



ESXENCE – THE ART PERFUMERY EVENT

Esxence 2026 wraps up with 20,000 attendees, reaffirming Milan's role as the world hub of artistic perfumery

Milan, June 9th, 2026 – **Esxence – The Art Perfumery Event** wrapped up its sixteenth edition. The world leading event dedicated to artistic perfumery, and strategic asset of BolognaFiere Cosmoprof, the organizing company of Cosmoprof Worldwide Bologna, was held from June 3 to 6 at Allianz MiCo, Milan Convention Centre. **Four days, over 20,000 sqm** of exhibition space, more than **400 brands** — 108 of them making their debut — over **40 countries** represented, and more than **20,000 attendees**: these figures speak to an artistic perfumery world in constant evolution, able of generating new olfactory geographies from every corner of the globe.

This edition's concept — **Sensing The World** — proved to be a genuine guiding thread, transforming each visit into an introspective experience as much as a professional one. Scent as a bridge between memory and emotion shaped not only the exhibition programme, but also the artistic installations featured throughout, including works by artist **Roberto Vallini**, artist and performer **Roberto Floreani**, and type artist **Stefano Epis**.

With **26 talks** and over **60 international speakers**, the conference programme — developed in collaboration with **Essencional** — offered an in-depth overview of the most relevant topics in the industry. The **Fuori Esxence** urban events brought good vibes across the city throughout the event.

Enrico Zannini, General Director of BolognaFiere Cosmoprof, said: "Esxence is a strategic asset for BolognaFiere Cosmoprof. Through its synergy with Cosmoprof Worldwide, Esxence is gaining an increasingly global dimension. The outstanding results of this edition are also a springboard for new initiatives and projects that, in the coming months, will facilitate business for niche perfumery brands and operators in key markets. We are proud of this journey: the relationship between BolognaFiere Cosmoprof and Equipe Exhibit is set to become a pivotal force in the development of Esxence and in creating new opportunities for the artistic perfumery sector."

Maurizio Cavezzali, co-founder of Esxence and CEO of Equipe Exhibit, declared: "This has been our most significant edition so far — both in terms of attendance and in the scope of the cultural project we are shaping. We have worked with dedication to build a pathway that promotes the culture of artistic perfumery, placing at its core a distinctive olfactory philosophy able of speaking to everyone. I believe that we are moving in the right direction: the growing presence of visitors under thirty, with public-day tickets selling out in advance, is the clearest sign that scent can become a universal language that transcends generations. We are building an ambitious and virtuous journey, strengthened by our synergy with BolognaFiere Cosmoprof: the goal is to bring a cluster of companies to New York and Hong Kong in 2026. In 2027, Esxence will take place during the fashion week in Milan — a milestone that represents the natural evolution of a vision in which we deeply believe."

Silvio Levi, co-founder of Esxence, President of the Esxence Technical Committee, and founder and Director of the Essencional Study Centre, highlighted: "Never before in our history have we seen such a large number of industry professionals and enthusiasts moving with confidence through the exhibition spaces, which have given more visibility to the brands' booths, allowing them to express their true essence through visually

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captivating displays and a clear desire to welcome and share. Perfume is increasingly seen as an emotional message to be experienced. I hope that once again Esxence has provided opportunities for new olfactory trends that we expect to evolve in the next five to six years, alongside those that are already shaping the market in the short term after first appearing in previous editions of Esxence. This is our fundamental role: to anticipate and promote knowledge of the world of perfume. In our workshops and conferences, we have given voice to schools, courses, workshops and different expressive arts."

The four days of Esxence provided a clear picture of the direction artistic perfumery is taking. The central theme of this edition was the search for perfumery that transcends the sense of smell to become an experience that engages multiple senses. Above all, there was a strong emphasis on **taste**, evident both in the choice of gastronomically inspired ingredients, such as rice, milk and mint, and in the atmospheres evoked by the brands' displays in their exhibition spaces.

In terms of olfactory families, distinct trends are emerging. On the one hand, **green, clean and fresh notes** – linen, musk, herbaceous accords – in a new, simple, conscious and minimalist interpretation. On the other, **gourmand** and **fruity notes**, with captivating accords, where vanilla takes centre stage. Among the most original proposals are **sake, kombucha, matcha, yuzu** and **chrysanthemum**.

Geographically speaking, Esxence 2026 confirmed that niche perfumery is now a universal language, yet expressed in radically different ways depending on the region. The Middle East brings its exuberance, whilst Japan and Asia, by contrast, offer a more discreet and evocative vision.

Finally, the packaging reveals much about the character of the fragrance: materials sourced from natural waste, practical, everyday formats, and bottle caps that become design and art objects.

The next appointment is already set: the seventeenth edition will take place from February 24 to 27, 2027, in Milan.

Esxence is held **under the patronage of the Lombardy Region and the City of Milan**, with the support of the **Ministry of Foreign Affairs and International Cooperation** and **ITA – Italian Trade Agency**, and of leading institutional and strategic partners, including: **Accademia del Profumo, Asia Perfume Foundation, Business France, Cosmoprof, Fenapro, Italian Perfumery Institute, L'Osmothèque, Master Parfums, Milano Beauty Week, The Institute for Art and Olfaction, Xuelei Fragrance Museum, Eternal Group. Essencional is Strategic Partner. Caffè Borbone is Technical Partner.**

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