

ESXENCE – The Scent of Excellence
10 successful years for world Artistic Perfumery in Milan
5 – 8 April 2018
The Mall, Piazza Lina Bo Bardi – Porta Nuova, Milan

Milan, 23 October 2017 – Ten years mark a major achievement, but for Esxence – The Scent of Excellence they represent only the beginning of a fantastic new adventure that's all set to launch the world's leading Artistic Perfumery event into the immediate future. From 5 to 8 April 2018, Esxence and Esxkin will be welcoming the international business community and aficionados of this entrancing sector as they come together once again in Milan for the event's tenth edition, hosted in the venue of The Mall, in the throbbing heart of the Milanese skyline.

One of the new features this year is a completely revamped website, designed to bring the Esxence Experience to life time and again and built using full responsive technology, to be perfectly accessible from any device. The new website already enables potential visitors to delve deep into the world of fragrances refined, as always, by the experts who every year put the best that world artistic perfumery has to offer under the magnifying glass of appraisal by their peers.

The event selects the international perfumery houses, both well-established and new arrivals, for the strict purpose of giving visibility to the excellent quality that displays such great respect for the art of perfumery. The Promoting Committee defines the criteria used to select the brands to be admitted to the event and draws on the experience of a Technical Committee of eight members chosen (in top secret) among Italian, European and international distributors and retailers to make a careful examination of all the brands that have applied to attend.

After receiving and analysing samples of fragrances, the Technical Committee moves on to evaluate the individual brands, classifying each one as Main Brand, Spotlight or not admitted. It is only once this has been completed that the Promoting Committee proceeds to draw up the brand list.

One consequence of this detailed, attentive process of selection is that every year Esxence is capable of offering its visitors an excellent array of interests for new business deals and discoveries, confirming Milan as the capital of Artistic Perfumery at world level.

But this is now about more than fragrances. For the fourth year running, the fair's exhibition spaces will also be hosting a special section devoted to niche skincare entitled **Esxkin – The Excellence of Beauty**, where the world's most exclusive brands will be showcasing their distinctive innovative formulae, the quality of their raw materials and their original approach to the cosmetics sector.

During the event's four-day run, ample space will be set aside for meetings, workshops, round tables and special fringe events with some of the world's most authoritative names, underscoring Esxence's mission of promoting olfactory and cosmetic culture both to professionals and to the public at large. The 2018 edition also confirms the event's continuing partnership with the Osmothèque, the world's only international conservatoire of perfumery, based in Versailles and a familiar presence since the first edition of Esxence with its meetings and workshops, together with that with the prestigious Art and Olfaction Awards: for the fourth year running, the 2018 Esxence will furnish the official location for the announcement of the finalists in the award devoted to independent niche brands.

www.esxence.com

Entry is free of charge, subject to prior registration

Open to business operatives all four days of the event

Visitors can attend on Saturday and Sunday

Opening hours: Thursday to Saturday from 10.30 a.m. to 6.30 p.m., Sunday from 10.30 a.m. to 4.30 p.m.

PRESS OFFICE EQUIPE INTERNATIONAL – Tel. +39 0234538354

Maria Grazia Vernuccio mariagrazia.vernuccio@equipemilano.com

Agnese Paris agnese.paris@equipemilano.com