



## ESXENCE – THE ART PERFUMERY EVENT

**The 14<sup>th</sup> edition of the international artistic perfumery event  
is set to unfold with vibrant energy, featuring a line-up  
of new brands and olfactory experiences.**

Let the immersive journey into the world of fragrances begin:

6-9 March 2024

Allianz MiCo Milano Convention Centre | Gate 5 - Hall 4, Viale Scarampo

*Milan, January 31<sup>st</sup> 2024* – **Esxence - The Art Perfumery Event**, the reference event for artistic perfumery on a global scale, is gearing up for its **14<sup>th</sup> edition**, scheduled from **March 6 to 9** at the **Allianz MiCo**, located within the CityLife District in **Milan**. This annual gathering curates a compelling showcase featuring the foremost names in both the national and international artistic perfumery scene.

Esxence emphasizes the authentic olfactory culture to industry experts and enthusiasts and provides a platform for networking, sharing expertise and exploring the latest trends and innovations in the world of perfumery.

The upcoming event boasts a remarkable line-up of **360 brands** hailing from **30 different countries**. Among the noteworthy additions are **Australia, Korea, the Netherlands and Estonia**, joining brands from **Italy, France, Spain, Greece, Austria, Czech Republic, Sweden, Switzerland, USA, UK, UAE, Japan, Singapore** and **Hong Kong**, among others.

Exhibitors, encompassing both well-established and emerging brands, embody the excellence of artistic perfumery. Rigorously selected by the **Technical Committee**, composed of global experts, the chosen brands reflect exceptional quality and adhere to discerning distribution criteria. Esxence curates a presentation that exclusively features the finest in artistic production, confirming Milan's standing as the pivotal reference point in the industry. Spanning over 14,000 square meters at MiCo, compared to last year's 8,000, the venue will host distributors, buyers, industry professionals, and fragrance enthusiasts. Attendees will have the opportunity to explore **Main Brands** alongside the **Spotlight** on emerging and innovative brands. Notably, approximately 70% of these participants hail from international locations, enhancing Esxence as a valuable platform for global exposure.

The concept driving visitors to delve into this latest edition lies in the theme of **METAMÒRPHOSIS**. Perfume is envisioned as a journey of transformation and natural evolution, starting from the raw materials shaping the fragrance and evolving over time. The olfactory experience offers the possibility of enjoying new sensory emotions, in a scenario of perpetual transformation of the surrounding environment.



On a worldwide level, the data confirms that the share of artistic perfumery on the global beauty market is close to 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, it has reached important levels: in 2023 the turnover volume of artistic perfumery was estimated at more than €310 million euro, corresponding to 2.7% of the Italian beauty business on the domestic market, more than 14% of the turnover of the perfumery channel and just over 30% of fragrance sales. Niche perfumery is pursuing its rapid transformation.

"Esxence is the most important global meeting to celebrate the essence of high-quality olfactory culture. It serves as the stage for the debut of the most promising emerging brands and enhances the whole industry by shaping new trends. Our annual commitment is to curate an experience that offers visitors the best of the world's artistic perfumery. We strive to evolve, drawing on our established experience and exploring key industry trends through ongoing work on research", **says Maurizio Cavezzali, co-founder of Esxence and CEO of Equipe Exhibit**. "This year, our focus is to consolidate the international promotion of Esxence activities in key countries, a journey started in 2022 through a valuable collaboration with **ITA - Italian Trade Agency**".

"Milan, which in recent years has become the reference capital of artistic perfumery worldwide, has become an important city for the national cosmetics and perfumery supply chain, as demonstrated by the presence of **Milano Beauty Week**, an initiative – whose next edition is scheduled from 25 to 29 September 2024 - which Esxence is pleased to partner with. Moreover, the collaboration with **COSMOPROF** will further help us in the process of growth and development of Esxence, both nationally and internationally. For this reason, I would like to thank **BOLOGNAFIERE** and in particular COSMOPROF S.p.A. which, by allowing us to become part of the Group's companies, have empowered the globalisation process by providing us with their incredible know-how", concludes Maurizio Cavezzali.

"Since its first edition in 2009, some time has passed, marking our evolution into a distinctive international benchmark within the perfumery sector. We have successfully bestowed an identity upon an industry that has significantly contributed to the enhancement of quality perfumery consumption", says **Silvio Levi, co-founder of Esxence**.

"Esxence is a bridge between cultures, histories and creativity that, after the long-standing and consolidated collaboration with the **American Art&Olfaction Awards**, is now proud to hosts the *minorità* **Chinese Artistic Perfumery Awards**. Many new companies and activities were created as a result of international connections and we are proud to have offered these opportunities. The extreme vibrancy of acquisitions by investors and multinational groups involving our exhibitors is a clear sign of how art perfumery is growing and expressing its potential. The number of applications and emerging brands is growing exponentially and we are pleased to notice more and more nations and cultures being represented.

"With the Essencional Study Centre, we diligently monitor the sector year-round, collaborating with Equipe to coordinate workshops that enrich our editions. These sessions involve analyses and comparisons, featuring opinion leaders and key figures from the industry who actively participate in shaping and influencing the future of this dynamic sector".



The identity of this ever-growing sector is constantly developing and Esxence is the ultimate stage to observe its evolution", concludes Silvio Levi.

## EXPERIENCE LAB

The Allianz MiCo, Milano Convention Centre will also host **Experience Lab**, a hallmark event for beauty research and excellence in Italy. Experience Lab is the first Italian event gathering both industry professionals and the public, connecting them with distinctive brands selected for their excellence in specific niches. Originally conceived as a response to the evolving needs of a digitized consumer seeking unique and innovative products beyond mainstream or widely recognized brands, this fourth edition of Experience Lab aims to highlight the excellence within the sector and provide immersive experiences and insights.

## ESXENCE EVENTS CALENDAR

Esxence strives to foster the highest level of olfactory culture, presenting an engaging schedule of meetings, workshops, and sensory journeys accessible to both professionals and enthusiasts. These events, led by esteemed international experts, scholars, and researchers, feature notable figures such as **Annick Le Guérér**, an anthropologist, historian, and perfume expert, along with **Calice Becker**, the Director of the Givaudan Perfumery School and Co-President of the International Society of Perfumers-Creators.

The initiatives planned for this year will delve into contemporary topics, including the **perception and diffusion of research perfumery in Eastern markets**, with a specific emphasis on the **Middle East and China**. Additionally, the following themes will be explored: **Artificial Intelligence, sustainability, olfactory education**, in addition to a dedicated round table focusing on emerging **young perfumers**, and immersive olfactory experiences unveiling sophisticated **raw materials**.

In this edition as well, **CFF Creative Flavours & Fragrances** will play a dynamic role by hosting an engaging **workshop**, eagerly anticipated by industry professionals and enthusiasts alike. This workshop serves as a unique opportunity for participants to interact with key figures in the perfumery realm, allowing them to **explore distinctive blends and raw materials** under expert guidance. The active involvement of CFF reinforces the strong connection between the Fragrance House and the international artistic perfumery event.

Once more, the 14<sup>th</sup> edition of Esxence is privileged to collaborate with distinguished partners, including the **Osmothèque**, the International Conservatory of Perfumes, **Mouillettes & Co.**, an Italian organisation specialized in olfaction-related training and consultancy, and **Accademia del Profumo**. The latter will curate the **exhibition "IL PROFUMO DEL CINEMA @ ESXENCE 2024,"** illustrating the intriguing connections between perfume and cinema within the captivating realm of emotions.

Each appointment on the events calendar is completely free and the conference room will be open to the public for all four days of the event.



Esxence express its gratitude to **ITA – Italian Trade Agency** for its valuable support in facilitating the internationalization process of the event. Additionally, special thanks to **Business France**, the French national agency dedicated to fostering the internationalization of the French economy, for its longstanding collaboration with our event.

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

**With the support of:** Ministry of Foreign Affairs and International Cooperation, ITA - Italian Trade Agency

**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](http://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](http://www.esxence.com)

Open to business operatives all four days of the event. Open to non-business visitors on Saturday.

Opening hours: from Wednesday to Friday from 10 am to 6.30 pm (last admission at 6 pm). Saturday: from 10.30 am to 4.30 pm (last admission 4 pm).

#esxence2024

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

Facebook: Esxence – The Art Perfumery Event

Instagram: @esxenceofficial



For additional info, scan the QR code

**Press registration:**

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

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