Niccolò Pasqualetti
Special Guest at Fragranze 2026

Among the most interesting independent talents in Italian fashion, a finalist for the 2024 LVMH Prize and Guest Designer of the Summer 2025 edition of Pitti Immagine Uomo, the Tuscan designer will present his first fragrance collection, created in collaboration with Italian maître parfumeur Cristiano Canali. The collection translates into an olfactory language the same aesthetic sophistication and experimental spirit that define his creations.
The project will also be the focus of a talk featuring Pasqualetti and Canali together on stage on Friday, September 11 at 11:30 AM.
The visionary installation accompanying the collection was conceived in collaboration with Polish artist Alicja Kwade, with the support of Galleria Continua.

La cultura del Made in Italy – Previewed at Pitti Fragranze ahead of its market launch scheduled for October, the Niccolò Pasqualetti fragrances are born from a collaboration with Italian “nez” Cristiano Canali, one of the few master perfumers working within a major composition house such as Mane, based in Milan. The creation of the bottles and packaging has also been entrusted to an Italian company.

Pasqualetti remains deeply committed to the Made in Italy culture that defines his fashion practice, developed in collaboration with artisans, predominantly from Tuscany. A vision that elevates Italian savoir-faire and that, through his collaboration with Mane and Cristiano Canali, he has also been able to extend into his first fragrance collection.

Unexpected expertise– The olfactory transcription process was complex but made easier by the transparent and collaborative relationship that developed between the two creatives. Niccolò Pasqualetti's passion and self-taught expertise in fragrance facilitated the process and allowed for the development of a collection capable of honoring both the codes of his fashion and the expressive autonomy of the olfactory language of which the designer is a committed advocate.

An inclusive aesthetic – With this collection of three fragrances, Pasqualetti brings to perfumery the same idea of inclusivity that is rooted in his fashion. Moving beyond the concept of unisex or genderless fragrance, he has composed scents that place in dialogue notes and raw materials that traditional perfumery would continue to define as masculine or feminine. "I dress the individual, not the gender": as in his clothing, in his fragrances Pasqualetti brings together elements from both gender imaginaries to generate wonder.

Niccolò Pasqualetti in brief
Born in San Miniato (1994), he trained at IUAV in Venice and Central Saint Martins in London. He worked in New York at The Row and in Paris at Loewe, alongside Jonathan Anderson. In 2021 he founded his eponymous label and, in the same year, received the Premio Franca Sozzani. This was followed by the Camera Moda Fashion Trust Grant in 2023 and 2024, and selection as a finalist for the LVMH Prize in 2024. He now lives between Paris and Tuscany, where he continues to collaborate with local artisans, bringing his collections from the runways of the Palais de Tokyo to the world's most prestigious international retailers.