



## Esxence celebrates its 15<sup>th</sup> anniversary with the special edition “Masters of Dreams” paying tribute to the most original creations by master perfumers

The international artistic perfumery event promises to be loaded with new brands, exhibitions and olfactory experiences

19-22 February 2025, Allianz MiCo Milano Convention Centre, Gate 5 - Hall 4, Viale Scarampo

Milan, 28 November 2024 – **Esxence – The Art Perfumery Event**, the leading global event for artistic perfumery, is preparing for its **15<sup>th</sup> edition**, scheduled to take place from **February 19 to 22, 2025**, at Allianz MiCo, Milan Convention Centre, in the heart of the CityLife District. The event, highlighting the best national and international brands, will offer the international community of professionals and enthusiasts the finest in research-driven perfumery.

This year’s edition will feature **378 brands from 36 countries**, including new entries as **Thailand, Barbados, Lithuania, and Latvia**, alongside established presences from Italy, France, Spain, Germany, Greece, Croatia, Sweden, Switzerland, Austria, the Czech Republic, Turkey, USA, UK, UAE, Oman, Qatar, Uzbekistan, Japan, Singapore, China, Hong Kong, Korea, India, Argentina, and Australia, among others.

### **EXHIBITIONS TO ENHANCE THE EXPERIENCE**

Visitors will enjoy some captivating exhibitions within the event space, including:

- **“Bergamotto di Reggio Calabria. Viaggio sensoriale nel tesoro olfattivo del Made in Italy”**, presented by **Accademia del Profumo**, exploring the history, production techniques, and several applications of this iconic fruit in perfumery.
- A tribute to the 1920s by **L’Osmothèque**, displaying emblematic fragrances from the golden age of perfumery.
- **Imagine**, the first trade magazine for perfumery and official publication of **Fenapro** (the Italian Perfumery Federation), will be present with **Profumeria viaggio in Italia**, an exhibition showcasing the many fascinating stories that represent the essence of what perfumery has been and continues to be.

### **SHOWCASING INNOVATION AND EXCELLENCE**

The event, spanning 16,000 square meters, will host established and emerging brands. Approximately 70% of participating brands come from abroad, reinforcing Esxence as a key global platform for artistic perfumery. Visitors, including distributors, buyers, and fragrance lovers, will also explore Spotlight, a dedicated area for innovative emerging brands.

### **MASTERS OF DREAMS: THE 15TH EDITION CONCEPT**

Esxence 2025 celebrates the theme “Masters of Dreams,” honouring perfumers who transform dreams into olfactory realities. With the precision of an alchemist and the intuition of a poet, these contemporary visionaries design fragrances that capture the essence of hidden desires and inspirations. Each creation is a journey delving into the deep of the human soul, then spreading through the air and narrating itself through perfume.

Perfumery represents an artistic act that evokes emotions, memories and distant-worlds, thanks to the masterful work of the noses and the professionals who work alongside them. The night, with its mystery and restlessness, becomes the perfect stage for this creative force: in silence and darkness,



the mind discovers a limitless freedom. A darkness that is not obscurity, yet a canvas where the deepest dreams are painted. A floating space inspiring the "Masters of Dreams".

### **THE GROWTH OF ARTISTIC PERFUMERY**

Esxence has promoted and supported the development of the artistic perfumery on a global level with the aim of bringing it around 2% of the world beauty market. A result already surpassed in some countries and especially in Italy, thanks to its particular distribution system. Being a sector fundamentally based on alcoholic perfumery, its incidence in this specific sector often exceeds 10% In Italy, with its estimated turnover of 400 million Euro, it has an incidence of over 3.5% on the beauty business and 33% on the fine fragrances business.

### **STATEMENTS FROM THE FOUNDERS**

**Maurizio Cavezzali, co-founder of Esxence and CEO of Equipe Exhibit**, affirms: "On the occasion of our 15<sup>th</sup> anniversary, we are gearing up for an edition full of novelty, research and culture. A combo of olfaction, art and innovation in a true alchemical synaesthesia, offering visitors and fragrance enthusiasts a place to discover a world made of dreams, transformed into reality by master perfumers through extraordinary creations. Niche perfumery is experiencing a great expansion, becoming more and more research-driven. Perfumes are considered desirable products that can make a difference". Maurizio Cavezzali underlines that: "Given the increasing success of the event and with the aim of ensuring ever higher quality, in the future we will pay even more attention to the selection of brands by the Technical Committee, creating a parterre of excellence with a limited number. We will also continue the internationalization process in the strategic markets in collaboration with ITA - Italian Trade Agency, which for this edition will bring more than 20 operators from Brazil, China, South Korea, UAE, Japan, India, Mexico and the United States, and will take care of communication activities in the American market. Thanks to our established partnership with Cosmoprof, we will explore the opportunity to expand to other continents. We are also proud to support the Italian cosmetics and perfumery supply chain, as demonstrated by our collaboration with Milan Beauty Week."

**Silvio Levi, Co-founder of Esxence**, says: "We are here to celebrate a pleasant anniversary. Obviously, we are aware of the international political and social situation, which has seen wars, controversial elections, the return of customs barriers and tariffs, rising energy costs, an increasing impact of climate change, surprising financial crises, emigrations from very poor countries or countries with ethnic wars to other economic realities. A general framework that has affected the global market and the luxury market in particular". Silvio Levi emphasizes that: "In recent years, however, we have been able to see that attention to the world of perfume has steadily increased, demand has not contracted and artistic perfumery in particular has been the subject of attention from major investors and many new brands continue to be created. Certainly, a remarkable dynamism that, thanks in large part to the work done by Esxence, has more and more opportunities to find distributors and outlets in more markets and countries. This year we received over 500 applications and the work of the Technical Committee that I chair was particularly complex in selecting or confirming brands that make a real innovative contribution and do not simply follow the trends that market research suggests are winning". Silvio Levi concludes: "With the Essencional Study Center and its observatory, and with several workshops, we will analyse how the artistic perfumery sector has evolved since 2009 and what we think its prospects will be".

### **EXPERIENCE LAB**

The fifth edition of Experience Lab, focusing on innovative and high-end beauty, will take place alongside Esxence at Allianz MiCo.



## **CULTURAL AND EDUCATIONAL INITIATIVES**

Esxence aims to promote the most authentic olfactory culture by offering a rich program of meetings and workshops organized in collaboration with Essencional.com, the Study Center founded by Silvio Levi to support research and development in artistic perfumery. The initiatives will cover topical issues while keeping the art of perfumers at the heart: it will feature a panel discussion dedicated to independent perfumers and in-house perfumers and a panel on emotion-driven fragrance design. From a business perspective, the calendar will include insights on geographies and strategies that brands can adopt to be appealing to retailers, buyers and distributors; Essencional will present the results of its Survey, analysing changes in the industry in recent years. There will be olfactory experiences enabling to discover fragrances and the most original raw materials. The conferences will include themes such as the power of human connection and sensory experiences in a digital age and olfaction as the sense of the future. Esxence 2025 will host the world premiere of ScentDia - A project on olfactory stimuli and robotic presence by Mari Velonaki, artist and robotics creator of ScientDia, in collaboration with philosopher of science Luisa Damiano.

The conference room will be open to the public for all days.

**CFF Creative Flavours & Fragrances** will have its own experiential workshop, offering the opportunity to discover exclusive accords and raw materials.

## **PARTNERS AND SUPPORTERS**

Esxence is made possible thanks to the support of the Ministry of Foreign Affairs and International Cooperation and ITA – Italian Trade Agency. Esxence expresses his gratitude to ITA – Italian Trade Agency for its support in the internationalization process and to Business France, the French National Agency at the service of the internationalization of the French economy, which has been alongside the event for years.

Esxence 2025 is supported by Regione Lombardia and features prominent partners such as: **Accademia del Profumo, Beautystreams, Italian Perfumery Institute, Les Parfumables, L’Osmothèque, Master Parfums, Milano Beauty Week, Mouillettes & Co.** CFF Creative Flavour Fragrances is *sponsor* and Essencional.com is *strategic partner*.

Starting with the 2025 edition, an entry ticket will be required to access the event. Entry tickets will be available exclusively on [www.vivaticket.com](http://www.vivaticket.com), the official ticketing platform.

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

**#esxence2025**

**Instagram:** @esxenceofficial

**Facebook:** Esxence – The Art Perfumery Event

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

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