



ESXENCE – THE ART PERFUMERY EVENT

**The leading international event dedicated to artistic perfumery wrapped-up
with the attendance of around 13.500 participants**

Milan, 24 February 2025 - The **15th edition** of **Esxence - The Art Perfumery Event**, the international leading event dedicated to artistic perfumery, closed on Saturday 22 February, confirming Milan as the capital of artistic perfumery and the hub of new trends, ready to spread an authentic and sophisticated olfactory culture.

This edition was a great success: around 13,500 attendees from all over the world were able to admire a selected parterre of 384 brands - including 107 main and 277 spotlights - from 38 countries and assist to several events, round tables and talks also open to the public. There was a notable attendance of young people, reflecting the growing interest in the sector across generations.

The event, held from 19 to 22 February at Allianz MiCo Milano Convention Centre, was inaugurated at the presence of **Barbara Mazzali, Councillor for Tourism, Fashion and Territorial Marketing of the Lombardy Region** and **Alessia Cappello, Councillor for Labour and Economic Development of the Municipality of Milan**. Alongside, there were leading exponents of the beauty industry at national and international level, including **Enrico Zannini** (General Manager of BolognaFiere Cosmoprof), **Benedetto Lavino** (President of Cosmetica Italia) and **Antonio Lucrelli** (Director of ICE Milan).

Edition after edition, Esxence proved to be the cult appointment to discover the **new trends in the world of artistic perfumery**. Starting with olfactory notes, the **triumph of exotic fruits** - such as mango, pineapple, banana and maracuja - has conquered the scene. There was also a growing presence of **brands from Asia**, in particular from South Korea, Vietnam, China, Singapore and Japan, taking us on a fascinating journey through distant traditions and cultures. In addition, new formats of well-known fragrances were presented, confirming an ever-expanding trend: the search for practical and **travel-friendly formats**, so that anyone can always carry its own favourite perfume. **Synthetic molecules**, which have long suffered from a bad reputation and sometimes considered a taboo, are now not only fully integrated in many compositions, but are also displayed within the olfactory pyramids, demonstrating the extraordinary ability of those who know how to skilfully combine the natural and synthetic worlds. Lastly, the trend is consolidating towards fostering a state of **inner well-being** and **psychophysical balance**, no longer limiting oneself to wearing a single fragrance as an olfactory signature, but changing the scent according to one's mood. It is increasingly evident that body and mind are linked, and that even through an essence, it is possible to reach the soul directly.

FACTS & FIGURES OF ESXENCE 2025

- About **13,500 attendees**
- **384 brands**, divided into 107 Main Brands and 277 Spotlight
- **38 countries of origin of the brands** (including some new entries: Thailand, Barbados, Lithuania and Latvia)
- **17. 400 square metres** of exhibition space
- **70% foreign exhibitors** out of the total number of exhibitors
- **76% operators** out of the total number of visitors
- **43 foreign operators** took part thanks to the support of **ITA - Italian Trade Agency**, from Brazil, China, South Korea, United Arab Emirates, Japan, India, Mexico and the United States
- **24 conferences and meetings** were held in the **Esxence events calendar**, led by some of the most renowned experts worldwide.



‘This 15th edition has been the most successful ever’, says **Maurizio Cavezzali, co-founder of Esxence and CEO of Equipe Exhibit**, ‘thanks to the contents proposed but also to the quality of the people attending, all extremely well prepared and attentive to emerging trends. This year, there was a significant enhancement in the booths, with a 30% increasing request for nude areas, a clear sign of maturity of the brands, which have invested even more in originality and creativity in the presentation of their products. It is not only the fragrances, the bottles and the packaging that shine for their uniqueness, but also the entire concept and communication, which take on a central role in the creative process, telling fascinating and distant stories, arousing deep and engaging emotions. We had the possibility to see a greengrocer's counter, vending machines, an old-fashioned train carriage, a beautiful old library and ledwalls that realistically tell the story of some brands’.

‘Over the course of eighteen years and fifteen editions of Esxence, we have become an essential reference point on an international level and a central event, able of offering growth opportunities to brands of all nationalities. We have given support to new markets, with motivated retailers who have then given rise to structured forms of specialised distribution’ - says Silvio Levi, co-founder of Esxence and Director of Essencional, who curated and coordinated, together with Equipe Exhibit, the workshops and lectures. ‘I am particularly proud of this edition of Esxence, confirming the extraordinary dynamism of the market and an innovative capacity that will shape the sector for the next decade. In addition to being a platform for launches and business development, Esxence provides visitors and operators with content, analysis and information tools, facilitating knowledge between cultural institutions, opinion leaders and ensuring a constant comparison, with the aim of nurturing and evolving our market’.

Under the patronage of: Lombardy Region, Municipality of Milan

With the support of: Ministry of Foreign Affairs and International Cooperation and ITA – Italian Trade Agency

Sponsor: CFF Creative Flavours & Fragrances

Strategic Partner: Essencional

Partner: Accademia del Profumo, Beautystreams, Business France, Italian Perfumery Institute, L’ Osmothèque, Les Parfumables, Master Parfums, Milano Beauty Week, Mouillettes & co.

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