & Skin’** special area dedicated to skincare, which was very well received. Plus, the many special guests and scheduled events help make the Florence edition an unmissable rendezvous for an international audience seeking originality and innovation. This edition also featured a strong inbound buyer program, thanks to the support of **ICE – Italian Trade Agency and the Italian Ministry of Foreign Affairs and International Cooperation**, with invitations extended to top fashion retailers who are increasingly drawn to the fragrance and beauty world. And notably, we opened a major window

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onto the Far East, led by South Korea, currently one of the most innovative markets in terms of olfactory research, and strongly represented at Fraganze both in brands and key figures.”

The media and industry professionals (with **420 registered media operators**) showed strong interest in the event’s rich program of talks and presentations. Highlights included: Special guest **SETCHU**, the acclaimed Japanese designer, who successfully debuted his first fragrance collection with a dedicated installation and talk; **Meo Fusciuni**’s special event previewing “Memorie Olfattive”, a poetic docufilm exploring the life, creations, and story of the renowned Sicilian perfumer; the insightful “**Fashion & Fragrances: Wearing the Future**” focus by essence house **MANE**, a key partner of Fraganze; a market and trend analysis of artistic perfumery presented by the **Fragranze Observatory**, curated by economist **Marco Ricchetti** (Blumine); topical discussions on the evolving landscape of beauty and fragrance, such as “The Success of Indie Skincare Brands” and “Fragrance House 2.0”, hosted by beauty journalists and experts **Paola Gariboldi** and **Susanna Macchia**; a talk on the future of perfume professions, presented by **Istituto Marangoni**; the special reopening of the Perfume Museum and its Garden of Aromas by **Maison Lorenzo Villoresi**, marking the brand’s return to Fraganze – a unique Florence destination dedicated to olfactory culture.

And finally, the many **brand-led events, presentations, olfactory experiences, and celebrations** held both at the Stazione Leopolda and throughout the city, all of which saw outstanding public engagement.

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