



WEDNESDAY, JUNE 3RD

h. 7.30 am - 8.30 am

YOGA & MEDITATION EXPERIENCE

**FLOW INFINITE: Yoga & Meditation by Pierre Ravan of ETERNAL JOURNEY**

Discover your Infinite FLOW: A transformative session of Yoga, Meditation and Conscious smelling. A rejuvenating daily session by the open-air pool led by Pierre Ravan, founder ETERNAL JOURNEY NH Collection Hotel CityLife Milano (Rooftop) - Via Bartolomeo Colleoni 14, Milano

h. 10.00 am - 7.00 pm

SPECIAL INSTALLATION

**Grow slow, Glow deep: alla scoperta di Thesaurus by Calé Fragranze d'Autore at Fragens in fabula**

On the occasion of the launch of Thesaurus, the new creation by Calé Fragranze d'Autore, Fragens in fabula will host a special installation.  
Fragrans in fabula - Corso Magenta 22, Milano

h. 10.30 am - 7.30 pm

BRANDED KIOSK

**Rouge Rebel Immersive Kiosk by VERTUS X OLFATTORIO**

Visitors will be invited to discover the brand's new fragrance, Rouge Rebel, the true thread connecting the personalization experience. A selection of fragrances from the collection will also be available to discover, with the olfactory journey continuing at the Olfattorio Bar à Parfums, Via Brera 5.  
Chiosco di fiori - Via Manzoni 20, angolo Via Montenapoleone, Milano

h. 5.00 pm - 7.00 pm

APERITIF

**Italian Aperitivo by Malva 1979**

We are pleased to welcome you into the world of Malva 1979 at our private space in Via Fatebenefratelli. An intimate occasion to discover our creations, meet our Founder, Malva Moncalvo, and experience a serial journey through the finest raw materials that shape our olfactory universe. Guests are invited to reserve our traditional Italian aperitivo with us throughout the week.  
For appointments and reservations, please contact us at [info@malva1979.com](mailto:info@malva1979.com) We will be delighted to confirm your place.  
MALVA 1979 - Via Fatebenefratelli 15 (first floor), Milano

h. 6.30 pm - 8.00 pm

OLFACTORY EXPERIENCE

**Fioriture, tra le vie di Brera by Laboratorio Olfattivo**

An olfactory experience dedicated to Fioriture by Jean-Claude Ellena: amidst sparkling bubbles and refined notes, guests will receive an exclusive gift from the collection.  
Laboratorio Olfattivo Store - Via Fiori Chiari 7, Milano

h. 6.00 pm - 9.00 pm

OLFACTORY EXPERIENCE & COCKTAIL PARTY

**IT MAISON X PUZZLE PARFUM**

An olfactory exhibition accompanied by a cocktail party, conceived as an evening of encounters and conviviality.  
IT MAISON - Via Tommaso da Cazzaniga 2, Milano

h. 7.30 pm - 10.30 pm

IMMERSIVE EXPERIENCE

**SIGNATURE PARTY by BON PARFUMEUR**

An immersive launch of the Signature collection. An artistic journey through light and scent featuring a dance performance inspired by the art of color, a live glass engraving demonstration, and a unique cocktail experience.  
Mandatory dress code: white  
Dazi Milano - Piazza Sempione 1, Milano

h. 6.30 pm - 8.00 pm

OLFACTORY EVENT

**Arquitectura Líquida: WoHa x Liquido**

Arquitectura Líquida: "diseñar lo invisible". Discover WoHa and the latest innovations exclusively at Liquido.  
Limited spots. For info and reservation, contact @liquidomilano on Instagram  
Liquido - Viale Piave 29, Milano

h. 7.00 pm - 9.00 pm

DJ SET

**FLOW INFINITE: DJ Sunset session by Pierre Ravan of ETERNAL JOURNEY**

Unwind with an evening Live DJ set by Pierre Ravan, founder ETERNAL JOURNEY NH Collection Hotel CityLife Milano (Rooftop) - Via Bartolomeo Colleoni 14, Milano

THURSDAY, JUNE 4TH

h. 7.30 am - 8.30 am

YOGA & MEDITATION EXPERIENCE

**FLOW INFINITE: Yoga & Meditation by Pierre Ravan of ETERNAL JOURNEY**

Discover your Infinite FLOW: A transformative session of Yoga, Meditation and Conscious smelling. A rejuvenating daily session by the open-air pool led by Pierre Ravan, founder ETERNAL JOURNEY NH Collection Hotel CityLife Milano (Rooftop) - Via Bartolomeo Colleoni 14, Milano

h. 10.00 am - 7.00 pm

SPECIAL INSTALLATION

**Grow slow, Glow deep: alla scoperta di Thesaurus by Calé Fragranze d'Autore at Fragens in fabula**

On the occasion of the launch of Thesaurus, the new creation by Calé Fragranze d'Autore, Fragens in fabula will host a special installation.  
Fragrans in fabula - Corso Magenta 22, Milano

h. 10.30 am - 4.00 pm

OLFACTORY EXPOSITION

**VERTUS - DESCEND INTO TELLURIC RESONANCE at Wunder Gallery**

Discover Vertus' olfactory journey through the Earth's unique nuances.  
Info: [Olfattorio Bar à Parfums - 02\\_36532901.olfattorio.brera5@olfattorio.it](mailto:Olfattorio Bar à Parfums - 02_36532901.olfattorio.brera5@olfattorio.it)  
Wunder Gallery - Via Madonna 17, Milano

h. 10.30 am - 7.30 pm

BRANDED KIOSK

**Rouge Rebel Immersive Kiosk by VERTUS X OLFATTORIO**

Visitors will be invited to discover the brand's new fragrance, Rouge Rebel, the true thread connecting the personalization experience. A selection of fragrances from the collection will also be available to discover, with the olfactory journey continuing at the Olfattorio Bar à Parfums, Via Brera 5.  
Chiosco di fiori - Via Manzoni 20, angolo Via Montenapoleone, Milano

h. 1.00 pm - 5.00 pm

IMMERSIVE OLFACTORY EVENT

**OLFACTORY SIGNALS Project at 10 Corso Como**

Olfactory Signals is an immersive olfactory event curated by SSPRF, bringing together international fragrance, candle, incense, and skincare brands within the spaces of 10 Corso Como, Milan.  
OPENING COCKTAIL from 6.00 pm to 9.00 pm, RSVP to [press@p-s.it](mailto:press@p-s.it)  
10 Corso Como — Project Room, Gallery, Mezzanine (First Floor) and Terrace - Corso Como 10, Milano

h. 5.00 pm - 7.00 pm

SENSORY JOURNEY

**LE VIE DEL PROFUMO ITALIANO by ACCA KAPPA**

Acca Kappa invites guests to Le Vie del Profumo Italiano: a sensory journey through memories, nature, and everyday gestures. The boutique at Via Brera 5 becomes an immersive space where fragrance tells the story of authentic Italy with elegance and simplicity.  
Boutique Acca Kappa - Via Brera 5, Milano

h. 5.00 pm - 7.00 pm

APERITIF

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For appointments and reservations, please contact us at [info@malva1979.com](mailto:info@malva1979.com) We will be delighted to confirm your place.  
MALVA 1979 - Via Fatebenefratelli 15 (first floor), Milano

h. from 6.00 pm

COCKTAIL PARTY

**AVAU's Kitchen Cocktail Party by AVAU**

We open the doors of our first AVAU boutique at Via Fiori Chiari 7 and welcome people in the way that best represents us: by making them feel at home. What began around a table a year ago now takes on a physical form, and this opening is a way to celebrate that journey with those who have been part of it, as well as with those discovering it for the first time.  
A cocktail to inaugurate our first home in Milan and celebrate one year of AVAU together.  
Boutique AVAU - Via Fiori Chiari 7, Milano

h. 6.00 pm - 9.00 pm

COCKTAIL PARTY

**INTO THE VALLEY - INTERIOR FRAGRANCE by Camilla Previ | Upsilon Gallery | AROMARIA**

INTO THE VALLEY is an immersive experience born from the encounter between contemporary art and olfactory research, created by Upsilon Gallery in collaboration with AROMARIA Interior Fragrances London. This sensory project draws inspiration from the visual universe of Osvaldo Mariscotti, where fragrance, light, sound, and material merge into a single perceptual narrative.  
Join us for an evening of art, music, and complimentary cocktails.  
RSVP: [milan@upsilongallery.com](mailto:milan@upsilongallery.com)  
Upsilon Gallery, Milano - Via Gastone Pisoni 2, Milano

h. 6.00 pm - 9.00 pm

COCKTAIL PARTY

**Grow slow, Glow deep: alla scoperta di Thesaurus by Calé Fragranze d'Autore at Fragens in fabula**

On the occasion of the launch of Thesaurus, the new creation by Calé Fragranze d'Autore, Fragens in fabula will host a special installation accompanied by a themed cocktail party.  
Fragrans in fabula - Corso Magenta 22, Milano

h. 6.00 pm - 9.00 pm

OLFACTORY EXPERIENCE & COCKTAIL PARTY

**IT MAISON X PUZZLE PARFUM**

An olfactory exhibition accompanied by a cocktail party, conceived as an evening of encounters and conviviality.  
IT MAISON - Via Tommaso da Cazzaniga 2, Milano

h. 6.30 pm - 8.00 pm

OLFACTORY EXPERIENCE

**Fioriture, tra le vie di Brera by Laboratorio Olfattivo**

An olfactory experience dedicated to Fioriture by Jean-Claude Ellena: amidst sparkling bubbles and refined notes, guests will receive an exclusive gift from the collection.  
Laboratorio Olfattivo Store - Via Fiori Chiari 7, Milano

h. 7.00 pm - 9.00 pm

SPECIAL EVENT

**"PANNA SOTTO!" SPECIAL EVENT by FILIPPO SORCINELLI**

Event dedicated to "PANNA SOTTO!", the latest fragrance from the XSE' collection.  
Container zerozero - Via della Moscova 10, Milano

h. 7.00 pm - 9.00 pm

DJ SET

**FLOW INFINITE: DJ Sunset session by Pierre Ravan of ETERNAL JOURNEY**

Unwind with an evening Live DJ set by Pierre Ravan, founder ETERNAL JOURNEY NH Collection Hotel CityLife Milano (Rooftop) - Via Bartolomeo Colleoni 14, Milano

h. 9.30 pm - 1.30 am

LIVE BAND & DJ SET

**SINE GLORIA by Nobile 1942**

Step into the universe of "Sine Gloria," in a night where the anti-hero becomes the protagonist. Live band and DJ set: a nocturnal ritual dedicated to those who do not seek approval, but leave a mark.  
Free entry until full capacity  
Detune - Via Felice Casati 24, Milano

FRIDAY, JUNE 5TH

h. 7.30 am - 8.30 am

YOGA & MEDITATION EXPERIENCE

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Wunder Gallery - Via Madonna 17, Milano

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10 Corso Como — Project Room, Gallery, Mezzanine (First Floor) and Terrace - Corso Como 10, Milano

h. 11.00 am - 7.00 pm

IMMERSIVE EXPERIENCE

**INTO THE VALLEY - INTERIOR FRAGRANCE by Camilla Previ | Upsilon Gallery | AROMARIA**

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Upsilon Gallery, Milano - Via Gastone Pisoni 2, Milano

h. 12.00 pm - 1.30 pm | 4.30 pm - 6.00 pm

OUTDOOR EXPERIENCE

**Nose Trip: An Olfactory Experience to Travel with Our Nose**

With Ernesto Collado, CEO & Founder of BRAVANARIZ/Smelling Wild  
Limited number of participants. For information and registration: [communication@equipemilano.com](mailto:communication@equipemilano.com)  
Alliant - MiCo Milano Convention Centre, GATE 6 - Viale Scarampo, Milano

h. 5.00 pm - 7.00 pm

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IT MAISON - Via Tommaso da Cazzaniga 2, Milano

From 7.00 pm

CONCERT & MULTISENSORIAL JOURNEY

**Extrait De Musique: poetica di un suono che abita by FILIPPO SORCINELLI**

EXTRAIT DE MUSIQUE is a union of matter and spirit, of sound and scent, of formal discipline and artistic intensity. It is a place in which to inhabit a fragment of ritual, light, and history. A journey open to all, regardless of background or belief, organ music connoisseurs, lovers of evocative atmospheres, or even curious passersby.  
Through seven compositions, Filippo Sorcinelli, together with Stefano Pellini, will bring to life a multisensory experience: a journey through emotions where organ music intertwines with an olfactory narrative.  
Chiesa di Sant'Angelo - Piazza Sant'Angelo 2, zona Moscova, Milano

h. 7.00 pm - 9.00 pm

DJ SET

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SATURDAY, JUNE 6TH

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h. 7.30 pm - 9.00 pm

IMMERSIVE JOURNEY

**Scented Resonance: An olfactory journey with Bu Feng at Liquido**

An immersive journey into Bu Feng's fragrances and Eastern culture, brought to life through scent, food, rituals and sensory storytelling at Liquido.  
Liquido - Viale Piave 29, Milano