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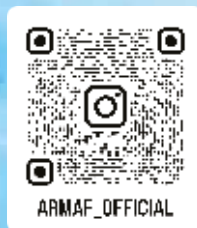
ARTISTIC PERFUMERY

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PROFUMI
D'ART
X
ARMAF

A
Master Piece
By Master Perfumer

Arturo Landi

from
"THE HOUSE OF STERLING"

PROFUMI D'ART



This is an **unusual story**,

It is a story of passion, great emotions, devotion, an excellent nose, a creative mind, an appreciation of exquisite raw materials, a feeling for good things, an extraordinary imagination, attention to detail, an excellent memory and a lot of patience. Everything combined in one single person: Art Landi



A PERFUMIER'S JOURNEY

UNFURLING THE VIVACIOUS CREATIONS FROM A MAESTRO

The world of perfumery is a canvas upon which memories, emotions, and dreams are transmuted into fragrant, treasured stories. For a master perfumer, each creation is a personal odyssey, a reflection of their unique experiences and deepest passions. In Esxence 2025, we are in the presence of two new masterpieces from Arturetto Landi's Profumi D'Art x ARMAF collection. Both of them are profound stories painted straight from the soul of the maestro, art exemplified by situated greatness.

Vaniglia Esotica: A Consonance of Nostalgia and Exoticism

The story of Vaniglia Esotica is a poignant reminder that the most captivating fragrances often stem from deeply personal narratives. Arturetto, inspired by his childhood memories of his mother's culinary artistry and the vibrant flavors of Oman, embarked on a journey to capture the essence of these cherished experiences. The result is a fragrance that defies easy categorization, a modern gourmand masterpiece that seamlessly blends the familiar with the exotic. The opening evokes a sense of playful anticipation, a burst of vibrant tropical fruits reminiscent of a bustling Omani market. These juicy accords are quickly enveloped by a rich, creamy texture, reminiscent of the beloved Torta di Riso Dolce, the sweet rice cake that holds such fond memories. The heart of Vaniglia Esotica is a captivating dance of white florals: jasmine, orange blossom, tuberose, gardenia, and narcissus, each contributing its unique facet to the overall bouquet. These delicate blooms lend a touch of femininity and elegance, while the underlying warmth of Madagascar vanilla provides a comforting, sensual embrace.

The base notes of Vaniglia Esotica are a testament to Arturetto's masterful blending of contrasting elements. A sweet, mystical balsamic accord adds a touch of intrigue, while a luxurious musk provides a lingering warmth on the skin. The overall effect is a fragrance that is both inviting and enigmatic, a captivating journey that lingers long after the final notes have faded.

Latte di Tuberosa: A Ode to Purity and Childhood

Latte di Tuberossa is a fragrance born from collaboration, a testament to shared passions. Originally crafted for Italian perfume enthusiasts, it captures the essence of a milky white flower, symbolizing purity and innocence. The opening is a delicate balance of light and shadow—galbanum's fresh greenness contrasts with exotic tropical fruits, hinting at unexpected twists. The heart builds into a breathtaking crescendo of white florals, with tuberose taking center stage, seamlessly woven with other delicate blooms for an ethereal aura. The base is a signature of artistry—a warm glow of amber, sweetened by natural vanilla extract, creates a comforting foundation. Grey amber, white musks, and precious woods add depth, sensuality, and a unique character. Latte di Tuberossa evokes tranquility and nostalgia, a fragrance that whispers rather than shouts, unfolding slowly and seductively on the skin.



A Master Piece By Master Perfumer
Arturetto Landi



A Testament to Artistic Vision

Both Vaniglia Esotica and Latte di Tuberossa are more than just tasteful fragrances; they are artistic expressions, reflections of the perfumer's unique journey and their unwavering commitment to creating olfactory masterpieces.

Vaniglia Esotica, with its vibrant fusion of nostalgia and exoticism, is a testament to the power of personal memories to inspire and inform creative endeavors. Latte di Tuberossa, born from a collaborative spirit, exemplifies the importance of shared passions and the beauty of collective artistic vision. These fragrances serve as a reminder that the true essence of perfumery lies not merely in the selection of raw materials, but in the stories they tell, the emotions they evoke, and the memories they create. They are a tribute to the enduring power of human creativity and the profound impact that fragrance can have on our lives.

The Dawn of a New Niche Collaboration

Another artistic baron who is a famous fragrance formulator and is nothing short of a celebrity in the perfumery universe, it's Master Perfumer Christian Provenzano. Popular for his exquisite creations with famous brands, and following his recent collaboration with ARMAF as the nose behind the oh-so-loved Club De Nuit Oud, comes another set of scentscapes shrouded in stardust – the new ARMAF x Christian Provenzano line of fragrances. Every bottle of CP fragrance tells a tale—a journey captured in scent, crafted to transport you to moments of beauty, elegance, and self expression. From invigorating freshness to deep, luxurious layers, these creations are stories waiting to unfold.

ARMAF x Christian Provenzano I: The Embodiment of Luxury

Close your eyes and step into a room of opulent textures and rich hues. The air is laced with rose's romantic softness and saffron's spicy warmth. The fragrance opens with a flourish, commanding attention. As the heart unfolds, refined leather emerges, its strength balanced by subtle fruity whispers. The crescendo falls into deep woods, reinforcing the richness. Floral yet bold, soft yet powerful—ARMAF x Christian Provenzano I is a statement in a bottle, a tribute to those who redefine luxury.



ARMAF x Christian Provenzano II: A Journey of Boldness

Picture the exotic enticement of a bustling spice market. The air is rich with the vibrancy of passion fruit and saffron, while the soft, velvety aroma of roses wafts through the crowd. This is the opening chapter of this fragrance, that demands attention. As you wander deeper, the boldness of oud and patchouli fills the air, grounding the sweetness with a mysterious depth. Benzoin's resinous touch adds a golden glow, like sunlight filtering through intricate patterns. This fragrance is a layered story—a journey



from vibrant beginnings to an earthy, luxurious finish. It's for those unafraid to stand out, to embrace their passions and leave an indelible impression. ARMAF x Christian Provenzano II is an olfactory declaration of determination and glamour.

ARMAF x Christian Provenzano III: A Memory in Every Breath

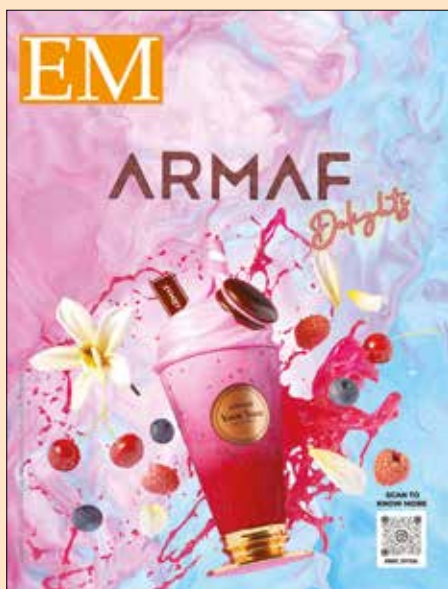
Imagine a crisp morning walk through a sunlit grove. The air carries a zest of freshly plucked citrus fruits, mingling with the cool breeze that brushes past, awakening your senses. This is the opening where sparkling bergamot and tangerine meet the delicate embrace of neroli and pink pepper. As the day unfolds, you find yourself surrounded by the comforting aroma of blooming roses and the crunch of ripe apples resting on a wooden bench. Cedarwood's earthy warmth anchors this tranquil moment, reminding you of nature's calm. Finally, as twilight falls, a soft veil of white musk, spiced cinnamon, and grassy vetiver lingers, like the reassuring presence of a cherished memory. ARMAF x Christian Provenzano III is the essence of vitality meeting serenity—a fragrance for those who find beauty in balance and joy in the simplest moments.

ARMAF x Christian Provenzano IV: The Dance of Elegance and Energy

Step into a vibrant mercato, where the air is alive with the bright zest of citrus fruits. The fragrance opens with an explosion of orange, lemon, and bergamot, complemented by the subtle sparkle of pink pepper. This vivid energy draws you deeper into the heart of the fragrance, where the lush petals of tuberose and ylang-ylang sway gracefully in the breeze. Juicy, sun-drenched fruits add a playful sweetness, like sunlight dancing on a quiet afternoon. As the sun sets, a cocoon of musk, amber, and vanilla wraps around you, creating a warm, golden glow. The grounding notes of patchouli and woody undertones provide depth and stability, leaving you with an aura of quiet confidence and grace. ARMAF x Christian Provenzano IV is for the spirited soul who thrives on energy but cherishes moments of stillness—a harmonious blend of exuberance and poise.

Life, much like scent, is a journey—one to be savored and celebrated with every breath

Step into a vibrant mercato, where the air hums with citrus zest. Orange, lemon, and bergamot open with a lively burst, enhanced by a subtle sparkle of pink pepper. The heart reveals tuberose and ylang-ylang, while juicy fruits add playful sweetness. As the sun sets, musk, amber, and vanilla envelop you in warmth, grounded by patchouli and woody notes. ARMAF x Christian Provenzano IV is for the spirited soul who thrives on energy yet treasures stillness—a blend of exuberance and poise, a journey to savor with every breath.



On the cover: ARMAF Yum Yum

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XERJOFF

THE LIFESTYLE BRAND THAT PLAYS WITH MULTISENSORY EXPERIENCES



AN INTERVIEW WITH
XERJOFF'S FOUNDER,
SERGIO MOMO

EXPORT MAGAZINE: 2024 was marked by important launches, most of the time based on collaborations from outside the trade. Will you be continuing along this path?

SERGIO MOMO: *I love experimenting with this concept that scent is the mechanism that drives inspiration to and from many different worlds that don't necessarily have a place in the traditional world of perfumery. In the Xerjoff Blends collection, we have perfumes that were created alongside musicians, chefs, artists from various industries. This allows the wearer to experience more than just a perfume, as all their senses are stimulated, whether it's through taste, sound or sight. It's a path we'll definitely continue to take as many of the chapters within the Xerjoff portfolio are inspired by many of my passions, and brought to life in a scent inspired by another art form.*

EM: How do you choose themes and partners?

SM: *It's all a very natural process. When you're passionate about something, whether it's an artist, a wine library, a chef or a musician, and your paths cross, a conversation gets started and that's when the magic happens. They say it's best never to meet your heroes, but so far I've worked with many of my heroes and it's been an incredible experience and we've produced incredible perfumes together, like Black Sabbath's Tony Iommi and Queen's Brian May.*

EM: The concept of multisensoriality does not date from yesterday, it is in the identity of the brand and expresses the many facets of your personality...

SM: *Experimenting with multisensory experiences is something that runs deep within the Xerjoff DNA. For me, a perfume is not just a perfume, there is so much power in it. A scent can transport you to another place and time in your life – we have all had those moments where, just by closing your eyes, you're taken back to a country you visited or your mother's cooking. There are many places in the world which I associate particular scents with and they all hold a special place in my memory, and one of my missions is to create these emotions in Xerjoff perfumes that can be appreciated and enjoyed by people all over the world.*

EM: From the very beginning, your role has been of an explorer and ambassador of a completely Italian concept of beauty, which many envy...

SM: *Italians are perceived very highly from around the world when it comes to creativity and beauty. This no doubt had a positive impact from the beginning*

when Xerjoff ventured into distant markets, from Asia to the Middle East to Soviet countries, where we were warmly welcomed everywhere and that reaction really encouraged us, it still does to this day. We're now present in about 145 countries, including duty-free and travel retail. This desire to cross the borders of our country is what inclined us from the beginning to speak universally to everyone through Xerjoff perfumes, and the incredible response tells us that there really is an international love and want for niche perfumery.

EM: Why did you not need to address targets of profiled consumers, for example by geographical area?

SM: We would never create a perfume just for the sake of it. I never follow trends or look what trends are coming up. I look at the bigger picture when I'm inspired. There's a story that is the catalyst to each scent, and each creation speaks in its own way to the client. We've even met people who learn the story behind a scent and find themselves committing to that story. Each collection follows a path of its own, and it's interesting to see people living the stories of the perfumes on their own paths.

EM: You are opening several monobrand boutiques: what is their essential function?

SM: The boutique is a sanctuary where people can come and experience what it means to enter the Xerjoff universe. In addition to the long-established boutiques of London, Milan, Monte Carlo and Turin, there's now a total of 12 boutiques, including Frankfurt, Kuala Lumpur, Jakarta and soon to come in Cologne and in the rue Saint-Honoré in Paris. Sydney and New York are also on the list! In Frankfurt and Barcelona we also have an exclusive champagne lounge which was created in honour of the co-branding venture with House de Venoge.



EM: The Xerjoff world has a broad horizon...

SM: True, Xerjoff not only creates artistic perfumes that use the best, natural ingredients in the world, each perfume acts as a jewel to keep and to display. We have also partnered with events that explore the art world and we have many sponsorships, all venturing outside the traditional world of perfumery. We sponsor many sporting events, from sailing to automotive, from tennis to golf. We also sponsor important causes that are close to my heart, from the CoExistence movement that protects wildlife, as well as Save Me that was created in collaboration with Queen's Brian May, that sees proceeds of the perfume go to the cause.





EM: What is your concept of positioning of the Xerjoff brand?

SM: *It's definitely an alternative path of positioning. We have to be diversified in thought; considering artistic areas, ethics and sports. An entire universe opens up before us which allows us to continue researching even for the future. I believe that it is no longer sufficient to have a focus of exclusive positioning in your own sector, inventing something entirely new is a complex procedure. My objective, my dream, is that when people think of Xerjoff, they think of a lifestyle, a world where perfume is the main bond, where the brand represents something more than "just perfume". It's a never-ending progress, there's no final destination.*

EM: Your brand arouses admiration, what is this due to?

SM: *I think a lot of it comes from the fact that we're an independent brand. I might be inspired during a journey or by a song I hear or an art piece I see, or even a piece of history, and that oozes into the Xerjoff portfolio. As soon as I have an idea, I pass it onto the team, and like all free-thinkers, the concept becomes developed and implemented fairly quickly because we're a close-knit team who all work under one roof. We constantly regroup and discuss. We've created our own world in which we operate, there's no modus operandi behind us. This goes for various brands of artistic perfumery that become successful; each one has carried on a path of its own, I would say that the beauty of being niche is keeping your identity.*

EM: Are new projects coming?

SM: *Absolutely. We'll soon be releasing something that's never been seen, or done, before in luxury perfumery.*



Clients can expect to find true pieces of art to add to their collection, and there's a huge Xerjoff Blends collaboration that will be revealed very soon!

EM: In addition to these future projects, is there a short-term one?

SM: *Yes, right here in my hometown and it'll be a treat for the taste buds! Turin is well known for being home to some of the best chocolatiers in the world. We've been working extensively with the renowned chocolatier Gobino, creating true multisensory experiences by transforming some Xerjoff and Casamorati scents into bespoke chocolates. Gobino create true artisanal works of art and we share many of the same values, I can't wait for people to try them.*

EM: Are you close to young consumers?

SM: *There's been an incredible boom among the younger generations becoming passionate about niche perfumery. In the past few years Xerjoff has seen clients as young as the age of ten entering the boutique, and it's incredible to see how passionate and interested they are in expressing themselves through the art of perfumery.*

Claudia Stagno

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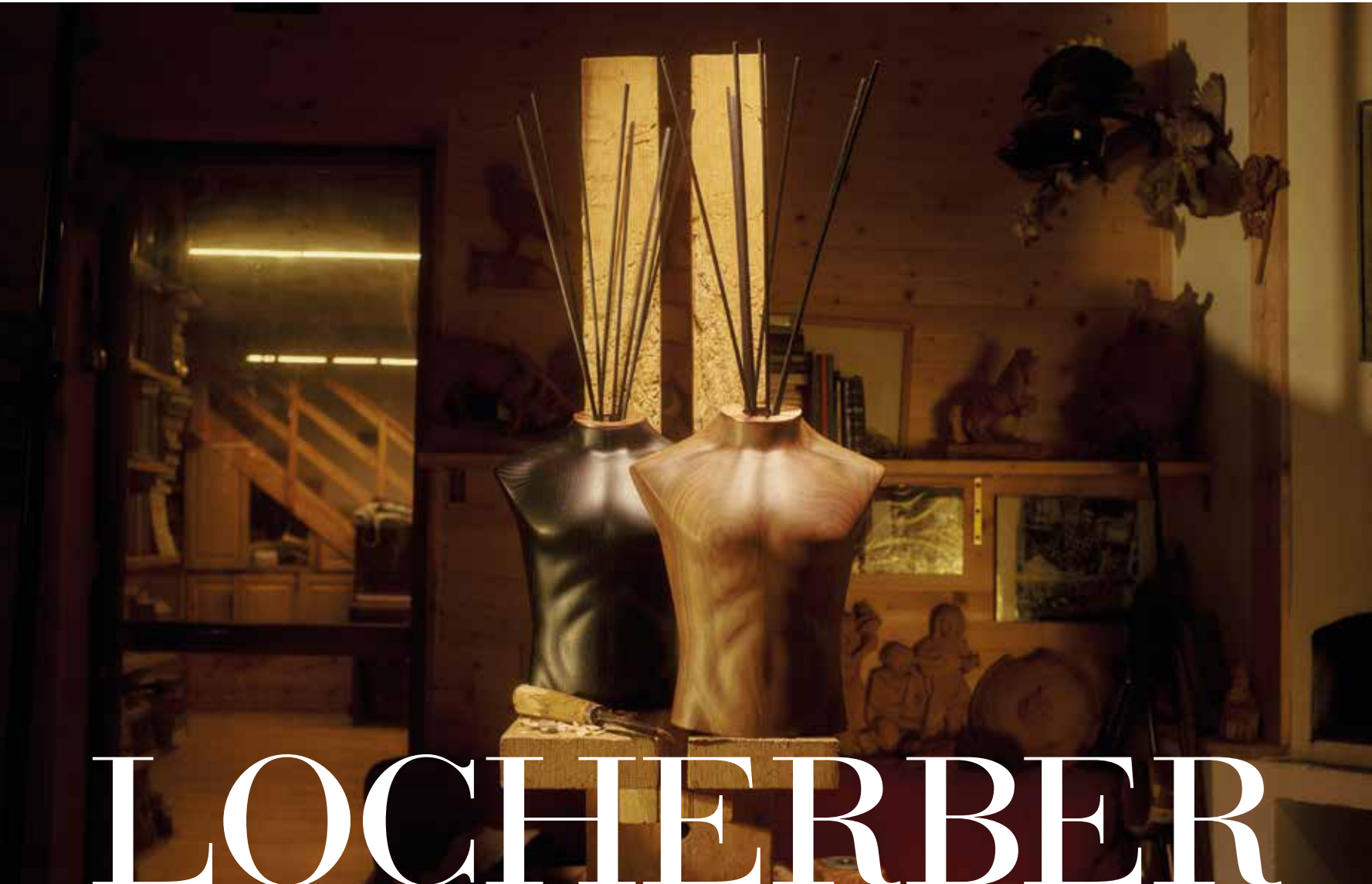
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LOCHERBER

MILANO

HOW FRAGRANCES
BECOME ART

Art and design merge in the olfactory universe of Homme Mannequin, a unique diffuser which transcends the simple concept of fragrance to be transformed into a genuine work of art.

Inspired by the majesty of the Bronzes of Riace – the two statues considered amongst the most important sculpted masterpieces of Greek art and amongst the direct examples of the great master sculptor of the classic age - this extraordinary piece is a tribute to the strength and the beauty of classic art, reinterpreted in a modern and in a refined way. Homme Mannequin is not simple fragrance diffuser,





A 500 ml glass bottle, which can be refilled with any Locherber fragrance, is carefully positioned inside. This allows personalizing every room with unique olfactory notes, harmoniously diffused thanks to the black fibre reeds. Homme Mannequin represents the excellence of expertise in Italian craftsmanship.



but a real sculpture which enhances rooms with its spectacular presence. The bust stands out for its refined aesthetics.

Available in two exclusive versions, Canaletto Walnut and Black Ash:

- Canaletto Walnut is a material that can tell a story with its unique texture, a story made up of fine and interwoven veins. Every Canaletto Walnut tree brings with it the secret of past seasons, of experiences and this wood, with its enveloping warmth, seems to give a feeling of warmth to the spaces it lives in. It carries with it the perfume of nature, a welcoming embrace which makes every room cosier.
- Black ash is elegance and energy, a choice that speaks of refinement but also of audacity. With its intense colour, it conveys a sensation of the contemporary, but at the same time eternal classicism. It is like a dark canvas, on which time and light draw fine contorting lines, creating a play of shadows and reflections which exalts the soul of every room. Perfect for those looking for the fusion between modernity and class, for those who want a refined home with character.

Both versions are crafted on the lathe and finished by hand, guaranteeing uniqueness and quality for every piece. The copper-coated steel plaque adds a further touch of exclusiveness, making Homme Mannequin not only a diffuser but a genuine element of furnishing. In addition to the aesthetic aspect, Homme Mannequin has been designed to offer a luxury olfactory experience. Just as a painter carefully selects his colours to bring his work to life, this diffuser allows choosing the ideal fragrance to paint the atmosphere of your home.

Every detail is studied to transform a functional object into a real symbol of elegance and refinement, capable of elevating any room. In a period when aesthetics are combined with sensory impressions, Locherber Milano redefines the concept of fragrance diffusion, transforming it into a work of art that celebrates beauty, craftsmanship and design.



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FRASSAI



Gleam Villeggiatura

AN OLFATORY JOURNEY THROUGH LEISURE

The term "villeggiatura" is an evocative Italian word, conjuring images of long, leisurely vacations in scenic villas or seaside resorts. It is a celebration of slowness, a retreat from the hustle of modern life, and an immersion in sensory delights. The new collection by Gleam, aptly named "Villeggiatura," captures this essence through six extraordinary extrait de parfum releases. Each fragrance in this collection encapsulates the feeling of leisure, nostalgia, and escapism through carefully curated olfactory notes.

01 DOMENICA

A tribute to the slow, peaceful rhythm of Sundays, Domenica is the scent of ultimate relaxation. It evokes the sensation of crisp morning air and the warmth of shared moments with loved ones. The interplay of salt, cotton, petrichor, and a solar accord transports the wearer to a serene, carefree day, while a smokey accord adds depth and nostalgia.

03 COCCO BELLO

Anyone who has ever lounged on an Italian beach has heard the call of the "Cocco Bello" vendor selling fresh coconut. This fragrance captures the nostalgia of carefree seaside days, blending coconut water, banana smoothie, cotton candy, sand, and sea breeze. It is a playful, tropical escape—a bottled memory of sun-drenched summers and laughter-filled afternoons.

05 CAMPORELLA

Evoking the romance and spontaneity of outdoor escapades, Camporella is a scent that speaks of passion and adventure. The Italian term refers to an intimate encounter in nature, and this fragrance captures the essence of such stolen moments. Notes of wildflowers, hay, mauve, chamomile tea, and clover paint a picture of an endless countryside bathed in golden sunlight.



02 AFA

Afa embodies the sweltering intensity of a humid summer afternoon. Named after the Italian term for a thick, stifling heat, this fragrance is both sultry and intoxicating. The blend of burnt sugar, latex, honeysuckle, musk, and night-blooming jasmine creates a composition that is passionate and enveloping, reminiscent of summer nights drenched in desire.

04 GELATINO

Gelatino is a delightful olfactory treat, inspired by the joy of indulging in ice cream on a warm day. The sweet and creamy notes of wafer, vanilla, ice cream accord, hazelnut, and white musk create an irresistible gourmand scent. It is both comforting and indulgent, perfect for moments of conviviality or solitary pleasure.

06 SCOTTATURA

After a day spent under the blazing sun, Scottatura is the soothing balm. This fragrance mirrors the moment when warmth gives way to care, when sunburned skin is tended with tenderness. The notes of chili pepper, aloe, green tea, marigold, and aquatic accords balance heat with cooling relief, creating a scent that is as comforting as it is evocative.

A Tribute to Leisure

The Gleam Villeggiatura collection is more than just a set of perfumes; it is an invitation to embrace life's quiet pleasures. Each fragrance tells a story of indulgence, nostalgia, and freedom, reminding us that true luxury lies in the art of savoring time. Whether you long for the carefree days of summer, the passion of a humid night, or the comfort of shared moments, there is a scent in this collection that will transport you to that perfect escape.



GLEAM
VILLEGGIATURA ✨ ✨

Pomelo Assoluto Extrait de Parfum

THE NEW FRONTIER OF CITRUS ELEGANCE



A new chapter in the world of refined fragrances is about to unfold. On March 1st, Pomelo Assoluto Extrait de Parfum makes its grand debut, redefining the art of citrus scents with an intensified and enigmatic twist. If freshness and sophistication are what you seek, prepare to be captivated by a fragrance that seamlessly balances luminous vibrancy with an irresistible, noir seduction.

A Freshness Reimagined

Inspired by the iconic Pomelo Sorrento, Pomelo Assoluto takes the zesty, invigorating spirit of citrus and deepens it into a scent that is richer, warmer, and undeniably sophisticated.

At its heart, this extrait de parfum is a tale of contrast—where crisp, sun-drenched fruits meet the mystery of deep woods, soft musk, and golden amber. From the very first spritz, the fragrance opens with a radiant burst of pomelo, grapefruit, and marine notes, enveloping the senses in an airy yet powerful embrace. These sparkling top notes set the stage for an aromatic journey, as the fragrance evolves into an intriguing blend of pink pepper, green tea, cardamom, juniper berries, magnolia, and rose. The heart notes introduce a refined complexity, adding both a spicy intrigue and a floral elegance. Finally, the scent settles into a sensual base of light woods, amber, and musk, ensuring a lingering, velvety finish that is as luxurious as it is alluring.

A Noir Seduction

What sets Pomelo Assoluto apart is its ability to transform the traditional citrus perfume into something deeper and more mysterious. The scent is designed for those who appreciate the brightness of fresh citrus but also crave an element of intrigue. With its marine, smooth, and aquatic character, this fragrance strikes a perfect harmony between vitality and depth. The result is a scent that feels both effortlessly elegant and daringly sophisticated, making it the perfect companion for any occasion—whether a sunlit afternoon or a candlelit evening.

For the Modern Connoisseur

With its bold yet refined composition, Pomelo Assoluto Extrait de Parfum is tailored for individuals who seek a fragrance that mirrors their dynamic personality. It is fresh but never fleeting, sensual yet never overwhelming. Whether worn casually or as a signature evening scent, its noir sophistication ensures a lasting impression. This is not just another citrus perfume; it is a statement of elegance with an edge. As the countdown to March 1st begins, fragrance enthusiasts and connoisseurs alike eagerly anticipate the arrival of this intensified citrus masterpiece.



Gritti
Venetia



Gritti
POMELO
ASSOLUTO
EXTRAIT DE PARFUM

Gritti
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ALYSONOLDDOINI

PLATINUM BREAKFAST



ALYSONOLDDOINI Parfums is synonymous with Italian excellence. The company has operated in the field of high end artistic perfumery since 2013. The ALYSONOLDDOINI brand has an important noble heritage belonging to the Oldoini family, from Liguria, a patrician Genoese house.

The aristocratic family originating from La Spezia in Liguria appears in the official list of the State Archives and in the Golden Book of Italian nobility. Her innate creative capacity to translate her ideas into design has allowed her to compose an original line of fragrances. Alyson Oldoini is the founder of the ALYSON line. To her way of thinking, olfactory sensations represent the identity card of each person's emotions. This is why she wanted to translate her story into perfume.

Alyson Oldoini uses the synergy with important perfumers active on the international scene. As industrial designer and creative director of the fragrances, Alyson personally designed the Platinum galvanic bottle of the brand's perfume line.

The sketches of the exclusive designs are the result of her intuition.

The attention and awareness of the preciousness of the perfumes recall the need to dress up the bottles according to the concept of exclusivity. Every detail is studied in order to be perfect.

The spray of the perfume finely nebulizes the fragrance, according to the rules of artistic perfumery. The rare essential oils are processed according to a formula patented and registered for the creation of an Eau de Parfum.

Unexpected luxury

The Eau de Parfums in the ALYSON line are the result of years of olfactory study, approved by Alyson herself. Each scent bears the name of the rarest components identifying it.

The ritual gesture of spraying each perfume recalls the concept of the return of precious moments, through a journey in first class in the olfactory memory. ALYSONOLDDOINI presents the Platinum breakfast collection.

Claudia Stagno

SIMONE ANDREOLI

A HYPNOTIC AND PSYCHEDELIC FRAGRANCE



Esoteric spirituality is the inspiration for this new composition

Andreoli had a first-hand experience of shamanistic rituals, which inspired him for the creation of Venom – Secret of Shaman. This new fragrance represents the encounter between wild nature and spiritual transcendence, celebrating mystery and inner rebirth. Spicy, woody and leathery, this fragrance transports us to the dark meanders of the Mexican secrets of Yucatan. The olfactory notes of saffron, dates, dried fruit, black pepper, tobacco, leather, ritual resins, vanilla, patchouli and helichrysum are combined for a unique aroma that is infused with mystical and fascinating wisdom, persistent on the skin. This hypnotic, intense and warm composition, with nuances that recall an ancient and primitive spirituality, is a journey through the shamanistic rituals of the land of the Maya, where the venom of the Bufo Alvarius toad merges with propitiatory dances and prophetic visions for a sensory experience that has given rise to this new olfactory creation.

Like all Simone Andreoli fragrances, this latest creation is a travel diary, where every essence evokes memories and sensations which transport the mind to infinite destinations. This is the great value of the brand which is today recognized and appreciated in this exclusive market niche: artistic perfumery. With Venom – Secret of Shaman, the location is the ancient land of the Maya. Travelling in Mexico, Simone

As Simone Andreoli wrote in his travel diary for this journey,

“I have arrived here, to feel the heart of the jungle breathe in me, lungs that are opened and breathe in the universe for the first time. A heart that is freed, accepts and allows the flow. (...) A spirit that expands, rises, runs beyond matter on a transcendental level towards a new awareness. I entrust my “ego” to the jungle, letting it get lost among the echoes of your songs. (...) I am dead. Yet I can feel myself. Hypnotic venom for beyond life.”

Now this hypnotic and psychedelic fragrance transports us into the mystical realm of the supernatural.

sisology

Joyful moment,
Endless memory



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 Tiziana Terenzi

Kirkè
overdose



The Celebration of a Decade of Magic

Marking the 10th anniversary of the iconic Kirké, Tiziana Terenzi presents Kirké Overdose, a bold reinterpretation that transcends time and imagination.

This exclusive edition amplifies the legendary charm of the original fragrance, transforming it into a luminous work of art.

A symbol of elegance, power, and transformation, Kirké Overdose stands as one of the most remarkable creations in Tiziana Terenzi's legacy. Dare to wear the legend. Step into the myth.

Kirké Overdose

A TIMELESS ENCHANTMENT

At the heart of myth, where legend intertwines with mystery, Kirké Overdose is born, a sublime ode to the sorceress Circe and the tenth anniversary of a fragrance that has bewitched the world, the bestseller Kirké. This special edition is not just a celebration; it is a spell that amplifies the original magic, transforming it into a living masterpiece.



Circe, daughter of the Sun, reigned over the island of Aeaëa, enveloped in an aura of seduction and power. With her hands, she shaped fate, turned men into beasts, and brewed potions that captured the essence of the divine. Her voice, sweet and hypnotic, was an irresistible melody, a call that promised wonders and secrets to those who dared to listen. But Circe was far more than a sorceress, she was a symbol of rebellion and creation, a goddess capable of bending nature to her will and breathing new life into all she touched. Kirké Overdose captures this eternal essence, enveloping it in a fragrance that celebrates the art of transformation, where the ordinary becomes extraordinary.

A Tribute to Myth and Art

Every detail of this precious bottle pays homage to Circe's story and Greek artistry. Inspired by the famous Attic vase housed at the Metropolitan Museum of Art in New York, its decorations tell tales of gods and men, metamorphoses and enchantments. The bottle shines like a rediscovered treasure, a seal that holds the power of an eternal myth.

An Olfactory Journey of Pure Enchantment

Wearing Kirké Overdose is like stepping into an enchanted world. Each drop is an elixir, a journey through the hidden paths of the soul, where desire blends with mystery, and every breath is a revelation. Like Circe's legendary potions, this fragrance unveils both the sublime and the sensual, transforming its wearer into an irresistible part of its eternal charm.

A Composition That Transcends Time

The fragrance opens with a luminous and irresistible explosion: Brazilian Passion Fruit embraces Sweet Romagna Peach and Red Raspberry from Trentino, intertwining with Bulgarian Rose in a vibrant ode to joy and desire.

Fragrance Notes:

Top Notes: Brazilian Passion Fruit, Romagna Peach, Red Raspberry from Trentino & Bulgarian Rose

Middle Notes: Alpine Muguet, Japanese Gardenia, Blackcurrant of the Dolomites, Indian Jasmine Sambac, Warm Sand & West Siberian Lily of the Valley

Base Notes: Sardinian Heliotrope, Red Indian Patchouli, Australian Sandalwood, Vanilla Bourbon from Madagascar, Musk & Ambergris

It is like a dawn of emotions, a whirlwind that ignites the senses and awakens the soul. At its heart, a secret garden unfolds, where the delicate Alpine Muguet blends with the ethereal purity of Japanese Gardenia and the rich Blackcurrant of the Dolomites. Here, Indian Jasmine Sambac dances upon Warm Sand, wrapped in the embracing aroma of West Siberian Lily of the Valley. This vibrant heart is a living spell, a tribute to the art of transformation.

Finally, the base notes sculpt the fragrance into a sensual and magnetic symphony. Sardinian Heliotrope and Red Indian Patchouli intertwine

with Australian Sandalwood, Madagascar Bourbon Vanilla, Musk, and Ambergris, creating a captivating and powerful accord, a divine seal that captures the essence of eternity. Kirké Overdose is not just a fragrance; it is a ritual, a celebration of beauty, a love potion that envelops and seduces, leaving behind an irresistible echo of pure magic.

If you are a lover of Kirké, you will undoubtedly be mesmerized by Kirké Overdose.

And if you dare to dive into the unknown, try layering these two magical masterpieces for an unparalleled olfactory experience.

TERENZI BOUTIQUE ROME

In the heart of Rome, where tradition meets modernity, the newest Terenzi boutique stands as a testament to Italian elegance and craftsmanship. This boutique, located in the birthplace of the brand, is not just a store, it is the soul of Cereria Terenzi. Every element, from the meticulously chosen colors to the artful arrangement of our luxurious fragrances, has been designed to draw visitors into Terenzi's fragrance journey.

The essence of La Dolce Vita breathes life into Terenzi's creations, reflecting the stories behind each scent. In this boutique, it is recommended to embrace the art of experiential ceremony of each creation; a team of experts and brand ambassadors are trained to do that and prepared to travel the world and share this knowledge through on-the-job training. The Rome boutique features an exclusive space for personalized fragrance creation, where clients can immerse themselves in the art of perfumery. In this intimate setting, they craft their own exclusive essence, connecting deeply with Terenzi brands and leaving with an unforgettable impression.

Located at Via del Babuino, 167, 00187 Rome, the boutique will officially open its doors with a special event on Sunday, February 23rd, marking an important milestone in the history of Cereria Terenzi.



Paolo and Tiziana Terenzi, brother and sister, are the soul of Cereria Terenzi's company; they are behind every creation and initiative, supported by a dynamic team



THE ART AND SCIENCE OF SCENT-MAKING

MANE's creative excellence in exploring new dimensions of olfactory innovation

MANE is glad to announce one of the latest launches of **Velvet collection** by **Dolce&Gabbana**.

Crafted as an homage to one of Asia's most precious gifts to the West, **VELVET INFUSION** is a citrusy woody fragrance, capturing the essence of a crossroad of cultures where the richness of Eastern Asian Tea meets luminous Italian Citruses. In a harmonious fusion of aromas, Dolce&Gabbana VELVET INFUSION captures the earthiness of Black Tea Extract intertwining seamlessly with the zesty and citrusy Italian Mandarin and Bergamot Essential Oils, topped with a hint of fusing Pink Pepper PURE JUNGLE ESSENCE™. The fragrance is sealed by a comforting and textured trail of Cedarwood Essential Oil and Mate Absolute, creating a modern sensorial experience that transcends traditions and backgrounds.



A refined balance between light and shadow, energy and calm. An ambitious fragrance that captures the essence of the universe. **HYPERION**, the latest launch from **Rubini**, is signed by Cristiano Canali. A perfume that brings together unique and captivating contrasts. The fresh and sparkling notes of Pink Grapefruit, Pink Pepper PURE JUNGLE ESSENCE™, and Timur Pepper PURE JUNGLE ESSENCE™ evoke the energy of the stars and the force of a cosmic explosion. In the heart, Juniper Berries PURE JUNGLE ESSENCE™ and Patchouli Absolute offer depth and character, while the Superessence of Incense adds a mystical dimension. The Natural Ambergris Extract brings a precious and sensual nuance, adding further refinement to the fragrance. The warm and enveloping touch of Orcanox™ completes the creation, evoking the infinite and the mystery of space.

Created by MANE perfumer Ralf Schwieger, **AJEDREZ** by **Frassaï** is a sophisticated fragrance that plays out like a game of chess, with each note moving deliberately to create an intricate and masterful composition. The opening is bright and strategic, featuring the crisp freshness of Bergamot and Ginger Essential Oils together with the character of Black Pepper PURE JUNGLE ESSENCE™, mirroring the sharp clarity of a chess player's first move. As the game deepens, the fragrance unveils a complex heart of Orris Essential Oil, and Lavender PURE JUNGLE ESSENCE™, evoking the thoughtful pauses and deep concentration of a well-planned strategy. In the drydown, a touch of Tobacco, Incense Essential Oil and Amberwoods adds a subtle tension, capturing the thrill of an unexpected move.



MANE is pleased to announce two new creations within **Gucci's The Alchemist's Garden collection**, two fragrances that unite the timeless art of alchemy with contemporary perfumery. **VANILLA FIRENZE** EDP, crafted by Véronique Nyberg, celebrates ancestral craftsmanship and olfactory excellence by capturing some of the most exquisite ingredients: Italian Iris Pallida Concrete and three different Vanilla extracts, the enveloping Infusion, the sensual Absolute, and the rich PURE JUNGLE ESSENCE™ extract.



FIORI DI NEROLI EDP, created by Mathieu Nardin and Julie Massé, honors the ancient art of distillation through an exclusive collaboration with an Italian producer of Neroli from Liguria. The floral notes of Neroli Essential Oil are complemented by the vibrant freshness of Petitgrain Essential Oil. Together, these elements are balanced by the rich warmth of Cedar extracts, creating a harmonious contrast.



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Rudy Profumi

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CONQUERS FOREIGN MARKETS



Rudy Profumi has been synonymous with elegance, quality and innovation in the sector of cosmetics since 1920. With deep roots in the Italian tradition of craftsmanship, the company has succeeded in evolving, bringing its unique vision to the world: making luxury affordable and offering a lifestyle experience through products with a high standard of quality. Every creation by Rudy Profumi is the result of continuous aesthetic and olfactory research, conceived for those who are looking not only for beauty, but also well-being.

A continually expanding global presence

Rudy Profumi is not only an Italian brand, but an ambassador of Italy on international markets. Today the company is present in more than 38 countries, with a distribution ranging from Europe to Asia, from the Americas to emerging markets.

The strategy of expansion is built on solid foundations; participation in international trade fairs, collaborations with strategic distributors and a strong presence in global e-commerce, which allows reaching an increasingly wider public.

The success of Rudy Profumi on foreign markets is not limited to the quality of the products, but extends to the ability to interpret the tastes and needs of international consumers. Thanks to the attentive design of the packaging, the evocative fragrances and the offer of toiletries as gift ideas, the brand stands out for its innovative and versatile approach.



Le Maioliche: tradition and innovation

A symbol of the success of Rudy Profumi is without a doubt the line of Le Maioliche, which is a celebration of the company's Italian roots. Inspired by the artistic decorations of traditional Italian ceramics. This collection combines refined fragrances with a unique design that captures the essence of Italian art and culture. Each bottle of Le Maioliche is a small work of art, with details that recall the colours and patterns of artisanal majolica ceramics. The creative concept comes from the desire to convey the timeless appeal of the Italian artistic heritage, making it accessible through products for body care and fragrances that evoke Italian beauty and passion.

The collection has not only conquered the public for its unique aesthetic, but also for the quality of its formulations, making each product a perfect combination of art and functionality.

Le Maioliche has established new standards on the cosmetics market, becoming an icon of style and a point of reference for affordable luxury.

Nature & Arome and Eite Line: new icons of style

On the crest of the success of Le Maioliche, Rudy Profumi has launched two new collections which embody the essence of the brand:

- Nature & Arome, inspired by nature and its most genuine elements. The fresh and enveloping fragrances, together with a simple but elegant packaging, reflect the company's attention to sustainability and well-being.
- Elite Line, created for a sophisticated public in search of excellence in every detail. This collection combines high quality ingredients and an exclusive design, representing the quintessence of affordable luxury.

The thread running through these lines is clear; to offer products that are not only cosmetics, but actual objects of lifestyle, that can make every moment special.

Looking towards the future

With almost a century of history, Rudy Profumi is looking towards the future with enthusiasm and ambition. The company is further expanding its international presence, exploring new markets and continuing to innovate in the cosmetics sector.

Its vision is clear: to keep close bond with its Italian roots, carrying on the values of craftsmanship,

A winning gift idea

One of the strengths of Rudy Profumi is the capacity to transform its products into perfect gift ideas. Every detail, from the elegant packaging to the display stands for the point of sale, is studied to offer the consumer a unique experience. The exclusive packaging materials - like the gift sets, the design shopping bags and the refined boxes - further enhance the products, making them ideal for every occasion, from personal celebrations to business gifts. Whether it is a refined fragrance or a complete set for body care, every proposal by Rudy Profumi is designed to tell a story and leave a mark. They are not only beauty products, but small masterpieces of design that win you over at first sight.

quality and beauty which have made it an icon in the world of personal care. Discovering Rudy Profumi means plunging into a universe of fragrance, colours and emotions, where each product tells a story and celebrates the art of living well.



OFFICINA DELLE  ESSENZE



Esxence 2025, Booth G05

OFFICINA DELLE ESSENZE

THE EXTRAIT COLLECTION IS A BOLD NEW STEP TOWARDS EXCELLENCE IN ARTISTIC PERFUMERY

A NEW CHAPTER IN ITALIAN PERFUMERY

Since 2001, Officina delle Essenze has been a landmark in Italian Artistic perfumery. With the Extrait collection, the brand reasserts its mission to take Italian excellence into the world, through fragrances that tell stories, emotions and landscapes. *"Our objective is to continue to innovate, keeping intact our passion for quality and the tradition of craftsmanship,"* Maurizio Lembo concluded.



After more than two decades of successes with Eau de Cologne and Eau de Parfum, the Roman maison explores new olfactory horizons, focusing on more precious and structured compositions, that can offer unequalled persistence and complexity.

"We wanted to create something that further uplifted our idea of artistic perfumery," explained Maurizio Lembo, founder of Officina delle Essenze, *"a collection that was not only a blend of precious notes, but also an emotional journey."*

The Extrait collection; three fragrances, infinite emotions

The launch of the Extrait collection marks a crucial moment in the brand's history. Made up at the moment of three fragrances: Barocco, Shérdan and Geisha. The new line represents the maximum of the concentration and craftsmanship. Each Extrait comes in a new bottle in an exclusive size of 50 ml and a concentration of 25-30%, showing the quality and refinement that distinguish these creations.

Barocco: an ode to opulence

Created by the nose Maria Celeste Lombardo in collaboration with Moellhausen, Barocco is inspired by the magnificence of Sicilian Baroque art. With notes of Sweet Orange, Bitter Almond, Coffee and Amber, this gourmand fragrance is an invitation to live without compromises, channelling the rebellious and spectacular soul of an

unforgettable historical period. *"Barocco is a declaration of love to Sicily and its baroque soul, rich in contrasts and timeless beauty,"* Maurizio Lembo explained. *"It is a fragrance that tells the story of a land unique of its kind, like the person who decides to wear it."*

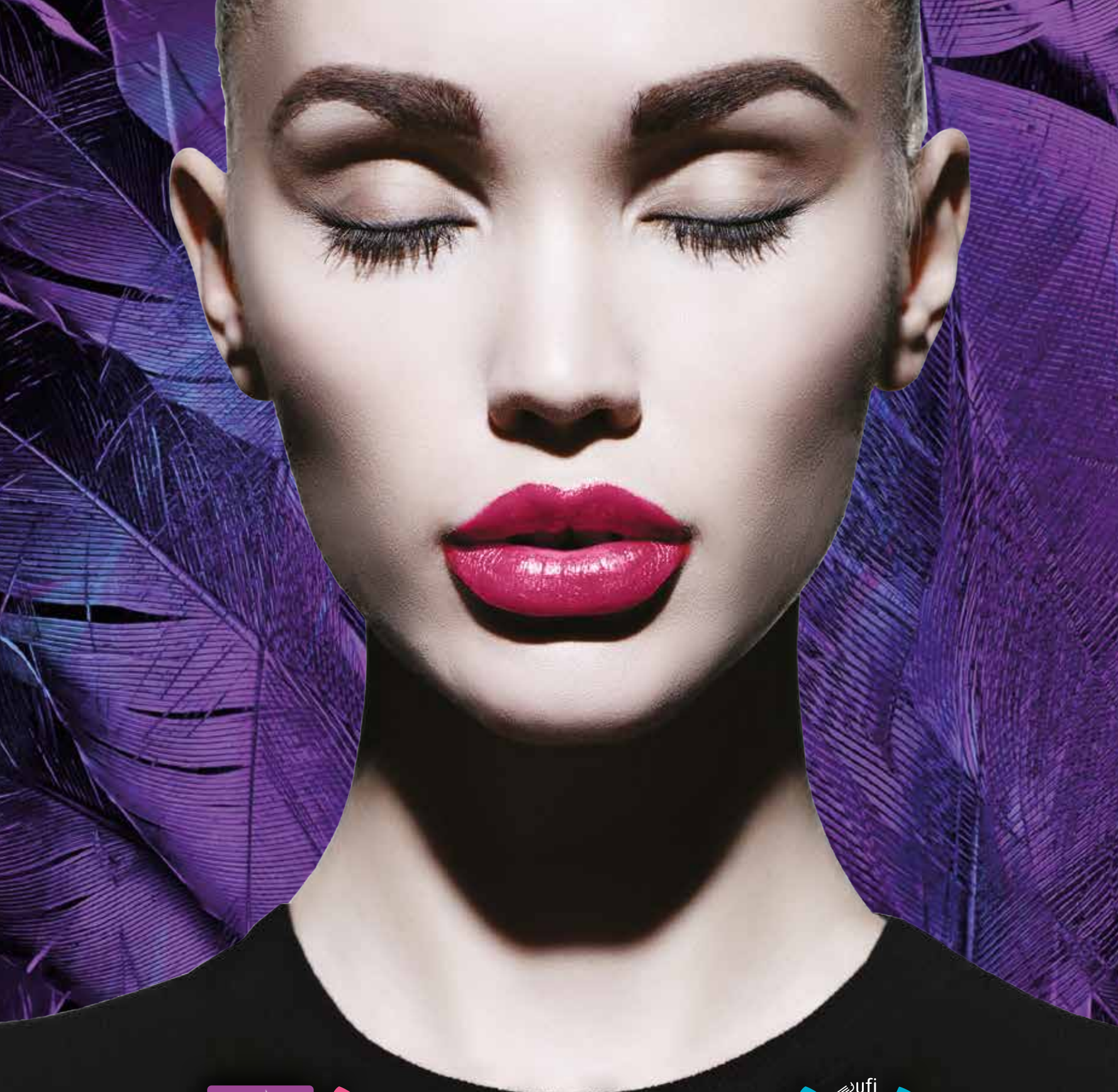
Shérdan: strength and freedom in a bottle

Shérdan is a homage to the legendary Shardana warriors and the wild beauty of Sardinia. Composed by Maurizio Lembo, the fragrance combines marine and balsamic notes like Star Anise and Wild Myrtle, evoking the salty breeze and essence of the Mediterranean maquis. The base notes of Cedarwood and Malabar Sandalwood add depth and warmth. *"With Shérdan we tell a story of strength and resistance, but also of freedom and a close bond with wild nature,"* Lembo adds.



Geisha: femininity in its purest form

Geisha celebrates the art of femininity through a fragrance which whispers rather than shouts. Floral notes of Jasmine, Orange Blossom and Geranium join Tuberose and a base of Vanilla and Amber, creating a delicate and sophisticated fragrance. *"With Geisha we tell the story of the timeless beauty and grace of Japanese geishas, symbols of elegance and refinement. A tribute to femininity which enchants by its very presence,"* Lembo explained.



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MARAFATTO HERITAGE and FULL-IN

MEMORIES AND PASSIONS
INSPIRE AN EXTRAORDINARY
COLLECTION OF FRAGRANCES

The story that Sara Marafatto and her son Alessandro Fullin told us, when presenting the two brands recently launched in artistic perfumery - MARAFATTO and FULL-IN - is unique and special



EXPORT MAGAZINE: Sara, you are the nose in these two new projects and responsible for the creation and production of fragrances in your company. How did your passion for perfumes begin?

SARA MARAFATTO: *I inherited the passion for perfumes from my father Roberto, who founded our company in 1981. Brilliant and enterprising, my father loved raw materials, he studied them and created fragrances that were highly appreciated. He often took me with him,*

letting me share his world. Ever since I was very small, like Alice in Wonderland, I loved the rarefied atmosphere of the perfumeries where very elegant ladies would smell and choose 'our' fragrances. At twenty, I already had an important olfactory memory and absorbed my father's science with dedication - and curiosity. My father died suddenly when I was thirty and it was a great shock for the whole family, from my mother Marusca, who had been at his side from the first years in the first plant in Venice, to my brother and myself. I found myself taking his place, with the enormous responsibility of continuing the family tradition, the values of which have never changed: ethics, commitment and solid foundations guide all our actions.

EM: What is your vision of the world of fragrances, as a female interpreter of the second generation?

SM: *I believe it is fundamental to transfer to a product the emotions of life. Many of our formulations express very personal experiences. When my son Alessandro was small, I created a collection of fragrances to explain to him, through each individual scent, the various stages of the different forms of love.*

EM: The name of Alessandro does not emerge by chance.... Here we are at the third generation!

SM: *It is indeed my son Alessandro who is carrying on the tradition, listening to my stories and opening the diary that contains the*



olfactory library of his grandfather Roberto. Today Alessandro is an integral part of the company in a path of growth which will identify him increasingly with the person that founded it.

EM: Alessandro, you have been given a great opportunity...

AF: *Definitely; besides I have always lived and breathed fragrances forever.*

This is why, we decided, with my mother Sara, to create a new brand, MARAFATTO.

The brand has two collections, Heritage and FULL-IN.

In the Heritage collection, we have revisited the creations of my grandfather in a modern

way, where a new story of fragrances is expressed, representing the identity based on the family DNA. The FULL-IN collection is original and dedicated to the new generations.

The pun created with my surname led to the FULL-IN logo.

The fragrances have a very high concentration of essences which definitely speaks to young people, who like to be very perfumed and leave a trail behind them. FULL-IN is a vehicle of new awareness as it allows externalizing a part of yourself which is difficult to convey only in words.

The packaging of the collections expresses elegance and personality, underscoring the force of the olfactory creations.



FULL-IN

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OF NICHE PERFUMERY

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VALÉRIE KAMINOV – BIOGRAPHY

Trailblazer, entrepreneur, advisor and business strategist are just some of the ways to describe Valérie Kaminov, Founder & Managing Director of International Luxury Brand Consultancy.

Valérie's enviable reputation in the world of international beauty, stems from her highly effective approach to developing brands.

Her forward-thinking acumen and smart strategies are based on an innate insight into global markets, an ability that has led her to take brands to up-and-coming beauty destinations before others.

This deep understanding of the industry, how to position products, where to go, who to speak to and how to get results has made IL Brand Consultancy the go-to company for beauty brands looking to grow their business around the world.

Since establishing her influential consultancy, Valérie has successfully steered emerging talents to global recognition, re-established well-known names, advised on growth plans and introduced a host of beauty brands to new distribution channels. She has been instrumental in the transformation of many businesses around the world and always on the belief that profitable market entry and sustained growth require the right partners.

It is why she is regarded as one of the most well-connected people in the industry.

Having been at the forefront of the global cosmetics industry for over 25 years, Valérie's thought leadership and knowledge have led her to be a regular contributor to Export Magazine, creator of Connect Beauty, host at the IMF Convention, developer of the Cannes Duty Free programme as well as author of the informative market-focused Inside Cosmetics Collection that have become required reading for brands looking at global expansion.

From launching brands on the international stage to being a business intelligence resource, Valérie's rare combination of skills make her an exceptional consultant and advisor.

SCENT OF BRAZIL: THE RISE OF BRAZILIAN FRAGRANCE BRANDS ON THE GLOBAL STAGE

THE BRAZILIAN FRAGRANCE MARKET GENERATES APPROXIMATELY R\$37.5 BILLION (USD 7.5 BILLION) ANNUALLY, AND NEARLY 78% OF THE POPULATION USES PERFUMES REGULARLY



Brazil, renowned for its natural beauty, cultural richness, and biodiversity, has long held a prominent place in the world of cosmetics and fragrances. In recent years, however, Brazilian fragrance brands have not only made waves domestically but also captured the global stage, redefining the narrative of perfumery. As the second-largest fragrance market in the world, Brazil's rise in the fragrance industry offers a compelling story of innovation, authenticity, and cultural celebration. The numbers are staggering: the Brazilian fragrance market generates approximately R\$ 37.5 billion (USD 7.5 billion) annually, and nearly 78% of the population uses perfumes regularly. This remarkable penetration reflects not just the country's cultural affinity for scents but also the increasing sophistication of its fragrance offerings. Industry experts predict further growth, with Brazil poised to strengthen its position as a global powerhouse in perfumery. A wave of emerging brands is contributing to this success. For instance, Felisa has quickly gained international attention for its focus on sustainability, high luxury and storytelling crafting fragrances with meticulous approach, focused on noble ingredients. Meanwhile, Natura & Co, the owner of Avon, have solidified their reputation as champions of eco-conscious beauty. O.U.i, a contemporary Brazilian brand belonging to the Grupo Boticário—the second largest after Natura—has also begun to make its mark, blending minimalism with bold olfactory statements. Social media and influencer marketing have played pivotal roles in amplifying these brands' reach. Fragrance enthusiasts from around the world have begun to take note, and online platforms have become crucial channels for storytelling allowing Brazilian brands to share their rich narratives and cultural heritage on a global stage. From niche perfumery to mass-market offerings, the Brazilian fragrance industry is proving that it has something for every audience.



And that's not all, the Brazilian fragrance market is poised for significant growth over the next decade, driven by increasing consumer demand and evolving market dynamics. The predicted market size and growth for the fragrance sector in Brazil is expected to expand at a compound annual growth rate (CAGR) of 6.05% between 2025 and 2029, reaching an estimated market volume of US\$10.90 billion by 2029, with a strong focus on the growth of premium fragrance. These projections underscore a robust growth trajectory for Brazil's fragrance industry, with a notable shift towards natural and premium products. Factors such as rising disposable incomes, increased consumer awareness of global beauty trends, and a growing preference for eco-friendly and high-quality fragrances are expected to drive this expansion. Additionally, the integration of e-commerce and digital marketing strategies, including collaborations with beauty influencers, is likely to further propel market growth by enhancing accessibility and consumer engagement. Overall, the Brazilian fragrance market is set to maintain its position as a significant player on the global stage, with sustained growth and diversification across various segments in the coming years.

The Evolution of Brazil's Fragrance Market

Historically, Brazil's fragrance market was dominated by mass-market products, often focusing on affordability and accessibility. The early players in the Brazilian fragrance industry catered primarily to the local audience, emphasizing light, refreshing scents ideal for the country's tropical climate. Over time, however, the market evolved, influenced by changing consumer preferences and global trends. Today, Brazil's fragrance sector generates approximately R\$ 37.5 billion (USD 7.5 billion) annually, with an impressive 78% of the population regularly using perfumes.

This shift reflects the broader transformation of Brazil's beauty industry, which now embraces niche perfumery, sustainability, and storytelling through scent. A shining example of this transformation is Amyi, a native digital Brazilian niche perfumery brand founded in 2019 by Larissa Mota, Paula Penna, and Luciana Guidi. Known for its creative freedom given to local perfumers and its use of noble ingredients to craft high-quality, gender-free fragrances, Amyi has revolutionised the market through technological innovation. Its Amyi Experience, an online platform enabling consumers to explore and personalize their olfactory preferences, offers a unique sensory journey that exemplifies the growing sophistication of Brazilian fragrance offerings.



Granado: A Legacy Brand Embracing Modern Perfumery

One of the standout names in Brazilian perfumery is Granado, a historic brand founded in 1870. Though primarily known for its pharmaceutical and personal care products, Granado ventured into the fragrance market only five years ago. Despite its late entry, the brand's perfumes have gained significant market share in retail sales in Brazil, and is rapidly expanding internationally.



Granado's approach to perfumery emphasizes storytelling, utilising native Brazilian ingredients to craft unique fragrances that resonate with consumers worldwide. Its iconic creations such as Époque Tropical and Boemia celebrate Brazil's cultural heritage and biodiversity. Granado's success demonstrates how a legacy brand can reinvent itself by embracing contemporary trends while staying true to its roots.

This reinvention is further supported by Granado's innovative marketing strategies. By leveraging partnerships with influencers and participating in international fragrance fairs, the brand ensures its message resonates with both domestic and international audiences. Notable collaborations include working with Brazilian influencers such as Camila Coelho, a global beauty icon, and Vic Ceridono, renowned for her expertise in beauty and fashion. These partnerships have amplified Granado's visibility and connected the brand with a diverse consumer base.

The integration of Brazilian culture into its branding—through packaging, narratives, and scent compositions—offers a distinctive edge in a crowded market.

The Role of Sustainability and Innovation

Sustainability has become a cornerstone of the Brazilian fragrance industry. Brands like Natura and Granado are leading the way by incorporating eco-friendly practices and natural ingredients into their products. Granado's recent acquisition of Care Natural Beauty underscores the growing demand for clean and sustainable cosmetics. Care's focus on biotechnological ingredients and environmentally conscious formulations aligns with global market trends, highlighting Brazil's commitment to innovation. Brazil's commitment to sustainability extends beyond ingredient sourcing.

Many brands are adopting environmentally friendly packaging solutions, such as refillable bottles and biodegradable materials. This focus on sustainability not only reduces environmental impact but also appeals to eco-conscious consumers, particularly in European and North American markets where such values are highly prioritised.

Niche Perfumery and the Emergence of Viking Brand

Another key player in Brazil's fragrance revolution is Viking Brand, a company dedicated to men's grooming and perfumery. Founded by Leonardo Fioretti, Viking has carved a niche by offering an authentic and innovative experience for men. The brand's commitment to breaking olfactory barriers and redefining masculine fragrances has earned it accolades, including multiple awards for Best Men's Perfume in Latin America.



Viking's success stems from its ability to blend bold, adventurous scents with timeless classics, appealing to diverse consumer preferences. Its participation in global events like Scent Xplore highlights the growing recognition of Brazilian niche perfumery on the international stage.

In addition to its product innovation, Viking has built a community-oriented brand identity. Its stores provide immersive, tactile experiences, allowing customers to explore fragrances and grooming products in a personalised setting. This approach not only enhances customer loyalty but also positions Viking as a thought leader in the men's grooming sector.

The Importance of E-Commerce and Social Media in Fragrance Sales

The rapid growth of e-commerce and social media has significantly transformed the fragrance market in Brazil. These platforms have become essential tools for Brazilian brands to reach a broader audience and engage with consumers in a more personalised manner. Social media, in particular, has allowed brands to tell their stories visually and interactively, creating a loyal following among consumers who are increasingly influenced by digital trends.



Mari Maria
Brazilian Beauty & Makeup Influencer
image by @marimaria



NinaSecrets
Brazilian Beauty & Makeup Influencer
image by @niinasecrets

Platforms like Instagram and TikTok play a vital role in showcasing fragrances, with influencers and content creators demonstrating the use of products, discussing scent profiles, and highlighting the unique qualities of Brazilian brands. Viral campaigns and hashtag challenges have proven highly effective in driving sales and brand awareness, particularly among younger demographics.

Notable influencers such as Mari Maria, a prominent beauty content creator, and Niina Secrets, a makeup expert, have collaborated with Brazilian fragrance brands to enhance their digital presence. These influencers, with millions of followers, have successfully highlighted local fragrances to a global audience, boosting engagement and sales.



E-commerce, on the other hand, has revolutionised accessibility. With online stores, consumers from all regions of Brazil, including remote areas, can now explore and purchase

fragrances that were previously limited to urban retail locations. Many brands have also incorporated virtual tools, such as scent quizzes and augmented reality features, to help customers select fragrances suited to their preferences. As of 2023, online sales accounted for approximately 18.1% of the total fragrance market in Brazil, with projections indicating this figure could rise to 26.7% by 2028. These innovations have not only enhanced the shopping experience but also bridged the gap between digital and physical retail.

We spoke to **Fernanda Elisa Orcioli**, Creative Director & Founder at Felisa, who provided some insight on the fragrance market in Brazil

EXPORT MAGAZINE: Brazil has a world-leading reputation in the fragrance industry, but The House of FELISA is the first Brazilian niche brand. What inspired you to go for this bold approach?

FERNANDA ELISA ORCIOLI: *Brazil has long been celebrated as a powerhouse in the fragrance industry, primarily for its vibrant and expressive mass-market perfumes. However, I saw an untapped opportunity to elevate our global presence with a brand that embodies true luxury and artistic craftsmanship.*

The inspiration for FELISA came from my own journey—20 years working with global luxury brands allowed me to witness firsthand how niche perfumery was redefining the market worldwide. These brands were telling unique stories, offering unparalleled quality, and creating deep emotional connections with their audiences. I believed it was time for Brazil to have a voice in this exclusive world—a brand that could represent our sophistication, creativity, and richness on a global stage.

FELISA is not just another perfume brand; it's a deeply personal project born out of my passion for perfumery and my belief that every woman deserves a fragrance as unique as her story. We work with the rarest, most exquisite natural ingredients sourced from around the world, always with a commitment to sustainability. By marrying this meticulous curation with Brazil's vibrant soul and my personal memories from the places I've lived, FELISA offers fragrances that are not just luxurious but transformative.

For me, creating FELISA was about redefining what luxury means in the Brazilian context and proving that we can innovate and inspire on the world stage with authenticity and excellence.



EM: 'Made by the World' reflects your ingredient sourcing, yet there is a distinct Brazilian style to your brand. Have you found this distinctive fusion creates both local and international appeal?

FEO: *Absolutely. The philosophy of "Made by the World" is at the heart of FELISA, where we meticulously source the most sophisticated and rare ingredients globally—ylang-ylang from Malaysia, rose from Turkey, patchouli from Indonesia, to name a few. However, while the ingredients are international, the soul of FELISA remains distinctly*



Brazilian. Brazil has a unique ability to evoke passion, vibrancy, and emotion—qualities that resonate universally. These are the traits I've infused into FELISA, blending the warmth and energy of Brazilian culture with the sophistication of niche perfumery. It's this duality that makes the brand so captivating. FELISA bridges these worlds seamlessly, offering a luxurious experience that feels both intimate and globally inspired.

EM: Your fragrance profiling demonstrates the increasing focus on the neuro-science connection of perfumes, do you find that your customers select more than one FELISA scent to be more aligned to their lifestyle and daily wellbeing?

FEO: *At FELISA, we deeply understand the powerful connection between scent and emotion. Perfumes have an extraordinary ability to influence our moods, evoke memories, and even enhance our sense of well-being. This understanding has guided the creation of each FELISA fragrance, designed not just as an olfactory experience but as a way to harmonize with the different facets of our customers' lives. Many of our clients select multiple FELISA fragrances to complement their dynamic lifestyles. They might choose a romantic, floral scent like our Ylang-Ylang and Turkish Rose blend to accompany moments of intimacy or reflection, while gravitating towards a bold and daring leather-and-tobacco fragrance for evenings of confidence and power. This intentional selection allows them to craft a wardrobe of perfumes that aligns with their emotions, activities, and aspirations.*

Our customers often describe FELISA as more than a fragrance—it becomes a personal signature, a tool to elevate their mood, and a way to express their individuality. By integrating the principles of neuroscience into the artistry of perfumery, FELISA not only enhances their daily lives but creates a deeper, more meaningful connection between scent and self.



EM: You are part of the next generation of fragrance founders who have embraced the digital platforms with a very forward-thinking approach. Can you share more about your profile-raising initiatives and collaborations?

FEO: *Digital platforms are essential to FELISA's growth, allowing us to connect authentically with a global audience. Through storytelling, we share the inspirations behind each fragrance and my personal journey, creating a deep emotional connection.*

We've embraced virtual tools, like online fragrance consultations, and partnered with influential tastemakers. A highlight was our collaboration with Carol Bassi (A renowned Brazilian fashion designer and entrepreneur known for her sophisticated and feminine style) at Paris Fashion Week, blending fashion and perfumery to elevate FELISA's profile internationally.

By focusing on immersive digital experiences and strategic collaborations, we're building a modern, engaging narrative for niche luxury perfumery that resonates with our customers worldwide.

EM: Tell us more about your 'tradition meets innovation' approach to your creations and how does this translate with your brand?

FEO: *At FELISA, tradition and innovation coexist harmoniously. We honor the timeless craftsmanship of perfumery, working with master perfumers and sourcing rare, natural ingredients from around the globe. This respect for tradition ensures that each fragrance embodies depth, authenticity, and luxury.*

At the same time, we push boundaries with innovative concepts and modern formulations. From creating bold, unconventional scent combinations to embracing sustainable practices, FELISA redefines what niche luxury can be. This duality is reflected in every aspect of the brand—our storytelling, our fragrances, and our commitment to offering unique, personal experiences. It's a balance that allows FELISA to resonate with both heritage enthusiasts and those seeking something truly new and exclusive. Your initial launch collection received rave reviews, being described as 'authentic', 'of such high quality' and 'innovative'. From these launch five you added new fragrances, do you have a bestseller or a fragrance that you would call your signature within your collection? While each fragrance in the FELISA collection tells a unique story and resonates with different moments, one stands out as our signature: Velvet Tobacco Intense. This scent embodies the essence of FELISA—sophisticated, daring, and deeply personal. With its bold blend of leather, cacao, tobacco, and oakwood, it appeals to women seeking a fragrance that is both a statement and a reflection of their individuality. It has become a favorite among our customers, praised for its unparalleled quality and emotional depth.

EM: What are your goals for international markets and the preferred channels for FELISA?

FEO: *FELISA's goal is to establish itself as a globally recognized luxury brand, with a presence in key international markets.*

Our focus is on expanding through exclusive, high-end retailers and bespoke experiences that reflect the essence of FELISA—luxury, craftsmanship, and individuality.

We are also embracing digital platforms as a powerful channel to reach a discerning global audience. Our strategy is to carefully grow our international footprint, maintaining the brand's exclusivity while ensuring that every customer feels the personal touch and authenticity that defines FELISA.

EM: What sort of customer profile is your strongest?

FEO: *FELISA's strongest customer is a sophisticated, discerning individual who values exclusivity, craftsmanship, and individuality. Whether man or woman, they seek a fragrance that reflects their unique identity and enhances their lifestyle. Often well-traveled and emotionally connected to scent, they choose FELISA for its ability to offer a signature fragrance that resonates with their personal experiences and aspirations.*

EM: What's next for FELISA?

FEO: *FELISA is on an exciting journey of growth, both internationally and within Brazil. While we are focused on expanding our presence in key international markets, we are also focused on continuing to build and strengthen the brand here at home. There is still much to achieve in Brazil, and we are dedicated to deepening our connections with local customers, elevating our presence in the luxury market, and enhancing the FELISA experience across all touchpoints.*

Looking ahead, we'll continue to innovate with new fragrances and exclusive collaborations, while staying true to our values of craftsmanship, sustainability, and personalization. The future is full of potential, and we're eager to see how FELISA evolves and inspires on both a local and global scale.

There's no doubt that the future of Brazil's fragrance market looks remarkably promising. With sustained innovation, a strong commitment to sustainability, and an expanding digital footprint, Brazilian brands are positioned to solidify their status as global leaders in perfumery. From leveraging the country's unique biodiversity to embracing modern storytelling methods through social media, these brands have carved a distinctive niche in a highly competitive market.

As demand for niche, premium, and eco-conscious fragrances grows worldwide, Brazilian perfumery is set to meet these needs with creativity and authenticity. The rise of e-commerce and the influence of global collaborations further amplify this potential, ensuring that Brazil remains a key player in the fragrance industry. Ultimately, the story of Brazilian fragrances is one of cultural pride, innovation, and global aspiration—a story that continues to captivate consumers across the world.



BEAUTY FOOL

FEBRUARY 19th - 22th 2025

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EXPLORING THE NEW FRONTIERS OF BEAUTY

EXPERIENCE LAB

From 19 to 22 February 2025, Experience Lab will be the venue for a series of exclusive talks at the Allianz MiCo, Milano Convention Centre, designed to explore new frontiers of beauty.

Topics will range from ethics to emerging trends and the latest innovative technologies.

This is a unique opportunity to preview the trends revolutionizing the cosmetic industry, with renowned speakers such as Prof. Antonino Di Pietro, cosmetologist Umberto Borellini, and philosopher and lecturer Mauro Trentadue, among others.

Thursday, 20 February starts with a discussion on the future of sustainable beauty. During the talk "Towards Sustainable Beauty," the shift from natural to synthetic ingredients in the cosmetics supply chain will be explored, focusing on maintaining product quality and effectiveness. The discussion will also highlight the many benefits of this transition in terms

of sustainability and environmental protection. Following this, "A Glimpse into the Future" will show us the surprises, innovations, and trends set to reshape our relationship with beauty.



AN EXCITING LINE-UP AT THE 2025 EVENT



The afternoon continues with "SkinLongevity: From Transformation to Regeneration," exploring innovations promising to redefine the concept of skin longevity.

The day concludes with two unmissable events. The first, "POV: From BeautyFOOL to BeautyFULL," is a conversation on culture, rules, and ethics in social media communication, featuring industry experts such as Marisa Ascoti, pharmacist and founder of the Associazione Italiana Informatori Cosmetici Qualificati - AIIQC, Ilaria Barbotti, PR for Assoinfluencer, Tiziana Iazzetta, marketing communication and social media expert, and Pietro Lattao, consultant and perfume content creator.

Next, "Philosophers and the Body" offers a unique opportunity to explore the profound connection between philosophy and body perception. Additionally, starting Wednesday, daily yoga and meditation sessions "with a touch of luxury", led by Pierre Ravan, will enrich the event.

Friday, February 21st, the stage will host a talk that will unveil the best-kept secrets of the cosmetics industry. Annalisa Betti, journalist, beauty expert, and moderator of all the conferences at this edition, together with Cristian Cavagna, will take the audience on a journey behind the scenes of the beauty world, offering a fresh and surprising perspective with "The Hidden Truths (in the Beauty World)".

The grand finale is scheduled for Saturday, 22 February, with "Synthetic or Natural? What Will the Future of Cosmetics Look Like?" This debate, featuring pharmaceutical chemist Gisberto Caccia, will discuss how the industry is balancing synthetic and natural formulations to envision the future of cosmetics.

This year, Experience Lab features two extraordinary interactive workshops, designed to immerse participants in a hands-on experience guided by industry professionals. The first, presented by CFF – Creative Flavours & Fragrances, offers a close look at the captive ingredients of the fragrance house, penetrating the heart of olfactory creation. The second workshop, curated by Laboratori Effe, takes participants on a practical journey into cosmetic formulation, unveiling and applying the secrets of one of the most critical stages in beauty product development.



ESXENCE – THE ART PERFUMERY EVENT

Experience Lab will be held concurrently with Esxence - The Art Perfumery Event, the world reference meeting of artistic perfumery, which is preparing its fifteenth edition in the name of the most authentic and refined olfactory culture.

For its fifth edition, Experience Lab is proud to announce the patronage of the Lombardy Region and the partnership of Laboratori Effe, Italy's leading producer of private-label natural cosmetics.





ESXENCE

CELEBRATES ITS 15TH ANNIVERSARY WITH THE SPECIAL EDITION "MASTERS OF DREAMS" PAYING TRIBUTE TO THE MOST ORIGINAL CREATIONS BY MASTER PERFUMERS

Esxence – The Art Perfumery Event, the leading global event for artistic perfumery, is preparing for its 15th edition, scheduled to take place from February 19 to 22, 2025, at Allianz MiCo, Milan Convention Centre, in the heart of the CityLife District. The event, highlighting the best national and international brands, will offer the international community of professionals and enthusiasts the finest in research-driven perfumery. This year's edition will feature 384 brands (of which 107 main and 277 spotlight) from 38 countries, including new entries such as Thailand, Barbados, Lithuania, and Latvia, alongside established presences from Italy, France, Spain, Germany, Greece, Croatia, Sweden, Switzerland, Austria, the Czech Republic, Turkey, USA, UK, UAE, Oman, Qatar, Uzbekistan, Japan, Singapore, China, Hong Kong, Korea, India, Argentina, and Australia, among others.



EXHIBITIONS TO ENHANCE THE EXPERIENCE

Visitors will enjoy some captivating exhibitions within the event space, including:

- "Bergamotto di Reggio Calabria. Viaggio sensoriale nel tesoro olfattivo del Made in Italy", presented by Accademia del Profumo, exploring the history, production techniques, and several applications of this iconic fruit in perfumery.
- A tribute to the 1920s by L'Osmothèque, displaying emblematic fragrances from the golden age of perfumery.
- The programme also includes the exhibition "E' tutta questione di segni", curated by the typeface artist Stefano Epis, where art meets astrology on a unique sensorial journey and the signs of the zodiac come to life through the artist's distinctive language. Twelve works are presented which reveal the deepest essence of the zodiac, where every sign is accompanied by a dialogue between image and narration which describes it through elements, perfumes and spices which capture its soul.



SHOWCASING INNOVATION AND EXCELLENCE

The event, spanning 16,000 square meters, will host established and emerging brands. Approximately 70% of participating brands come from abroad, reinforcing Esxence as a key global platform for artistic perfumery. Visitors, including distributors, buyers, and fragrance lovers, will also explore Spotlight, a dedicated area for innovative emerging brands.

MASTERS OF DREAMS: THE 15TH EDITION CONCEPT

Esxence 2025 celebrates the theme "Masters of Dreams," honouring perfumers who transform dreams into olfactory realities. With the precision of an alchemist and the intuition of a poet, these contemporary visionaries design fragrances that capture the essence of hidden desires and inspirations. Each creation is a journey delving into the deep of the human soul, then spreading through the air and narrating itself through perfume. Perfumery represents an artistic act that evokes emotions, memories and distant-worlds, thanks to the masterful work of the noses and the professionals who work alongside them. The night, with its mystery and restlessness, becomes the perfect stage for this creative force: in silence and darkness, the mind discovers a limitless freedom. A darkness that is not obscurity, yet a canvas where the deepest dreams are painted. A floating space inspiring the "Masters of Dreams".

THE GROWTH OF ARTISTIC PERFUMERY

Esxence has promoted and supported the development of the artistic perfumery on a global level with the aim of bringing it around 2% of the world beauty market. A result already surpassed in some countries and especially in Italy, thanks to its particular distribution system. Being a sector fundamentally based on alcoholic perfumery, its incidence in this specific sector often exceeds 10% In Italy, with its estimated turnover of 400 million Euro, it has an incidence of over 3.5% on the beauty business and 33% on the fine fragrances business.

STATEMENTS FROM THE FOUNDERS

Maurizio Cavezzali, co-founder of Esxence and CEO of Equipe Exhibit, affirms: "On the occasion of our 15th anniversary, we are gearing up for an edition full of novelty, research and culture. A combo of olfaction, art and innovation in a true alchemical synaesthesia, offering visitors and fragrance enthusiasts a place to discover a world made of dreams, transformed into reality by master perfumers through extraordinary creations. Niche perfumery is experiencing a great expansion, becoming more and more research-driven. Perfumes are considered desirable products that can make a difference".

Maurizio Cavezzali underlines that: "Given the increasing success of the event and with the aim of ensuring ever higher quality, in the future we will pay even more attention to the selection of brands by the Technical Committee, creating a parterre of excellence with a limited number. We will also continue the internationalization process in the strategic markets in collaboration with ITA - Italian Trade Agency, which for this edition will bring more than 20 operators from Brazil, China, South Korea, UAE, Japan, India, Mexico and the United States, and will take care of communication activities in the American market. Thanks to our established partnership with Cosmoprof, we will explore the opportunity to expand to other continents. We are also proud to support the Italian cosmetics and perfumery supply chain, as demonstrated by our collaboration with Milan Beauty Week."



Silvio Levi, Co-founder of Esxence, says: "We are here to celebrate a pleasant anniversary. Obviously, we are aware of the international political and social situation, which has seen wars, controversial elections, the return of customs barriers and tariffs, rising energy costs, an increasing impact of climate change, surprising financial crises, emigrations from very poor countries or countries with ethnic wars to other economic realities. A general framework that has affected the global market and the luxury market in particular". Silvio Levi emphasizes that: "In recent years, however, we have been able to see that attention to the world of perfume has steadily increased, demand has not contracted and artistic perfumery in particular has been the subject of attention from major investors and many new brands continue to be created. Certainly, a remarkable dynamism that, thanks in large part to the work done by Esxence, has more and more opportunities to find distributors and outlets in more markets and countries. This year we received over 500 applications and the work of the Technical Committee that I chair was particularly complex in selecting or confirming brands that make a real innovative contribution and do not simply follow the trends that market research suggests are winning". Silvio Levi concludes: "With the Essencional Study Center and its observatory, and with several workshops, we will analyse how the artistic perfumery sector has evolved since 2009 and what we think its prospects will be".

2025 EVENTS CALENDAR

WEDNESDAY, FEBRUARY 19th

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 20th

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 21st

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 Guèrer, 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 Ermanno 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 22nd

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 Sangineto, 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



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