



10 YEARS OF SUCCESS FOR ESXENCE – THE SCENT OF EXCELLENCE

Milan is ready to welcome the world's leading international Artistic Perfumery event, involving over 200 exclusive brands and the sector's most refined, prestigious community

In 2016, in Italy alone, alcohol-based creative perfumery marked up a 60% increase in turnover compared to 2015, achieving a value of more than 200 million Euros and accounting for approximately 2% of the entire Italian beauty market

Milan, 5 – 8 April 2018

The Mall, Piazza Lina Bo Bardi | Porta Nuova

Milan, 5 April 2018 | Everything is ready for the **10th edition of Esxence - The Scent of Excellence**, now internationally acknowledged to be the world's leading event devoted to artistic perfumery. What Esxence has is a mission that keeps on setting itself new goals and increasingly enticing, innovative challenges. So the event that takes to the stage at The Mall is not a point of arrival. but **another crucial page that will mark the history of artistic perfumery**, whose roots delve deep into nature and its priceless raw materials, transforming them into notes with the potential to capture all our senses.

Esxence is not just another trade fair. In fact, it is not a trade fair at all: it is the moment when all the elite of the sector – perfume houses, noses, connoisseurs, researchers, buyers, specialists, distributors, professionals and aficionados – get together in Milan in the name of the most authentic, refined olfactory culture. Esxence is the **quintessential international stage**: it is here that all the new ideas are launched every year... and it is at this incubator of talent that new brands and young people want to take their first steps, knowing that they are showing themselves to the leading names in the field. Esxence is the trade showcase in the highest demand worldwide: the evidence is in the masses of applications to take part in every year's selections and the waiting lists they join.

THE 2018 EDITION BRAND LIST

220 perfume houses – both well-established ones and newcomers – will be present at Esxence directly or via their distributors, representing the excellence of the international artistic perfumery sector. **63 of these brands will be showing here for the first time**, including an **increase of 60% in the area of Esxkin**. These brands have passed the hurdle of strict selection by the Technical Committee – eight anonymous experts, plus a president – based on the quality of their olfactory suggestions, the criteria of their distribution and the match between their concept and the world of creative perfumery, pursuing the aim of giving visibility to excellent quality and offering visitors none but brands that express great respect for the art of perfumery. As a consequence of this painstaking, detailed selection process, Esxence is in a position to offer its visitors an excellent array of interests for new business and discoveries every year, confirming Milan's role as the world's artistic perfumery capital. On the one hand, there are the **Main Brands**, names that have long had a stable presence in the market (**40% of the brand list**), while on the other Esxence fulfils its function as an insightful scout in its sector, drawing up a list of new proposals, dubbed '**Spotlights**' (**60% of the total**): the best of the emerging new brands. This significant factor confirms the Milan event as the



most prestigious setting for venturing forth officially onto the international stage. **Foreign brands account for 64%**, most of them coming from the rest of Europe, although some also come from the United States and the Middle East, once again illustrating the salon's international leadership and vocation.

In the more than 5,000 square metres of **The Mall**, the event will host businesses coming from numerous countries on all five continents. But Esxence is more than just a place to get together, exchange ideas and forge new contacts: it is also a business forum. Because this sector constitutes a significant heading in the economy: in Italy alone, alcohol-based creative perfumery accounted for approximately 12.5% of total perfume consumption in 2016, with sales in excess of 200 million Euros (retail), in other words some 2% of the Italian beauty industry's total turnover of 9 billion Euros, values that are growing constantly and rapidly, showing that there is still a huge market waiting to be explored and won over.

While the market for artistic perfumery is well-established in Italy, there are still some virgin lands that have not yet been touched by a blossoming of this market for artistic perfumery. In terms of sales, Russia overtook France in 2017, becoming the world's third most important market for fragrances and one that is also very receptive to niche perfumery. In the United States, 90% of consumers made use of perfumed products in 2016, while the share of gender-neutral fragrances increased to 54%. And that is no coincidence: with almost all its fragrances classifiable as unisex, artistic perfumery has had an enormous impact on the more 'commercial' side of perfumery, which now offers an increasingly large proportion of gender-neutral fragrances. In Italy, the artistic perfumery sector is growing steadily (by an annual average of 12% from 1995 to 2015, leading to a turnover that has increased by no less than 9.65 times in just 20 years), providing fertile terrain for a host of new start-up brands that begin life in the niche, but then often abandon it in favour of what is known as *masstige*. The Middle East's ever-increasing demand for artistic fragrances has also had an impact on perfume houses in recent years, influencing their choices of formulations, which increasingly often cater for the tastes of this 'new clientele', which is accustomed to mixing fragrances, sometimes wearing as many as seven different perfumes at the same time. In 2020, the Arab Emirates are set to be the first market for per capita beauty product consumption and are already the seventh market for Italian exports, absorbing a turnover of approximately 135 million Euros per annum. Meanwhile, the data published by Euromonitor International place Iran in second place in the Middle East (also in 2020), immediately after Saudi Arabia, for consumption of cosmetics and perfumes, with a market that is approaching 2.5 billion Euros per annum. Such data cannot leave the artistic perfumery community indifferent, which now focuses on these new geographical areas with the aim of 'colonising' them and so winning over new markets.

"Esxence has proved its ability to forge an identity and a consistent profile for international Artistic Perfumery, becoming its most important meeting place and incubator of opportunities. It is now a thriving organism that can count on hundreds of activists worldwide and thousands of faithful consumers. It has watched as the sector's turnovers have grown by double-figure percentages in the ten years that it has acted as its guide and inspiration", states **Esxence co-founder Silvio Levi**. "As a consequence of our work, this quality perfumery has become much better known by the public, but there has also been an increase in awareness of our sector's aesthetic and innovative value, inducing us to talk in terms of true art. Over the centuries, perfume has progressed from being an element of perdition, an expression of devilry associated with sinfulness, to being not only accepted, but a means of expression that speaks about us and our style. Others 'recognise' us not only for our



appearance and how we speak, but also for our fragrance. Behind the handful of great perfumes and among the many that are merely good, there often hides a history as complex as it is alluring. With seven notes you can write both a pop song and a Beethoven symphony: the raw materials are the same, but the results are diametrically opposite. For a perfumier, a solfeggio is far longer and more complicated than for a musician, because he has to be familiar with more than 3,000 'notes' and will use at least 300 of them constantly. Maybe that explains why only a few have so far given mankind true olfactory masterpieces, but the time has now come for them to be attributed the same importance as we have long given to painting or to music."

"We have forged the cult of creative perfumery", adds **Maurizio Cavezzali, president of Equipe International and co-founder of Esxence**. "These days, the world looks to us in its attempt to understand the sector's latest trends and who is making them happen. Ours has been a very dedicated task, involving a great deal of research, to create an independent event that has proved itself with the very high quality of its proposals. 85% of the world's most relevant brands now pass through this event every year. And there's more: Esxence acts as the springboard for emerging brands who want to make their mark. Only those who really have what it takes succeed in winning a place here so that they can then grow, like the numerous emerging brands that have become famous since starting out at Esxence. We are capable of doing this in what is still a niche market, so one where there are enormous margins for growth and plenty of potential."

ESXKIN – THE EXCELLENCE OF BEAUTY

Beauty does not live by fragrance alone. For the fourth year running, the fair's exhibition spaces are also hosting the special section devoted to niche skincare, **Esxkin – The Excellence of Beauty**, where the world's most exclusive brands are showing their distinctive innovative formulae, effective ingredients, quality raw materials and original approaches to the creative cosmetics sector. Come here to discover and hear original testimonies and some truly interesting stories.

THE AGENDA OF EVENTS

During the four days of the salon, ample space will be devoted to **meetings and special events with some of the world's most authoritative leaders** in the field, conforming the Esxence mission of **promoting olfactory and cosmetic culture** both to professionals and to the public at large. Workshops, analyses of new markets and new trends and debates about progress made and challenges to be faced will all feature international experts, authors of important publications and magazines, researchers and scholars. A round table dedicated to the exhibitors and businesses will examine what has been achieved in the last ten years and set targets for the future, while two lectures will be devoted to distribution and to business opportunities for artistic perfumery in the Far East. Visitors will also be able to experience olfactory itineraries, one of which will involve all five senses, and attend book launches, one dedicated to the history of perfume in Venice, the other to the secrets of oud. Lastly, for the fourth year running, Esxence will host the announcement of the finalists in the **Art & Olfaction Awards**, the prestigious Los Angeles-based award for independent artistic perfumery. Every moment on the events agenda is completely free of charge and open to all visitors to Esxence.

THE CONCEPT



It is **right in the heart of Milan's most innovative district** that Esxence celebrates its tenth anniversary by inviting the public to admire an evocative set-up whose design focuses on Milan and its unmistakable skyline. With such a strongly symbolic visual impact, this design associates the event's identity and value with the colours gold and blue, celebrating the significance of a special event, one whose aim is to attract the international community and share with it the bespoke quality of the proposals waiting here to be discovered, together with the beauty of the host city, so as to create an international network of individuals united by their passion for excellence.

www.esxence.com

Entry free of charge subject to registration

Open to business operatives all four days of the event

Open to visitors on Saturday and Sunday

Opening hours: from 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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