FRAGRANZE

PITTI FRAGRANZE No. 24

Scent Notes. A selection of themes and new arrivals taking centre stage at this edition.

#1
MORE THAN ONE MUSE

The art of perfumery meets other art forms. Traces of an olfactory language capable of reflecting the inexhaustible human desire to create — and to perceive beauty in all its forms of expression, from music to photography.

cent.pm

Born from the encounter between a maître parfumeur and a photographer, fragrances that do more than guide perception: they make it recognisable. A silent, cinematic alchemy, Eau de Pensée whispers personal narratives, using osmanthus as a vehicle for nostalgia.

IDMAN

Within the Idman community, visual identity connects with the universal language of emotions and becomes fragrance. An inclusive approach that brings together Arab tradition and contemporary design in a unisex line of exceptionally long-lasting essences.

KUOCA

In Korea, Kuoca's recipes had already become cult favourites. Today, they define a "delicious" line of fragrances and beauty products based on precious ingredients, from white truffle to caviar. Like Wild Peach Eau de Parfum, a fresh burst of wild Provençal peaches.

SISOLOGY

Like a photograph, the maison seeks to capture special moments through its olfactory creations. To bring everyday experiences back to mind and make them eternal, as if they had been frozen by a camera and transferred onto film.

VENUE

An independent maison based in NYC, combining Asian heritage with American creativity. Fragrance becomes a cultural symbol, developed in dialogue with sound and visual media. Continuously evolving on the skin, Prologue Parfum de Peau is unisex, clean and velvety.

#2
NEW INNER GEOMETRIES

The inner self as a space to explore and recognise through perception. Olfactory narratives constantly redraw an individual map of the senses, moving between emotional mechanisms and the twists and turns of memory.

ALMOST HUMAN

Five scented stories for moments of transformation and perception. Silent Rain captures the lucid calm that follows a spring shower. Desert Hope portrays the mirage of an oasis in the desert. First Signal introduces fragrance as an experience of memory and presence on the skin.

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BONTEMPS PARIS
Fragrances that evoke everyday emotions. Perfume becomes an embrace: reassuring and luminous, a whisper that withstands the storm. Bonjour Tendresse — an eau de parfum with a 20% concentration in grain-derived vegetable alcohol — features 42 raw materials and a clean accord of aldehydes and Italian iris butter.

FREE YOURSELF
The path to positive change flows between Grasse and Vermont. Created by renowned perfumers and with a strong focus on sustainability, natural fragrances are designed to support emotional growth. Like Savor, the award-winning neo-gourmand built around the psychological technique of *savoring*.

PEOSYM
An acronym for Personal Expression Of Stories, Yearnings & Memories, the brand's name evokes inner olfactory mappings. The heritage of Indian culture lives on beyond clichés, as a vibrant and pulsating sensibility. By separating top and base notes, each fragrance activates a gradual release mechanism that unfolds over the hours.

TOMOO INABA
Fragrances conceived in Japan and produced in Grasse become everyday objects that enrich the spirit, much like books. This is the journey of the young Franco-Japanese maison founded by Tomoo Inaba and Philippe Constantin. A perfumer and journalist, Inaba is a respected collector of vintage perfumes.

#3
THE HEALTHY SKIN GENERATION
Nature and science come together in the pursuit of healthy skin. Comfort and wellbeing take centre stage, without sacrificing a touch of indulgence. Secret recipes and traditional botanical remedies meet laboratory experimentation.

DRESS COSMEETICS
A fully-fledged sensorial routine. Three concentrated, agender and ageless products suitable for every skin type. The fragrance-free lotion and serum feature pure, lightweight textures, perfect for layering. The cream is characterised by intoxicating notes.

OBAYATY
From L.A. to Stockholm, a new take on 3.0 male beauty. The goal: to reinvent the image of today's man by encouraging him to refine his everyday rituals. Face Booster is the new tinted moisturiser, for naturally even-looking skin.

PETITE AMIE SKINCARE
The new collection of sheet masks comes in full colour. Innovative and playful, it looks towards the beauty rituals of future generations. Also designed to create a sense of serenity in the home, the Bastoncini d'Incenso collection brings style and rhythm to every beauty ritual.

VIGNEUL NATURAL COSMETICS

The winemaking tradition of Monferrato enriches the pursuit of sustainable cosmetics. Through the patented Molecular Bioliquefaction® process, grape skins and pomace are transformed into active skincare ingredients. Vineyard biodiversity becomes a source of well-being for the skin.

WAREW
Science and nature join forces for healthy skin. At the heart of the formula is Ume distillate, a fruit known for its antiseptic and detoxifying properties. Cell Viable Complex combines four extracts from ancient Japanese medicinal plants, stimulating cell regeneration and strengthening the skin barrier.

#4
ORIENT EXPRESS
A sensory journey from the Far East to the future, between millennia-old cultures and exceptionally rare raw materials. Drawing on legendary Japanese beauty rituals while embracing Korea's sensitivity to emerging trends and the phenomenon of K-Fragrance.

GOSHU
Japan's island of Honshu is known for its extraordinary natural richness. Here, among mountain springs and underground aquifers, Toyama Bay boasts some of the purest and most precious water in the world — a key ingredient in a wide range of products dedicated to healthy beauty.

GOTŌ ESSENTIALS
For her skincare line, Helena Alesi Gotō began by researching solutions for problematic skin. In the ancient Japanese art of beauty, she found gentle yet effective formulas to combine with scientifically selected active ingredients.

HBNR
From Indonesian footballer Justin Hubner comes a series of Eau de Parfum fragrances combining exclusivity with a contemporary mood. Certified fragrances formulated to last for more than eight hours: Sugar & Spice is a versatile unisex blend, while El Preman, bold and masculine, reflects the striker's determination.

J-SCENT
Each fragrance expresses a "touch of Japan", distilled from the dialogue between past and present. Created to bring beauty, nature, culture and ancestral traditions into harmony with everyday life. Hanamizake draws inspiration from the ritual celebration of cherry blossoms, while the delicious Roasted Green Tea is a bestseller in the West.

SALON DE NEVAEH
Rare plants and fruits found exclusively in Korea give rise to unique accords. The maison reveals a harmony between sight and scent through indigenous culture. Inspired by ancient philosophies, Korean beauty finds expression through the art of perfumery, presented in precious porcelain bottles.