PITTI FRAGRANZE 24
September 11–13, 2026
Stazione Leopolda, Florence

Fragranze brings to Florence the finest artistic perfumery and high-end skincare: for its 24th edition, the Stazione Leopolda will host over 290 international brands and welcomes over 2,000 specialized buyers. Organized in collaboration with the ICE Agency and UniCredit.

CARE is the guiding word for this edition.

Fragranze also features a rich calendar of events with the leading figures of contemporary olfactory culture: presentations, talks, demonstrations, market analysis, consumer behavior research... and a special focus on *Augmented Fragrances* and *Double Power Skincare.*

The Special Guest is fashion designer Niccolò Pasqualetti, debuting his first fragrance collection.

The *Master Perfumer* is Daniela Andrier, previewing her highly anticipated maison de parfum.

With its 290 new collections of artistic perfumery, displayed along the elegant exhibition pathway designed at the Leopolda, the 24th edition of Fragranze sets a record attendance right from the start and reinforces its central role among international events: featuring not only the most interesting niche brands of the moment, but also the most established composition houses and talented creative noses, ranging from the youngest newcomers to the cult names of the industry.

CURA is the guiding theme of this edition
At the origin of every gesture is care: protection and inquiry at once, attitude and intuition, a place of shelter and an open horizon. **CURA** is the evocative yet concrete word chosen to inspire the 24th edition of Fragranze. **The most delicate corolla of an iris, the noblest of flowers,** is the protagonist of the image accompanying the promotional campaign. Care is a word closely associated with skincare and cosmetics, but also with fragrance. It is a concept that feels especially relevant today, particularly among younger generations, who are increasingly attentive to caring for themselves, for others, and for the world around them.

"There is great momentum in the world of fragrances. This does not mean, however, that selecting brands has become any easier. In our vision, Pitti Fragranze is and must continue to be an experience of discovery, research, and depth. An event during which to foster encounters between exhibitors and international buyers, while also spreading olfactory culture through the voices of the sector's key protagonists," comments **Ivano Cauli, CEO of Pitti Immagine.**

The numbers of Fragranze

Over 290 brands participating in the fair
Approximately 75% from abroad

The main countries of origin:
Australia, China-Hong Kong, South Korea, United Arab Emirates, France, Germany, Japan, Greece, Lithuania, Netherlands, Poland, United Kingdom, Czech Republic, Romania, Senegal, Spain, United States, Sweden, Switzerland, Thailand, Taiwan, Turkey.

Among the brands participating in this edition:
27 87 Perfumes, Aedes de Venustas, Akro, Amoln, Anthologie by Lucien Ferrero, Anti, Antonio Alessandria Parfums, Avau, Beaufort London, Calaj Perfume, Carner Barcelona, Caron, Comporta Perfumes, Coreterno, Czech & Speake, D:Sol, Danhera Italy, Dilli House, ÉLIXIR PRIVÉ, Essenzialmente Laura by L. Bosetti Tonatto, Etat Libre d'Orange, Fragonard Parfumeur, Francesca Dell'Oro Parfum, FUMparFUM, Goti, Heeley, Hellenist, Histoires de Parfums, Ideo Parfumeurs, Imaginary Authors, Isabey Paris, Istituto dell'Odore, Jouissance Parfums, Jovoy, Kajal Perfumes, Kuoca, L.T. Piver, Le Persona, L'Entropiste, Linari Fine Fragrances, Lorenzo Villoresi, Marie Jeanne, Meo Fusciuni, Miller et Bertaux, Miller Harris, Moth and Rabbit, Nicolai, Nobile 1942, Noble Panacea, Obvious, Ode Ona, Olivier Durbano, Optico, Pekji, Pesade, Pierre Guillaume Paris, Réserve en Afrique, Rundholz, Sabe' Masson, Salon de Nevaeh, Santa Eulalia, Saranghaeyo, Sisology, Sora Dora, Spoturno, Stephane Humbert Lucas, Studio Pneuma, The Different Company, Thomas de Monaco, Tombstone, Une Nuit Nomade.

Around **2,200 total buyers** attended the last edition of the fair (September 2025), including **550 from abroad.** The main source markets were: **Spain, Germany, France, Switzerland, Poland, the Netherlands, the United Kingdom, the United States, Ukraine, the United Arab Emirates, Austria, South Korea, Japan, Turkey, and Russia.**

Sections and special areas

SPRING: tomorrow's icons

SPRING is the area dedicated to a selection of new brands, fragrance lines making their first appearance before an international audience and new market realities, responding to the demand for discovery among the most research-oriented buyers.
Among the brands featured in this edition: **Almost Human, Art Brüt, AVII, Bontemps Paris, cent.pm, Egoscentrique, Friend of a Friend, Gianluca Gariboldi, Gini Parfum, IDMAN, Kintsugi Perfumes, L'Eau Maliz, La Serra, Max Foucaut, Mmoire, Organ Tale Parfums, Peosym, Rara Avis, Synesthésie, The Things Past, Unifrom, Venue.**

SOUL AND SKIN, the evolution of skincare

Inaugurated in 2025, the indie skincare section "Soul and Skin" is establishing itself as a privileged space for researching brands with avant-garde concepts dedicated to face and body cosmetics. Following last year's great success, "Soul and Skin" finds its identity in presenting a carefully curated selection of independent and niche labels.
Among the names at this edition: **Aksimonebelli, Angela Laganà, Augustinus Bader, Bakel, Coola, Dress Cosmeetics, Eve Lom, Fedua, From the Skin, Goshu, Goto Essentials, Höbepergh, Insium, Le Rub, Lerève Beauty, Luce di Sorrento, N8 Molecule, Obayaty, Perennae, Petite Amie Skincare, Phosbeauty, Susanne Kaufmann, Und Gretel, Vigneul Natural Cosmetics, Warew.**

Code Korea@Fragranze
On the heels of K-Beauty's tremendous success and the growing international attention that Korean creativity is attracting at Pitti Uomo, the special area **Code Korea @ Fragranze** makes its appearance, dedicated to a selection of the latest beauty innovations and research in the world of artistic fragrance, in collaboration with **Korea Creative Content Agency (KOCCA), The featured brands are: Deardot, Dermathod, Purepeak, and Varol.**
The initiative will also take center stage in a dedicated talk - Saturday, September 12 at 12:30 PM - UniCredit Fragranze Arena- on the event program: “Beauty and AI: the future is now” with **Chester Jungseok Roh** (CEO of KYYB) *(read dedicated press release)*

Fragrance & Fashion

From the previous edition onwards, Pitti Fragranze has chosen to support emerging designers at their first creative encounter with fragrance and, alongside them, to deepen the dialogue between fashion and scent. In parallel, Pitti Uomo, the Pitti event dedicated to menswear and its lifestyle, has created within it the special space HI BEAUTY, featuring a selection of avant-garde fragrance brands responding to the new needs of buyers. A synergy rooted in an attentive and far-sighted reading of market trends and consumer attitudes.
«The cross-contamination between fashion and fragrances is generating not only new narratives, but also interesting business opportunities," explains **Antonio Cristaudo, Commercial Director of Pitti Immagine.** "The know-how of Pitti Immagine and our long experience in the fashion sector, developed in particular through Pitti Uomo, have allowed us to initiate a virtuous exchange. On one hand, Fragranze opens up to the olfactory collections of emerging designers. On the other hand, we are able to expand our buyer incoming strategy. The leading department stores and most acclaimed concept stores are increasingly completing their fashion offer with fragrance research corners and proposals».

NICCOLÒ PASQUALETTI: Special Guest @ Fragranze 24
An absolute debut in artistic perfumery. Special Guest @ Pitti Fragranze 24 is designer Niccolò Pasqualetti. Among the youngest independent talents in Italian fashion (born 1994), already a finalist at the LVMH Prize 2024 and Guest Designer at the summer 2025 edition of Pitti Immagine Uomo, the Tuscan-born designer will present his first olfactory creation through a visionary installation, a pure expression of aesthetic sophistication and expressive freedom.

"Niccolò Pasqualetti's fashion," **says Francesca Tacconi, Special Events Director at Pitti Immagine,** "is sophisticated in form, precious in materials, and free in expression; a story of research and reflection on one's own identity, of garments designed and fitted on himself before embracing, welcoming, and caring for those who will wear them. He is bringing the same approach to the creation of his fragrance line, and doing so alongside a great Italian nose, Cristiano Canali. We are convinced that together they will bring to life an entirely original and distinctly Italian olfactory story, one we can't wait to discover at Fragranze."

(read dedicated press release)

Collaborations and credits

The Italian Ministry of Foreign Affairs and International Cooperation and ICE Agency for the Pitti Immagine 2026 fashion trade fairs.
The Italian Ministry of Foreign Affairs and International Cooperation and ICE - the Agency for the promotion abroad and internationalization of Italian businesses, support Florence's role in the internationalization strategy through their backing of the Pitti Immagine 2026 fashion and

lifestyle trade fairs, providing a fundamental contribution to the incoming program for leading international operators and communications. Fragranze is also at the heart of this important collaboration, whose support makes it possible to invest valuable resources in bringing over **150 international buyers and media professionals** to Florence. This represents a significant boost to the presence of premium international professionals from the fragrance and beauty retail sectors, **coming from more than 30 countries**, **including several emerging markets** (**countries of origin: Australia, Austria, Azerbaijan, the Benelux countries, China, the Czech Republic, France, Germany, Hong Kong, Iraq, Japan, Kazakhstan, Mexico, Morocco, the Philippines, Poland, Portugal, Qatar, Saudi Arabia, Scandinavia, Singapore, South Korea, Spain, Taiwan, Turkey, the United Arab Emirates, the United Kingdom, the United States, Uzbekistan and Vietnam**). Invitations have also been extended to leading fashion retailers, reflecting the belief that the growing convergence of fashion, fragrance and beauty is creating not only new narratives, but also increasing business opportunities. ICE – Italian Trade Agency staff will also be available at stand G22 to provide specialist assistance and support.

UniCredit is Main Partner of Pitti Immagine
Since 2020, UniCredit has stood alongside Pitti Immagine as Main Partner, supporting the entire ecosystem of its trade fairs: from Pitti Uomo to Pitti Bimbo, from Pitti Filati to Taste, Danzainfiera, and Fragranze. A commitment that reflects the banking Group's desire to support the excellence of Made in Italy and the growth of Italian businesses, a synergy through which the bank confirms its role as an active partner for companies on the themes of innovation, sustainability, and internationalization, with the aim of accompanying them through the challenges of industry evolution.

The "Case del Made in Italy" at Fragranze
At this edition, the "Casa del Made in Italy" of Florence will be present at the Stazione Leopolda, at booth 12: a space for meeting and dialogue with companies and operators from the artistic perfumery, beauty, and skincare sectors, aimed at strengthening the dialogue between institutions and businesses and gathering the needs of industry professionals.

Alessandro Moradei is signing the set design of the show.
Alessandro Gori from Laboratorium -|- M M X V I designed the CURA artwork for the visual and advertising campaign.

Talks, exceptional protagonists, and special focuses

The world of artistic and research-driven perfumery and avant-garde skincare is in constant evolution. This is why the annual appointment with Fragranze is a fundamental moment for meeting the sector's most important players, understanding new consumer behaviors, and discovering how the market is moving. An engaging calendar of talks will enrich the Fragranze program. The aim is to offer broad and articulated perspectives on trends, explore themes at the center of consumer interest, and present the key voices of contemporary olfactory culture and the new international beauty scenes. The program of encounters has been conceived and curated by journalists **Paola Gariboldi** and **Silvia Manzoni**, former beauty editor at D La Repubblica and Paris-based freelance correspondent respectively, both experts and attentive observers of the sector.

_ MANE
The scent of Care – when Raw Materials Shape Emotional Design
On Friday, Semptember 11, at 10:30 AM, the celebrated essence house opens this edition of Fragranze with RAW "THE SCENT OF CARE – WHEN RAW MATERIALS SHAPE EMOTIONAL DESIGN". Starting from the idea of care as a universal and contemporary need, the presentation explores the universe of raw materials, olfactory culture, and design, highlighting how fragrance can

help build meaningful connections between people, places, and memory. MANE will illustrate how nature and innovation can converge in a new vision of olfactory design — an approach that considers fragrance not only as creative expression, but as a tool capable of influencing the perception of spaces, fostering wellbeing, and creating memorable experiences. Speakers include Bruno Chezzi (Fragrance Director, MANE Italia), Cristina Stefanutti (Marketing Manager, MANE Italia), Cristiano Canali (Perfumer, MANE), with the participation of Anna Barbara, President POLI.design Milan - Director of the Olfactive Design Program.

_ DANIELA ANDRIER, Master of fragrances
Interview and masterclass with Daniela Andrier, the renowned creator behind a number of successful fragrances, on Friday, September 11 at 4:30 PM at the UniCredit Fragranze Arena. Already described as "the poetic soul of modern perfumery," she forged a longstanding partnership with Prada, signing among others the masterpiece Infusion d'Iris, which won the FiFi Award in 2008. She has worked for Maison Margiela, Bottega Veneta, Gucci, and YSL. At Fragranze, she will present in absolute world preview her first and highly anticipated maison de parfum, a collection of six fragrances whose name has yet to be revealed.
Saturday, September 12 at 3PM - UniCredit Fragranze Arena.

_ NELLY RODI with **Chloé Arjona** (Beauty Director Nelly Rodi)
New olfactory experiences beyond retail
The renowned trend forecasting and strategic consultancy agency presents an analysis of how olfactory experiences are being reimagined across retail and other sectors, driven by evolving consumer expectations around immersive experiences, emotions and interactions.
Friday, September 11 at 12:30 PM - UniCredit Fragranze Arena

_ OSSERVATORIO FRAGRANZE:
A Vision of the Sector
Promoted by Pitti Immagine and curated by economist Marco Ricchetti (Blumine), the eagerly awaited Osservatorio Fragranze returns for this edition, on Friday, September 11 at 2:30 PM at the UniCredit Fragranze Arena.
Presenting an overview of market performance, key export markets, distribution dynamics, and customer demographics, developed with the involvement of the fair's exhibitors. Among the hot topics of this edition: the main challenges for independent brands in their startup phase, the information sources most used by consumers, the success of natural fragrances, and customer loyalty toward points of sale and brands. The results will be discussed during a talk at Stazione Leopolda.

_ GIVAUDAN
Givaudan, a leader in fine fragrance creation, is a special protagonist of this edition. The talk **“How Do You Build a Story Together?”**, taking place on Friday, September 11 at 3:30 PM, will bring brands and fragrance houses together to explore the creative process behind the development of a fragrance and the story that brings it to life. With the participation of **Frédérique Obin,** artistic director of brand Réservation, alongside **Yann Vasnier** (Senior Perfumer at Givaudan) and **Bernardo Cauvin** (Director of Haute Parfumerie at Givaudan). Additionally, Arnaud Guggenbuhl (Head of Global Marketing, Insight & Image Fine Fragrances at Givaudan) will present ***Il profumo come link sociale***, on how, for a generation in search of meaning and belonging — Gen Z in particular — the olfactory experience opens the door to a renewed sense of community.

_ Research frontiers:
LA CURA, a new obsession?
A fascinating exploration of the new frontiers of fragrance and skincare. Both are increasingly

playing a dual role: by caring for the body, they also act on emotions and self-esteem. A growing number of industry insiders maintain that the future belongs to *Augmented Fragrances* and *Double Power Skincare*, creations and formulas capable of pushing the accelerator on this dual role of scents and cosmetics. The conversation will involve an expert in neurocosmetics and **Pierre Gueros**, **senior perfumer at Symrise,** who has developed, alongside neuroscience experts, a platform capable of activating specific emotional states through scent.
Saturday, September 12 at 10.30 AM - UniCredit Fragranze Arena.

_ LAURA BOSETTI TONATTO
40 years of unique creations
Laura Bosetti Tonatto, internationally recognized as the most authoritative Italian nose, has been creating fragrances and personalized compositions for the world's leading cosmetic houses since 1986. She has crafted fragrances for the Vatican Museums and for Queen Elizabeth II. At Fragranze, an event she has attended since its very first edition, she will celebrate her fortieth anniversary.
Saturday, September 12 at 3 PM - UniCredit Fragranze Arena.

_ AFRO NICHE: an olfactory journey into the heart of contemporary African creativity
The spotlight now turns to **African olfactory creations and skincare**, discovering how African talents are increasingly influencing the evolution of fragrance tastes and beauty routines. A special talk, scheduled for Sunday, September 13 at 11:30 AM at the UniCredit Fragranze Arena, with **Amin Youssouf,** director of *The Colors,* a consultancy firm dedicated to the multicultural beauty market and **Chiara Scarcella**, Sales Manager of Misitano.

_ Istituto dell'Odore by Meo Fusciuni:
The manifesto of a post-industrial olfactory culture
At Fragranze, the renowned Italian perfumer unveils Istituto dell'Odore, an artistic perfumery project conceived with the purpose of preserving the past and the present, while making the olfactory future permanent. Its mission is to reach the very essence of perfume, allowing the full evolution of a fragrance to speak immediately and directly to the olfactory memory of those experiencing the work. Both imaginary and tangible, Istituto dell'Odore is conceived as an ever-evolving archive dedicated to safeguarding olfactory memory – the same memory that takes us back to our most cherished thoughts – where figures, emotions, feelings and perceptions find their place, transformed into fragrances.
Meo Fusciuni and **Federica Castellani** present this new project in a dedicated talk on Sunday, September 13 at 12:30 PM

_ Maison Lorenzo Villoresi
At this edition of Fragranze, with a dedicated space at Leopolda, Maison Lorenzo Villoresi presents a new fragrance, created entirely by **Alessandro Villoresi** with the collaboration of **Lorenzo Villoresi.**
Deep, sumptuous, and sensual, the new creation celebrates the entry of a new generation into the prestigious house of artistic perfumery. The journey, spanning myth, history, and science, will be enriched by a special exhibition.

_ Beauty Cannot Be Archived: Preserving to Create
Also at Fragranze, the launch of "**Beauty Heritage**", a project born in 2026 from an idea by **Stefania Bellinazzo, Maria Canella, and Isella Marzocchi** to enhance the archival, historical, and cultural heritage of the creative, productive, and commercial beauty sector, bringing together the shared expertise of three complementary professionals: journalistic experience in the sector, academic background, and over twenty years of work on significant archives and strategic communications.

The project is the focus of a talk on Saturday, September 12 at 11:30 AM at the UniCredit Fragranze Arena. Joining the founders in conversation is **Renato Ancorotti** (Senator of the Italian Republic) and **Antonio Calabrò** (President of Museimpresa and Director of the Pirelli Foundation).
The talk is moderated by **Valentina Debernardi** (Head of Beauty Harper's Bazaar ed Esquire).

_ ROBERTET:
A New Era for Natural Ingredients
Robertet, a global leader in fragrances, flavors, and natural raw materials, presents a talk on Saturday, September 12 at 4:00 PM at the UniCredit Fragranze Arena, exploring how ingredient innovation enhances natural raw materials and drives contemporary perfumery.

_ ISTITUTO MARANGONI
The Scent of Hospitality. *How fragrance transforms the experience of hospitality*
Scent is playing an ever more central role in contemporary hospitality: hotels, resorts, and destinations use it to transform the guest experience into something that lingers long after the journey ends. Meanwhile, from landscapes to gastronomic excellence, fragrances become interpreters of a destination's identity, capable of telling its story and bringing it to life through a universal language: that of emotion. The topic will be explored in a talk, on Saturday, September 12 at 5 PM, in collaboration with **Istituto Marangoni Firenze**, with the participation of **Ambra Martone** (Co-Founder LabSolue, Creative Director of Hotel Magna Pars), **Sophie Labbé** (Senior Perfumer, Firmenich), **Ilaria Legato** (Brand Designer, Olfactory Designer, Author of "Io sono Naso"), moderated by **Francesca Delogu** and **Silvia Manzoni.**

Also on the program at Stazione Leopolda:

_ WOOT
Grisha Serov, founder of WOOT, presents *Making Meaning Visible*. From brand design to packaging evolution: a conversation on the role of design today, not just creating objects, but building memory, identity, and a cultural meaning built to last.
Sunday, September 13 at 4 PM - UniCredit Fragranze Arena

_ Danhera
Through an olfactory tasting, Danhera presents the talk “The Beauty Born in the Shadows: Instinct, Metamorphosis, and the Care of the Invisible Parts of Ourselves,” on Sunday, September 13 at 10:30 AM at the UniCredit Fragranze Arena. Daniela Ciaffardoni, Founder & CEO of Danhera Italy, guides the audience on a journey through fragrance and self-discovery, offering an immersive experience into the symbolic world of ORKEIA, inhabited by the Black Orchid and the White Tiger.

_ Mezel Paris
The maison interprets the theme of this Fragranze edition, CURA, through an olfactory experience built on the concept of "transformation." Starting from Cuir de Pastèque, a refined fragrance born from watermelon and iris, it investigates the transformative power of raw materials, often unexpected.
Sunday, September 13 at 2PM - UniCredit Fragranze Arena

_ Taste & Smell w/ MARIEJEANNE
The experience presented by MARIEJEANNE in the outdoor entrance area of Stazione Leopolda explores the world of perfumery through taste, pairing the flavors of artisanal gelato with the signature ingredients of MARIEJEANNE fragrances.
Friday, September 11, from 11 AM to 2 PM - Stazione Leopolda, outdoor entrance area

_ “Le immagini del profumo” [The images of perfume] by Matteo Fumagalli, with illustrations by Daniele Catalli (Book presentation)
Perfumery tells stories and paints atmospheres. “Le immagini del profumo” (published by L’Ippocampo Edizioni) invites readers to discover the evocative power of hundreds of fragrances, organized into eight visual worlds: Darkness and Light, Eros and Thanatos, City and Landscape, Memories and Future.
Sunday, September 13, at 3PM - UniCredit Fragranze Arena

_AVAU
What We Carry With Us
Three siblings, three areas of expertise, and one suitcase: how a family legacy becomes an independent fragrance house. With Leonardo Catalani (Co-Founder & Creative Director), Carolina Catalani (Co-Founder & Strategy Director), and Caterina Catalani (Co-Founder & In-House Perfumer).
Saturday, September 12 at 2 PM - UniCredit Fragranze Arena

_Atelier des Ors
The Evolving Role and Vision of the Creative Director in Niche Perfumery
Founded in France in 2015 by **Jean-Philippe Clermont**, Atelier Des Ors is an artistic perfume house inspired by the codes of *belle parfumerie*. On Sunday, September 13 at 2:30 PM, Jean-Philippe Clermont, founder of Atelier Des Ors, joins **Roberto Drago**, co-founder of Kaon, for a conversation titled **“The Evolving Role and Vision of the Creative Director in Niche Perfumery,”** exploring how the role and creative vision of the Creative Director are changing within the niche fragrance landscape.

Events in the city

_By Terry
During the three days of the fair, from 4 to 9 PM, By Terry offers personalized make-up consultations by appointment at the Social Hub in Viale Spartaco Lavagnini.
Reservations: **segreteria@kaon.it**

_Maison Tahité
A scent. A space. A connection. Cocktail and live music on Friday, September 11, from 6:30 to 9:30 PM at the Social Hub in Viale Spartaco Lavagnini.
By invitation only

_Olfattorio
On Friday, September 11, from 6:30 to 8:30 PM, Olfattorio presents its new luxury brands, Parfums de Marly and Initio, at Olfattorio Bar à Parfums, Via dei Tornabuoni 6.
The presentation will also take place on Saturday, September 12, from 6:30 to 8:30 PM, at Olfattorio Bar à Parfums, Rinascente Firenze, Piazza della Repubblica.

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 is also online on PITTI CONNECT
Alongside the physical fair at Stazione Leopolda, the Pitti Fragranze experience continues on **Pitti Connect**, available online until September 25. The platform allows visitors to explore all the brands exhibiting at the show, network and make business connections – including scheduling appointments at the fair in advance – while also providing access to valuable editorial content.

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

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