



ESXENCE - THE ART PERFUMERY EVENT

The event calendar for the international artistic perfumery show is online: workshops, olfactory journeys and panel discussions with renowned international experts

6-9 March 2024

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

Milan, February 22nd, 2024 - **Esxence – The Art Perfumery Event**, the leading international event for the artistic perfumery has unveiled the [event calendar](#) for its 14th edition which is about to take place **from March 6 to 9 in Milan** at the Allianz MiCo Milan Convention Centre in the CityLife District.

Esxence is aiming to promote the **most sought-after and refined olfactory culture**, offering professionals and *fragrance lovers* an **extensive calendar of events, workshops and olfactory journeys** (each appointment is free, and the conference hall will be open to the public for all 4 days). An unforgettable experience, a sensory journey and in-depth exploration that **celebrates** the creativity of the **world's best perfumery talents**.

The talks will be led by **international experts, scholars and researchers**, including notable figures as **Annick Le Guérér**, anthropologist, historian, and perfume expert; **Calice Becker**, Director of the Givaudan Perfumery School and Co-President of the International Society of Perfumers-Creators; along with **Eugénie Briot**, Historian, and **Isabelle Chazot**, President of the Scientific Committee of Osmothèque. **Martina Bianchini**, President of IFRA - The International Fragrance Association will also be present to discuss the safety of product and ingredients used in the niche fragrance market.

This year's initiatives will focus on current themes such as: the **perception and diffusion of niche perfumery in Eastern markets**, with particular attention to the Middle East and China; **Artificial Intelligence; sustainability; olfactory education; young emerging perfumers**, to name a few.

Esxence will introduce several innovations this year, including a significant increase in the number of participating brands: over 360 **from 30 different countries, including new entries** from Australia, China, Korea, Netherlands, Estonia, as well as brands from Italy, France, Spain, Greece, Austria, the Czech Republic, Sweden, Switzerland, the USA, UK, UAE, Japan, Singapore, and Hong Kong.

The main brands, **both historic and emerging houses** will highlight the excellence of artistic perfumery. Brands are selected by the **Technical Committee**, composed of internationally renowned experts, based on the quality of their proposals and distribution criteria. In more than 14,000 square meters of MiCo, along with **Main Brands**, the public of distributors, buyers, operators, and fragrance lovers will have the opportunity to discover **Spotlight brands**, emerging and innovative. The majority of them (about 70%) come from abroad, confirming Esxence as a prestigious and unique opportunity to gain recognition on the international stage.



The guiding concept for visitors to discover this new edition is **METAMORPHOSIS**. Perfume is conceived as a metamorphosis and natural evolution: from the raw materials that compose the fragrance and change over time, to the sense of smell that offers the opportunity to enjoy new sensory stimuli, while everything around continually transforms.

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 open to industry operators and the public, connecting unique 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.

For this edition of Esxence, **CFF Creative Flavours & Fragrances** will actively participate with its own experiential laboratory, a highly anticipated moment by industry professionals and enthusiasts, to meet the protagonists of the world of perfumery and with their guidance explore unique accords and raw materials. A presence that confirms the connection between the Fragrance House and the international artistic perfumery fair.

Once more, the 14th edition of Esxence is privileged to collaborate with distinguished partners, including **Osmothèque**, the International Conservatory of Perfumes, **Mouillettes & Co.**, an Italian organisation specialized in olfaction-related training and consultancy, **Milano Beauty Week** 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.

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 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.



Entrance by invitation upon registration on the website 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

Facebook: Esxence – The Art Perfumery Event

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Press accreditation:

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

For more info, scan the QR code:



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