FRAGRANZE

At Fragranze 24,
from Friday 11 to Sunday 13 September 2026
at Stazione Leopolda in Florence,
record numbers of exhibitors (290) and visitors:
over 2,200 attendees, including almost 600 international buyers
from more than 50 of the world's leading markets.

Behind the event's success is an original, distinctive format
within the international artistic perfumery and skincare landscape,
built around a curated selection of innovative collections,
a program of olfactory culture events featuring leading experts and industry figures,
and an exhibition layout that balances effective product presentation
with high-quality design.

In collaboration with the Italian Trade Agency (ITA) and UniCredit

An international outlook, a high-caliber audience, a focus on research and discovery, and an original, distinctive format. These are the elements that drove the success of the **24th edition of Pitti Immagine Fragranze** (11–13 September 2026, Stazione Leopolda).

The event continues to grow, both in numbers and in its importance on the calendars of leading industry professionals worldwide. Initial figures show more than **2,200 attendees, including Italian and international industry professionals and buyers**. One of the standout results was the quality of the audience, as confirmed by the particularly positive feedback from exhibitors: highly qualified visitors with a strong interest in innovation and new launches, creating valuable opportunities for new connections and business.

Over the three days of the show, **more than 2,200 buyers** came to Stazione Leopolda, with **international retailer attendance on the rise – almost 600 at this edition** – representing **more than 50 countries worldwide**. The event also attracted significant attention from the **press and media, with around 460 attendees**.
The leading international markets represented at Pitti Fragranze were **France, Spain, Germany, the United Arab Emirates, the United Kingdom, the United States, Switzerland, Lithuania, Poland, China, the Netherlands, Romania, Saudi Arabia, South Korea, the Czech Republic, Israel, Austria, Japan** and **Turkey**.

"We are very pleased with this edition of Fragranze and with the atmosphere throughout the event. The show is evolving in the right direction and is increasingly establishing itself as an international reference point for perfumery and skincare. We received a great deal of positive feedback on the presence of highly qualified, high-profile buyers from Italy and abroad, who found in Florence a carefully selected mix of established brands and new names to discover," says **Ivano Cauli, CEO of Pitti Immagine**. "A key part of this process has also been the extensive work carried out together with the Italian Trade Agency (ITA) to bring delegations of industry professionals, buyers and press from more than 30 countries to Fragranze. This is one of the show's main strengths. For many

brands, Fragranze is an important opportunity to expand their distribution across key international markets while at the same time strengthening their presence in Italy's leading retail destinations."

Also central to Fragranze's success are its **format** and the **clear segmentation of its offering**, making it easy to discover brands and encouraging dialogue between exhibitors and visitors.

"Over the years, Fragranze has built a distinct identity based on research and clear selection criteria. We want to continue strengthening it, together with the functional and elegant visitor experience that has always distinguished the show," says **Antonio Cristaudo, Commercial Director of Pitti Immagine**. "The many new launches presented by the brands, together with the increasingly compelling storytelling developed by the companies themselves, were particularly appreciated by the most discerning buyers, who increasingly see stores as experiential spaces. The *Soul and Skin* section, dedicated to skincare, and *Spring*, showcasing new names, continue to provide effective guidance and opportunities for discovery, thanks to their distinct identities and carefully selected offerings highlighting specific categories and trends in perfumery and personal care. This edition also saw the debut of *Code Korea*, a new project dedicated to Korean beauty culture, developed in collaboration with the Korea Creative Content Agency.
There was also great interest in Special Guest Niccolò Pasqualetti, Master Perfumer Daniela Andrier, the Mane presentation and the results of the Fragranze Observatory promoted by Pitti Immagine, to name just a few. These were complemented by the extensive program of talks curated by Paola Gariboldi and Silvia Manzoni, as well as the many presentations organized by exhibiting brands at the UniCredit Fragranze Arena in Stazione Leopolda and across the city. Together, they enriched the experience of the show with compelling content, notable figures and opportunities for in-depth discussion that attracted strong audience interest."

Florence, 15 September 2026