



2026 EVENTS CALENDAR

For information on how to access the Conference Hall, please refer to the notes at the end of this document.

WEDNESDAY, JUNE 3rd

h. 11.00 am – 11.30 am

Presentation

From Volatility to Value: Fragrance Evolution through 2028

With Elisa Ferraro, Area Manager Italy – BEAUTYSTREAMS

h. 11.30 am – 12.15 pm

Presentation

2026 Niche Fragrance Trends and Insights from the Fragrances of the World Database

With Clayton Ilohia, Evaluation & Communication Manager of Fragrances of the World

h. 12.30 pm – 1.15 pm

Panel

Disaster-Proofing Your Perfume Brand

Moderator Sarah Colton, Perfume journalist and author of Bad Girls Perfume: Tips and Tales

With Pissarra Umavijani, Founder and Creative Director of Dusita Perfume – Anne Sophie Behaghel, Co-Founder and Perfumer of Flair – François Hénin, Founder and Owner of Jovoy Paris – Thomas De Monaco, Founder, Owner and Creative Director of Thomas De Monaco Parfums

h. 1.30 pm – 2.15 pm

Panel

Perfume Crossroads – Italy & the Middle East: Where Scents Become Bridges

With Bruno Chezzi, Fragrance Director of MANE Italy - Cristina Stefanutti, Marketing Manager Fragrance Division of MANE Italy - Benjamin Bélizon, MANE Perfumer - Cristiano Canali, MANE Perfumer

h. 2.30 pm – 3.00 pm

Presentation

Scent & Mind: Neuroscience and AI Exploring the Sense of Smell

Giuseppe Musci, co-founder innovative startup Freenspire

h. 3.00 pm – 3.30 pm

Interview

One-on-One with Perfumer Julien Rasquinet

Interviewed by Karen Marin, Content Director & Consultant, Essencional

With Julien Rasquinet, Fine Fragrance Sr Perfumer

h. 3.30 pm – 4.15 pm

Panel

SMELL A MEMORY Uncover How the Nose Talks to the Brain

Moderator Adam James Cavallari, Founder and Creative Director Jijide

With Federica D'Andrea, Senior Lecturer in Dementia Studies, Geller Institute of Ageing and Memory, School of Medicine and Biosciences, University of West London, UK - Desirée Lopis, Assistant Professor in Neuropsychology, Laboratory of Cognitive Functioning and Dysfunctioning, Paris Nanterre University, Nanterre, France - Victoria Tischler, Professor of Behavioural Science, Faculty of Health and Medical Sciences, University of Surrey, UK



h. 4.30 pm – 5.15 pm

Panel

Circana presents: Niche Fragrances in the Perfumery Channel

Moderator Karen Marin, Content Director & Consultant, Essencional

With Sylvie Cagnoni, Executive Director of Circana - Alessia Ceriani, Senior Account Manager Circana

h. 5.30 pm – 6.15 pm

Panel

Le Parole della Profumeria, un'esperienza sensoriale

Moderator Loredana Linati, Director of Imagine, the first trade magazine of the perfumery industry

THURSDAY, JUNE 4th

h. 10.30 am – 11.15 am

Interview

An Encounter with Michael Edwards

Interviewed by Karen Marin, Content Director & Consultant, Essencional

With Michael Edwards, Founder of Fragrances of the World, Taxonomist and Author

h. 11.30 am – 12.15 pm

Workshop

Essencional Observatory 2026

Beyond the Bottle: Artistic Perfumery Through the Lens of Retail

Moderator Karen Marin Content Director & Consultant, Essencional with Silvio Levi, Co-Founder of Esxence and Essencional Founder and Director, Chiara Toniello, Project Manager, Essencional

h. 12.30 pm – 1.15 pm

Panel

'TIKTOKIFICATION' - Is TikTok transforming Fragrance?

Moderator Williams Haydn, Writer & Podcaster

With Andrea Valdo and Chiara Valdo Co-founders of Jusbox Perfumes - Vesa Kalho, Chief Brand Officer of Fraegra - Brandon Winfield, Content Creator & Fragrance Expert

FRIDAY, JUNE 5th

h. 10.30 am – 11.15 am

Panel

Beyond the Launch Frenzy: The Emergence of Slow Perfumery

Moderator Karen Marin, Content Director & Consultant, Essencional

With Dariush Alavi (alias Persolaise), Writer and Editor - Brooke Belldon, Founder of Sainte Cellier - Manos Gerakinis, Founder of Manos Gerakinis Parfums - Neela Vermeire, Founder of Neela Vermeire Creations

h. 11.30 am – 12.15 pm

Presentation

Analysis of Specific Trends Contributing to the Success of the Artistic Perfumery Sector in China

With Marta Lucattelli Head of Client Services & Strategy, [Alkemy]+ China - Yimeng Liu Social Media Coordinator, [Alkemy]+ China

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h. 12.30 pm – 1.15 pm

Three Speeds of Asia: Korea – Vietnam – Indonesia

Moderator *Bodo Kubartz, Consultant & Journalist, Passion and Consulting, Germany*

With *Héloïse Lefebvre du Prey, Senior Project Manager of South Asia, Asia Cosme Lab - Sung Soo Kim, Founder & CEO, SARANGHAEYO (RXAP Korea Company Limited), South Korea - Tinanda Nabila, CEO, Alchemist Fragrance, Indonesia*

h. 2.30 pm – 3.00 pm

Presentation

Scents of China

With *Feng Tianle, Perfumer & Founder of VOICE FROM THE SKY/ CEO of DHFF*

h. 3.00 pm – 3.45 pm

Panel

Paving the Way to China Fragrance Market

With *Wendy LAU, Executive Director of Eternal Group - Sissie YIU Corporate & Marketing Communications Director,*

Eternal Group - Stefano De Paoli of InvestHK, Italy Chief Representative, Weng Haocong, Director of Xuelei

Fragrance Museum - Wincy Tang, General Manager, Marketing & Partnership of Experience 11 Limited - Cindy Zhong, Director of General Affairs, Eternal Group

h. 3.45 pm – 4.30 pm

Presentation

The Three Essentials of Success for Asian Brands and Perfumers

Gary Lap-Keek Chin, President of Asia Perfume Foundation

h. 4.30 pm – 5.15 pm

Panel

The New Vintage Movement: When Gen Z Rediscovered Heritage Brands

Moderator *Karen Marin, Content Director & Consultant, Essencional*

With *Arnaud Guggenbuhl, Head of Global Marketing, Insight & Image Fine Fragrances of Givaudan - Amélie*

Huynh, CEO of Maison d'Orsay - Louise Farina, Managing Director of Farina 1709, Nicola Pozzani, Award Winning Fragrance Creator and Educator

h. 5.30 pm – 6.00 pm

Presentation

Hong Kong as Your Launchpad: Entering Asia Without Guesswork

Stefano De Paoli, Italy Representative of Invest Hong Kong

Claudia Stagno, Editor-in-chief of Export Magazine

SATURDAY, JUNE 6th

h. 10.30 am – 11.15 am

Presentation

At the Heart of the World's Perfume Archives: 15 Fragrances Brought Back to Life by L'Osmothèque.

With *Anne-Cécile Pouant, Director of L'Osmothèque*



h. 11.30 am– 12.45 pm

Presentation

FROM VISION TO FRAGRANCE - Italian Perfumery Institute Talk

A conversation on education, creativity and the future of perfumery.

With Maurizio Cavezzali, Co-Founder of EsXence and President of Italian Perfumery Institute

Beatrice Balzarotti, Partnership Development of EsXence and Direction of Italian Perfumery Institute

Nicola Maiolo, CSO, HIC Srl

h. 2.30 pm – 3.00 pm

Book Presentation

Le Immagini del Profumo: An Approach to a Personal Vision of Perfumery

Matteo Fumagalli, Author and fragrance educator

Meo Fusciuni, Master Perfumer

h. 3.00 pm – 3.30 pm

Presentation

The New Language of Middle Eastern Perfumery

With Amandine Galliano, Perfumer at Robertet

Antoine Agati, Fragrances Marketing Director at Robertet

OUTDOOR EXPERIENCES

Nose Trip: An Olfactory Experience to Travel with Our Nose

With Ernesto Collado, CEO & Founder of BRAVANARIZ/Smelling Wild

- Friday, June 5th - 12.00 noon
- Friday, June 5th - 4.30 pm
- Saturday, June 6th - 12.00 noon

Limited number of participants.

(60-90 min. each session)

For information and registration

communication@equipemilano.com

Updated as of May 12, 2026

How to Access the Conference Hall

For industry professionals:

- **From June 3 to 6:** purchase a valid entry ticket on [VivaTicket.com](https://www.vivaticket.com) which grants access to both the Conference Hall and the exhibition area.

For the general public:

- **From June 3 to 5:** request a free "Audience of Conference" badge (by providing your first name, last name, email address and the **conference title** you wish to attend to events@equipemilano.com). This

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badge grants access exclusively to the Conference Hall and does not allow entry to the exhibition area.

- **On June 6 (Saturday):** you may choose between:
 - requesting a free "Audience of Conference" badge (by providing your first name, last name, email address and the conference you wish to attend to events@equipemilano.com), which grants access only to the Conference Hall and not to the exhibition area;

OR

- purchasing a valid entry ticket on [VivaTicket.com](https://www.vivaticket.com), which grants access to both the Conference Hall and the exhibition area.

Please note: The Audience of Conference ticket does not allow entry to the exhibition floor.