

## ■ WEDNESDAY, FEBRUARY 19<sup>th</sup>

**h. 11.00 am – 11.30 am**

### **PRESENTATION**

**Exploring the power of human connection and sensory experiences in a digital-first era**  
With Chiara Bonucci, Sales & Marketing Manager Italy – BEAUTYSTREAMS

**h. 11.30 am – 12.15 pm**

### **PRESENTATION**

**Psychology of olfaction: how scent inspires change in work and life**  
With Marta Siembab, Senselier, Independent Smell Expert

**h. 12.30 pm – 1.15 pm**

### **PRESENTATION**

**1925-2025: 100 ans de la parfumerie moderne**  
With Isabelle Sadoux, Founder and CEO "La Voix du Parfum", Communication Media, Expert in the world of perfumery and Olivia Gautier

**h. 2.30 pm – 3.00 pm**

### **PRESENTATION**

**Discover China: mAPA Artistic Perfumery Awards**  
With Yuqing Zhang, Manager of minorité, Chairman of mAPA2024 Organizing Committee

**h. 3.00 pm – 3.30 pm**

### **PANEL**

**Circana presents: niche fragrances in the perfumery channel in Europe, 2024**  
Moderator Karen Marin, Consultant and Content Director, Essencional

**h. 3.30 pm – 4.15 pm**

### **WORKSHOP**

**How to position your brand to get the most attention from the press, influencers, journalists, and retailers?**  
Moderator Sarah Colton, Independent Perfume Journalist and Sebastian Jara, The Perfume Guy, Perfume Youtube reviewer

**h. 4.30 pm – 5.15 pm**

### **WORKSHOP**

**90 years of haute parfumerie by Givaudan: heritage and current challenges**  
With Eugénie Briot, Historian - Givaudan and Bernardo Cauvin, VP Sales FF & Business Devlpt, Fragrance & Beauty, Fine Fragrances Sales

**h. 5.30 pm – 6.15 pm**

### **WORKSHOP**

**Iran: one "hurdle" = how many "opportunities"**  
Moderator Alireza Khazal, SAS ZARKIMIYA France

## ■ THURSDAY, FEBRUARY 20<sup>th</sup>

**h. 10.30 am – 11.15 am**

### **PRESENTATION**

**2025 niche fragrance trends and origin stories**  
With Clayton Ilolahia, Evaluation & Communication Manager of Fragrances of the World

**h. 11.30 am – 12.15 pm**

### **WORKSHOP**

**Essencional observatory 2025: observations and survey results**  
Moderator Silvio Levi, Co-Founder of Esxence and Essencional Founder and Director

**h. 12.30 pm – 1.15 pm**

### **PANEL**

**Beyond borders: south-east Asia meets global artistic perfumery**  
Moderator Bodo Kubartz, Managing Director of Passion and Consulting

## ■ FRIDAY, FEBRUARY 21<sup>st</sup>

**h. 10.30 am – 11.15 am**

### **PANEL**

**A live debate between perfumers. Independent versus inhouse contenders**  
Moderator Laurence Arrigo-Klove, Essencional Advisor & Contributor, Brand Strategist, Communication Consultant

**h. 11.30 am – 12.15 pm**

### **PRESENTATION**

**ScentDia - A project exploring olfactory stimuli and robotic presence**  
With Luisa Damiano, Philosopher of Science, Manos Gerakinis, Perfume Expert and Mari Velonaki, Professor of Social Robotics, Creative Technologist and Creator of "ScentDia"

**h. 12.30 pm – 1.15 pm**

### **CONFERENCE**

**L'odorat, le sens du future**  
With Annick Le Guéer, Anthropologist, Philosopher and Writer and Mariateresa Marsi, Psychotherapist, Psychologist of Smell and Perfume

**h. 2.30 pm – 3.15 pm**

### **INTERVIEW**

**Esxence at 15: a look back & ahead with Silvio Levi**  
Interviewer Karen Marin, Consultant and Content Director, Essencional Silvio Levi, Co-Founder of Esxence and Essencional Founder and Director

**h. 3.30 pm – 4.15 pm**

### **PANEL**

**Finding your niche: how to attract buyers, retailers and distributors to your brand**  
Moderator Karen Marin, Consultant and Content Director, Essencional

**h. 4.30 pm – 5.15 pm**

### **PANEL**

**Emotion driven scent design: can emotions be bottled?**  
Moderator Ermano Picco, Contributor, Essencional

**h. 5.30 pm – 6.15 pm**

### **WORKSHOP**

**The perfect pairing: fashion and fragrance, a match made in heaven since the 1920s**  
With Stéphanie Bakouche, Perfumer, Osmocurator, Thomas Fontaine, President of Osmothèque and Marie Urban Le Febvre, Perfumer, Osmocurator

## ■ SATURDAY, FEBRUARY 22<sup>nd</sup>

**h. 10.30 am - 11.00 am**

### **BOOK PRESENTATION**

**Olfatti, non parole**  
With Maurizio Cavezzali, Co-Founder of Esxence and President of Italian Perfumery Institute and Maurizio Sanginetto, Editor and Naming Specialist

**h. 11.00 am – 11.30 am**

**Fragrance evolution: making future at the Italian Perfumery Institute New projects launched for the Italian perfumery school**  
Moderator: Beatrice Balzarotti, Director of Studies - Italian Perfumery Institute

**h. 11.30 am – 12.15 pm**

**Unlock the secrets of fragrance with Italian Perfumery Institute: free masterclass session**  
Moderator: Beatrice Balzarotti, Director of Studies - Italian Perfumery Institute

**h. 12.30 pm – 1.15 pm**

### **PRESENTATION**

**Milano Beauty Week 2025: alla scoperta della bellezza e del benessere - exploring beauty and wellness**  
With Simona Antonini, Project Leader Milano Beauty Week and Valentina Rosina, Events and Special Projects Manager @Cosmetica Italia

**h. 2.30 pm – 3.15 pm**

### **BOOK PRESENTATION**

**Profumi. La via italiana all'essenza**  
With Vanessa Caputo, Entrepreneur, Author, and Talent Manager

## **OUTDOOR EXPERIENCE**

**Nose trip: an olfactory experience to travel with our nose** With Ernesto Collado, CEO & Founder of BRAVANARIZ/Smelling Wild  
Friday, February 20th - 12.00 pm - Friday, February 20th - 4.00 pm - Saturday, February 21st - 12.00 pm

**Limited number of participants. (60-90 min. each session)**

**For information and registration: [communication@equipemilano.com](mailto:communication@equipemilano.com)**