



ESXENCE – THE ART PERFUMERY EVENT

**A thirteen edition with a high rate of innovation for the international
Artistic Perfumery event**

30 March – 2 April 2023, Allianz MiCo
Milano Convention Centre

Milan, February 1st 2023 – **Esxence – The Art Perfumery Event**, the rendezvous for Artistic Perfumery at global level, is now preparing its **thirteen edition**, to be held from **30 March to 2 April 2023** at Allianz MiCo, Milano Convention Centre, in the heart of the CityLife District.

The event – an exclusive showcase for the world's finest artistic production - is ready to face new challenges, welcome the international community of industry operators and perfume lovers in the name of the most authentic, sophisticated olfactory culture.

Esxence will be starring a consistent participation of brands, **more than 280**, coming from **30 different countries**, including new entries such as Kazakhstan, Singapore, Ukraine, Romania, Croatia in addition to established markets such as Italy, France, Spain, Greece, Austria, Czech Republic, Netherlands, Sweden, Switzerland, UK, UAE, Japan, Hungary and Hong Kong, to name a few.

In order to convey all useful information - such as the map of the exhibition space, the programme, the conference calendar, the brand list and press releases - the updated and even more complete **Esxence App** will be available again this year.

The excellence of Artistic Perfumery will be represented by **well-established** and **emerging perfume houses**. A **Technical Committee**, made up of international and renowned experts, carefully select the brands according to the quality of their proposals and the distribution criteria. Esxence is thus able to offer *the best of* artistic perfumery, confirming Milan as the city of reference for the industry. In the Allianz MiCo's over 8,000 square metres, together with the **Main Brands**, the audience of distributors, buyers, professionals and enthusiasts will have the opportunity to meet the **Spotlights**, emerging and innovative brands. Most of them (about 70%) come from abroad; this trend confirms Esxence as a prestigious opportunity to introduce themselves on the international scene.

The concept that will guide visitors to this new edition is **IRIDESCENT**, a verbal game that recalls light and perfume. Sight and smell enter into a relationship: sometimes, by looking through a ray of light it is possible to discover colours that were not visible before. In the same way, we can experience unique sensations and perceive the world with a new perception through the scent.

Visiting Esxence means letting olfactory memories flow over us, sensations affect us and become emotions. The art of perfume creates new colours and Esxence aims to highlight them.

On a worldwide level, the share of artistic perfumery on the global beauty market is still less than 2%, but its incidence on the alcohol-based perfumery is steadily increasing, touching points that average around 10% in many countries.

In the Italian market, which certainly has the longest specific activity in the sector, it has reached important levels. **In Italy** in 2022 the **turnover volume of artistic perfumery** is estimated at **more than €310 million euro**, corresponding to 2.7% of the Italian beauty business on the domestic market, more than the 14.2% of turnover of the perfumery channel and just over 30% of fragrance sales.

Niche perfumery is in the midst of a rapid transformation, so radical that it is even affecting how it is called: the preference today, in fact, is to describe it as "artistic and research" perfumery.

"Esxence is the world's leading event where high-level olfactory culture is promoted, the most important and strategic players in the industry are gathered, new trends are defined and the most promising emerging brands make their debut. Each year we are able to offer our visitors the excellence of international perfumery production characterised by a top level of research and innovation. Edition after edition we aim to grow and renew ourselves, treasuring past experience and analysing the most important trends of the future, thanks to ongoing research and selection processes," says **Maurizio Cavezzali, co-founder of Esxence and CEO of Equipe Exhibit**. This year we aim to consolidate the internationalisation process started last year, thanks to the increasingly important collaboration with ICE, by expanding our presence in the strategic countries. Milan, which in recent years has become the world capital of artistic perfumery,



is still the heart of the event and we are happy to support the national cosmetics and perfume supply chain, such as through our partnership with Milan Beauty Week".

"I am very pleased that the 13th edition of Esxence", says Silvio Levi, co-founder of the event, "can confirm the extreme dynamism of the industry on an international level".

"As President of the Technical Committee, I can confirm that the applications were many more than last year and we had to create a large waiting list. In the past few years, our industry has shown itself to be resilient and able to make the best out of the situation, in renewing itself and not stopping innovation and creativity. Last year, I said that we were witnessing a new Renaissance for artistic perfumery and I believe that this trend is well confirmed, not only by the rise of several new brands and creative proposals, but also by the increased interest and demand from lovers and new consumers worldwide. This is also highlighted by the blossoming of projects and activities linked to the world of artistic perfumery, olfactory culture and the olfactory message, such as dedicated schools, perfumed art exhibitions, books, and opportunities to spread the olfactory culture. These positive signs are highlighted by the ongoing research that we have always maintained with the Essencional Study Centre. The most significant themes for professionals in the sector and special moments to promote olfactory culture for enthusiasts have been included in the rich programme of events that we have built with Esxence for this edition".

EXPERIENCE LAB

The spaces of the Allianz MiCo, Milano Convention Centre will also host Experience Lab, the international event dedicated to beauty research and excellence, opened to industry professionals and beauty lovers. Experience Lab is a unique opportunity to discover the most innovative brands, selected in virtue of their quality, storytelling and aesthetics. The event, born as a concrete response to a new type of consumer, with this third edition continues to pursue the aim of giving visibility to innovation.

THE ESXENCE AGENDA OF EVENTS

Esxence keeps on promoting the olfactory culture, offering its audience of professionals and aficionados a rich agenda of meetings, round tables, workshops, presentations and olfactory itineraries, featuring the presence of international experts and researchers, including Michael Edwards, author of *Fragrances of the World*, the world encyclopaedia of fragrances, and the anthropologist, historian and expert of perfumes Annick Le Guérér. The meetings are being held in partnership with Essencional, the Study Centre for Artistic Perfumery.

This year's initiatives will focus on important themes such as the perception and diffusion of artistic perfumery in Eastern markets, with a special attention to China, creativity, diversity and inclusion within the perfumery, Artificial Intelligence, sustainability, olfactory education, the power of fragrances in everyday life as well as olfactory experiences to discover the most sophisticated raw materials.

The Essencional Study Centre will present the data from the Survey and the updated Web Analysis in order to highlight how the sector is evolving and, through the analysis of searches, conversations and keywords related to artistic perfumery, intercept the signs of the evolution of the creative offer that represents the Research and Development of the perfumery and that will feed, in the medium to long term, the whole sector with the definition of the trends of the next decade.

Also for this edition, CFF Creative Flavours & Fragrances will actively participate with its own experiential workshop, an eagerly awaited moment to meet the players in the world of perfumery and explore blends and raw materials. A presence that underlines the connection between the Fragrance House and the international exhibition of artistic perfumery.

Once again, this thirteen edition of Esxence will be able to count on several high-level partnerships, such as: the **Osmothèque** - the world's only and exclusive International Conservatory of perfumes - **Mouillettes & Co.** - a well-known Italian organisation that provides training courses and consultancy related to the olfactory sense - **Accademia del Profumo**, which plans to create an interactive installation that will tell the story of the olfactory families and **Art & Olfaction Awards**, the international awards dedicated to artistic and independent perfumery. The award finalists will be named during Esxence and the awards ceremony will be held next May in Los Angeles.



Every date in this events calendar is completely free and the conference hall will be open to the public throughout the days of the event.

A special thanks to Italian Trade Agency - ICE for its support in the internalisation process and to Business France, the French national agency supporting the international development of French economy for its consistent assistance over the years.

With the patronage of: Region of Lombardy, Municipality of Milan

With the support of: Ministry of Foreign Affairs and International Co-operation, Italian Trade Agency – ICE

Sponsors: CFF Creative Flavour Fragrances, Les Parfumables

Partner: Business France

Strategic Partner: Essencional

The Essencional Study Centre was founded by Silvio Levi in 2019 for the purpose of contributing to research and development in the sector of Artistic Perfumery and as the natural evolution of the workshops held at Esxence. In 2019, the Study Centre published “Whispers about Artistic Perfumery”, a study of the online perception of Artistic Perfumery. Essencional launched its own website www.essencional.com in 2020, to publish original content such as interviews with brands, noses and other leading figures and in-depth articles exploring issues of artistic perfumery. Essencional is assisted by an advisory board of Italian and international professionals.

Since 2019, Essencional has partnered with Esxence in defining the agenda of events taking place during the exhibition.

Entry free of charge, subject to registration on www.esxence.com

Open to business operatives all four days of the event

Open to non-business visitors on Friday and Saturday

Opening hours: from Wednesday to Friday from 10.30 a.m. to 6.30 p.m. – (last admission at 6.00 p.m.)

Saturday from 10.30 a.m. to 4.30 p.m. – (last admission at 4.00 p.m.)

#esxence2023

www.esxence.com

Facebook: Esxence – The Art Perfumery Event

Instagram: @esxenceofficial

Press registration: <http://esxence.com/accredito-stampa/>

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