



**ESXENCE – The Scent of Excellence becomes the Agora of fragrances  
Here, in the heart of the Milanese skyline, is where the elite of world  
Artistic Perfumery gathers to meet**

**Milan | 5 – 8 April 2018  
The Mall | Piazza Lina Bo Bardi | Porta Nuova**

Milan, 10 November 2017 – A great square, what the ancient Greeks called an agora, all devoted to fragrances: that's the new look of Esxence – The Scent of Excellence, which has decided to celebrate its tenth anniversary by becoming the “perfumery piazza”, a rendezvous for exchanging ideas, building contacts and sealing deals in the world artistic perfumery community. An exclusive showcase of the finest production on offer will be hosted from 5 to 8 April 2018 in the venue of The Mall in Piazza Lina Bo Bardi, in the throbbing heart of the Milanese skyline, the location chosen by Esxence as the ideal stage-set for magical meetings that pay a well-deserved tribute to an event of international significance, now poised to embark on enticing new challenges.

The Porta Nuova area offers a prestigious backdrop that has won much recognition from all over the world: it is here that Esxence has been at home for the last four years and this tenth edition will once again be focused on the dimension of the piazza, the quintessential place for meeting and getting together. In the midst of this futuristic setting, we find ourselves projected in quite the opposite direction: towards the splendours of Ancient Greece, where the agora was the throbbing heart of the city, the place where numerous bonds were forged and the most important decisions were made. It is here that the international community of business operatives and aficionados of this magical sector will come together once again on the occasion of Esxence – The Scent of Excellence to experience new opportunities for business and make perfumed discoveries.

The Technical Committee – all international experts in niche perfumery and cosmetics – is already hard at work evaluating both the well-established and the latest new international perfume houses that are planning a presence at Esxence, making a strict selection to offer the public a complete panorama of the excellence and exclusiveness of authored perfumery and cosmetics. Because this is not a question of perfumery alone: 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 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.

[www.esxence.com](http://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.

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