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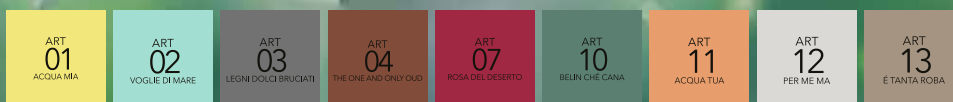


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THE ESSENCE OF LUXURY

WHY PRECIEUX IS THE PINNACLE OF INDULGENT PERFUMERY

In the ever-evolving world of luxury perfumery, boundaries are constantly pushed and redefined. Now, a new star has emerged—Precieux I by Club de Nuit. This latest Extrait de Parfum is not just another fragrance; it is an olfactory masterpiece, a statement of refined sophistication, modern luxury, and the art of perfumery at its finest. Drawing inspiration from the latest trends and consumer insights, Precieux transcends the traditional norms of fragrance, embodying an intrepid blend of classic elegance and bold innovation.

THE RISE OF EXTRAIT DE PARFUM: A REFLECTION OF MODERN LUXURY

The shift towards higher concentrations like Extrait de Parfum reflects a broader trend in the fragrance industry, where consumers are increasingly seeking out more intense, long-lasting scents. According to recent industry reports, there has been a notable trend moving away from Eau de Parfum, which typically has a fragrance concentration of 10-20%, towards Extrait de Parfum, known for its richer concentration of 30% or higher. This change is largely driven by a desire for exclusivity, longevity, and a more profound sensory experience.

Brands such as NISHANE, which debuted in 2012 with a focus solely on Extrait de Parfums, have been instrumental in driving this trend. Today, nearly two-thirds of brands considered 'niche' now offer these highly concentrated fragrances. The increasing popularity of these intense, complex scents is also evident in the emergence of Extrait flankers—more powerful versions of existing fragrances. This strategy enables brands to explore novel innovations while staying true to their olfactory heritage.

PRECIEUX: THE NEW DEFINITION OF PERSONAL LUXURY

In today's fragrance landscape, luxury is no longer just about the scent itself; it is about the entire experience, from the story behind the fragrance to the emotions it evokes and the memories it creates. As consumer preferences evolve, there's a growing demand for fragrances that do more than just smell good—they must also resonate on a personal level, aligning with the wearer's identity, values, and lifestyle. A recent survey with a large participant pool revealed that "Fresh" emerged as the top scent preference for many consumers, while a smaller yet significant group leaned towards classic notes like Vanilla and Floral. Interestingly, how these categories are perceived can differ greatly, highlighting the unique tastes of individuals. Additionally, when it comes to scent intensity, a strong majority of respondents showed a preference for bold, impactful fragrances, with only a few opting for more subtle, "skin scents." These insights highlight the increasing demand for statement-making fragrances, which is exactly what Precieux delivers with its bold, layered composition. The emotional connection to a fragrance is just as crucial as its scent profile. In the same survey, a majority of participants expressed a desire for a fragrance that makes them feel "Clean," while others looked for a scent that boosts "Confidence" or promotes a sense of "Relaxation." Precieux, with its expertly crafted blend of notes, meets these needs, offering a fragrance that is not only elegant but also comforting and empowering.





THE OBSIDIAN MARVEL: THE SCENT FOR ROYALS

A DEEP DIVE INTO THE CRAFTSMANSHIP BEHIND PRECIEUX

At the heart of Precieux lies a carefully curated blend of notes that speak to the meticulous craftsmanship and deep understanding of fragrant art. As niche fragrances continue to reshape the industry, with Extrait de Parfums becoming the gold standard for discerning consumers, Precieux steps up as a leader in this new wave. The fragrance opens with an effervescent burst of Bergamot and Lemon, perfectly balanced by the spice of Pink Pepper and Black Pepper. This vibrant introduction is softened by the sweet, juicy notes of Pineapple and Pear, while a touch of Caramel adds an unexpected gourmand twist. It's a sophisticated yet daring start that immediately captures attention. The heart of the fragrance reveals a more complex and layered character, with Lily of the Valley and Jasmine bringing a floral elegance, while Anise adds a hint of liquorice-like intrigue. The inclusion of White Wood and Oak Moss provides a grounded, earthy undertone, giving the scent a timeless, classic appeal that nods to the rich heritage of chypre fragrances. Finally, the base notes anchor the fragrance with a warm, inviting finish. Amber and Cedarwood lend a sense of depth and richness, while Leather introduces a bolder edge. The amalgamation of Patchouli, White Musk, Vanilla, and Ambroxan offers a smooth, lingering finish that is both lavish and bolstering. The complexity of these notes is a testament to the artistry involved in creating a fragrance that is as multifaceted as it is harmonious.

A FRAGRANCE FOR EVERY OCCASION

One of the most remarkable aspects of Precieux is its versatility. This is a fragrance that can be worn at any time, in any setting, and for any occasion. Be it a formal event, a casual day out, or an intimate evening, Precieux adapts with ease, making it an essential addition to any fragrance collection.

For those who appreciate the art of fragrance layering—a trend that has seen a significant rise as consumers seek to create their unique scent profiles—Precieux offers endless possibilities. Its complex composition allows it to be combined with other fragrances, creating inimitable blends that are bespoke to the individual wearer's preferences. You can amplify the spicy notes, highlight the woody elements, or emphasize the sweetness of vanilla and caramel—Precieux offers a versatile foundation that can be tailored to match your mood and the occasion while being a powerhouse on its own.

ABSOLUTE LUXURY POWERHOUSE

THE NEW ERA OF NICHE PERFUMERY:

WHERE TRADITION MEETS INNOVATION

Niche perfumery has always been about pushing the boundaries, offering consumers something beyond the mainstream. However, as niche brands grow and evolve, they face the challenge of maintaining their authenticity and innovation while expanding their appeal. Precieux exemplifies how this balance can be achieved. By drawing on the rich traditions of chypre and amber fragrances, while also incorporating modern, unexpected elements, Precieux manages to be both timeless and contemporary—a fragrance that honors its heritage while also looking to the future.

Moreover, as the fragrance industry continues to evolve, the relationship between brands and consumers is becoming increasingly collaborative. Consumers are no longer just passive recipients of luxury—they are active participants, shaping trends and even co-creating products. This shift towards a more personalized, consumer-driven approach to luxury is one of the defining trends of our time, and Precieux is perfectly positioned to capitalize on it.

THE VERDICT: A NEW CLASSIC IN THE MAKING

In a world where the definition of luxury is ever-evolving, Precieux distinguishes itself as a fragrance that embodies the spirit of contemporary sophistication. It is a scent that honors the traditions of perfumery while also embracing the innovations of today, offering a unique and unforgettable olfactory experience. For those who seek a fragrance that is both bold and refined, both timeless and contemporary, Precieux is the perfect choice. In every sense of the word, it is a new classic in the making—an essential addition to any perceptive perfume lover's collection. Boasting a rich and intricate composition, Precieux upholds the highest standards of quality and craftsmanship, resonating deeply on both emotional and sensory levels. Far more than a fragrance, it is a declaration of luxury, a celebration of individuality, and a tribute to the art of perfumery. In the perennially fluid realm of luxury fragrances, Precieux is destined to become a true icon.

MOSCADO

THE ESSENCE OF MARCO POLO'S TRAVELS



The Merchant of Venice presents a new fragrance for the Venice & Orient Collection: Moscado Eau de Parfum

With this creation, The Merchant of Venice rediscovers, develops and tells the story of the deep bond between the lagoon and the Asian lands in search of unique and particular raw materials. Moscado is inspired by musk, a unique and extraordinary odorous raw materials which historically became fundamental for the development of perfumery in Venice. In traditional perfumery, musk refers to the abdominal glands produced in the mating season by the male of a small deer of the Hindu Kush and the Himalayas, the Moschis Moschiferus, which were brought for the first time to Venice by Marco Polo once he returned from his voyages along the Silk Road. In 2024, the 770th anniversary of the great traveller's birth and the seventh centenary of his death, The Merchant of Venice pays tribute to Venice's most famous explorer with a modern and original Eau

de Parfum which with its musky, woody and at the same time citrus notes, invites us to discover all the facets of contemporary musks.

The fragrance captures the adventurous spirit of the explorer and his extraordinary discoveries. Moscado is an invitation to embrace the thrill of exploration, opening with the citrus notes of mandarin and bergamot which are intertwined with the spicy touch of pink pepper. As the journey unravels, puffs of incense and the seductive warmth of Musk emerge from the heart of the fragrance, enveloping the wearer in a veil of sensuality. An attractive bouquet of delicate roses opens in the middle of this elegant heart, infusing the air with refinement.

Lastly, in the depth of the Silk Road, Myrrh and Tonka Bean, mixed together, create a rich and velvety base, enchanting you with a captivating dependence.

The bottle has an elegant white lacquered surface, exalting the painted blue elements, which sketch out a mountainous landscape recalling the place where musk originates,. Both the cap and the tassel are red. The box has a floral decoration of chrysanthemums, the symbol of life, peace and love in the Orient, is characterized by the theatrical effect of opening like a stage curtain, and is enriched at the centre of the sleeve with a wind rose, the symbol par excellence of travel. For the launch, the packaging has another sleeve showing the map and the caravan of Marco Polo in blue, red and gold details.



THE MERCHANT[®]
OF VENICE

THEMERCHANTOFVENICE.COM

Moscada

EAU DE PARFUM



MUSK: THE ESSENCE OF MARCO POLO'S JOURNEY



On the cover: Club de Nuit précieux, by ARMAF

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TFWA WORLD EXHIBITION AND CONFERENCE CANNES 2024

INSPIRATION AND INSIGHT AT THIS YEAR'S EVENT

This year's TFWA World Exhibition & Conference promises to be one of the most compelling in the Association's forty-year history, Scheduled from Sunday 29 September to Thursday 3 October, the event kicks off on the Sunday with the social events of the Pétanque tournament and a blind football and wheelchair rugby tournament in the morning, and an Opening Cocktail in the evening.

HILLARY RODHAM CLINTON TO HEADLINE TFWA CONFERENCE WITH KEYNOTE CONVERSATION

The Conference on Monday morning in the Grand Auditorium of the Palais des Festivals will start with a state-of-the-industry address by TFWA President Erik Juul-Mortensen. The impressive line-up of speakers is made up of Hillary Rodham Clinton, former US Secretary of State, who will take to the stage of a keynote conversation in which she will explore the ever-evolving global political landscape and the trends that are impacting the geopolitical environment in which the duty free and travel retail industry operates. The conversation will be with the broadcaster, journalist and presenter of BBC World's HARD Talk, Stephen Sackur.



As Erik Juul-Mortensen commented, *"TFWA has always been dedicated to providing a conference programme that features exceptional speakers that bring the most relevant and valuable perspectives of our delegates. This year's line-up will truly reflect that commitment, and it is an honour to welcome such a distinguished individual to the stage in this, our 40th anniversary year. We look forward to welcoming the global duty free and travel retail industry to Cannes once again in September."*

Other speakers will be Sam Rad, anthropologist, futurist and CEO of meta-media studio Radical Next, who will delve into emerging technological and cultural trends, focusing on the importance of adapting and being agile in order to cater for a new generation of travelling consumers. Lastly, Anousheh Ansari, NASA astronaut, the first female private space explorer and CEO of XPrize Foundation, will explore the ways in which companies can cultivate a mindset of exploration and bold innovation, crucial for success in an ever-changing landscape.



THE WORKSHOP

A workshop session taking place on Tuesday at 8.00 a.m., in the Majestic Hotel, will give delegates the opportunity to hear from industry experts on a range of topics, spanning the breadth of developments and challenges in the travel retail ecosystem. They will hear an update from Airport Council International's specialist committee on Airport Non-Aeronautical Revenues and Activities. (ANARA) On stage for this session will be Andrew Ford, founder of Paccaya Resources & Chair of ANARA, Isabel Zarxa, CEO of Southern Europe at AVOLTA and Ian Cesa of Horizon Consumer Science.

The second part of the workshop will feature Euromonitor International Innovation Senior Consultant Marie Isquenderian and focus on the impact of digital trends in daily consumption. She will be joined by Managing Partner and Chairman

of global consulting firm Kearney, Alex Liu, who will share analysis of innovative strategies that every stakeholder can adopt to thrive in the dynamic duty-free and travel retail environment.



TFWA I.LAB

With a refreshed layout hosting an attractive blend of returning and first-time exhibitors. TFWA i.Lab makes its third appearance at this year's event. Focused on collaboration, this year's TFWA i.Lab offers a flexible environment where exhibitors and delegates can explore ways to apply the latest thinking and solutions in travel retail. Mixed-use spaces encourage informal discussions, networking and idea-sharing in a relaxed setting, while a pitch and activation area provides a focal point for presentations and demonstrations. The i.Lab showcases innovation, tech, digital and data solutions as well as a wide range of creative services to engage with the travelling consumer. It is a great way to find out about what is coming next in terms of new-tech solutions, how tech can be applied to the travel retail market and how it is set to change the industry.

OPPORTUNITIES FOR NETWORKING

The TFWA Conference & Exhibition also offers plenty of opportunities for networking in a more relaxed environment, such as the TFWA Lounge, with after-work sessions on Monday 30 September Tuesday 1 October from 6.30 p.m. to 9.00 p.m. and the night-time session from 10.00 p.m. to 1.00 p.m., at the Carlton Beach. The Closing Party, again at the Carlton Beach, will be on Wednesday 2 October from 8.00 p.m. to 2.00 p.m., with the theme "Starry Night" to mark TFWA's 40th anniversary. The dress code is smart and glamorous, with a touch of gold being entirely optional.



ONE2ONE MEETINGS

The TFWA dedicated meeting services organizes introductory encounters between exhibiting brands, key buyers, airports and trade agents. Eligible companies simply name the participants they want to meet and the One2One team handles the arrangements, providing on-site support. The meetings take place towards the end of the week.

EXHIBITORS

New exhibitors in the perfumes/cosmetics sector include names such as Amouage, Balmain Hair, Bath & Body Works, Chantecaille, Lattafa perfumes and The Fragrance Group.

EXHIBITION PROGRAMME

SUN 29 SEPT

09:00 - 20:00
Registration
Gare Maritime

09:00 - 12:00
Petanque tournament
Palais de l'Etang

09:00 - 12:00
Blind football & wheelchair rugby tournament

19:00
Opening Cocktail
Carlton Beach



MON 30 SEPT

09:00 - 18:30 CET
Registration
Gare Maritime

09:00 - 12:00 CET
Conference
Grand Auditorium,
Palais des Festivals

12:00 - 18:30 CET
Exhibition
Palais des Festivals

12:00 - 18:30 CET
TFWA i.lab
Palais des Festivals

18:30 - 21:00 CET
**TFWA Lounge:
after-work session**
Carlton Beach

22:00 - 01:00 CET
**TFWA Lounge:
night-time session**
Carlton Beach

TUE 01 OCT

08:00 - 09:30 CET
**Workshop: Reimagining
travel retail**
Majestic Hotel

09:00 - 18:30 CET
Registration
Gare Maritime

09:00 - 18:30 CET
Exhibition
Palais des Festivals

09:00 - 18:30 CET
TFWA i.lab
Palais des Festivals,
Golden Village

10:30 - 11:00 CET
TFWA i.lab Workshop
Palais des Festivals,
Golden Village

11:00 - 11:40 CET
**TFWA i.lab Pitch
sessions**
Palais des Festivals,
Golden Village

14:00 - 18:30 CET
ONE2ONE meetings
Palais des Festivals

18:30 - 21:00 CET
**TFWA Lounge:
after-work session**
Carlton Beach

22:00 - 01:00 CET
**TFWA Lounge:
night-time session**
Carlton Beach

WED 03 OCT

09:00 - 18:30 CET
Registration
Gare Maritime

09:00 - 18:30 CET
**Exhibition &
ONE2ONE meetings**
Palais des Festivals

09:00 - 18:30 CET
TFWA i.lab
Palais des Festivals,
Golden Village

10:30 - 11:00 CET
TFWA i.lab Workshop
Palais des Festivals, Golden
Village

11:00 - 11:40 CET
TFWA i.lab Pitch sessions
Palais des Festivals,
Golden Village

20:00 - 02:00 CET
**Closing Party "Starry
Night" to mark TFWA
40th anniversary**
Carlton Beach

THU 03 OCT

09:00 - 17:00 CET
Registration
Gare Maritime

09:00 - 17:00 CET
**Exhibition & ONE2ONE
meetings**
Palais des Festivals

09:00 - 17:00 CET
TFWA i.lab
Palais des Festivals,
Golden Village



IN ASTRA

THE ESSENCE OF THE STARS



Interview with Fabiola Bardelli, Artistic Director

EXPORT MAGAZINE: IN ASTRA was founded in 2020. What sparked off this project and what message does it want to send to what is known as artistic perfumery?

FABIOLA BARDELLI: IN ASTRA was founded from our passion for the stars and the universe, which for us are the form of art par excellence.

Astronomy is the perfect combination of art and science, just as artistic perfumery is.

Our project came from the desire to enrich the olfactory panorama and accompany consumers on a unique journey, letting themselves be surprised and reawakening their senses.

Attention to detail is the distinctive feature that makes us stand out on the scene of artistic perfumery: we wanted the concept of In Astra to be present not only through the choice of carefully selected raw materials to tell the story of the star from the point of view of the sense of smell, but also through the packaging, made in Italy, which coherently represents visually and tactilely the DNA of the brand.

EM: A brand inspired by the stars and created by the minds and hearts of two young women.

There are few female entrepreneurs in the sector of beauty and the 'noses' are even rarer.

Do you think there is still a long way to go before filling in the so-called 'gender gap', not only in beauty but in general in the business world?

FB: Female entrepreneurship is emerging in a number of sectors, trying to overcome the prejudices and stereotypes that have always been entrenched in the minds of many.

The leader has effectively always been associated with the sole figure of the male in a position of command, thus attributing some characteristics which exclude regardless any feminine connotation.

Today there is the need for an opening to the feminine vision which is aimed at a "paradigm shift" in management through the will to capitalise on uniqueness and inclusion fostering an environment that was well disposed towards corporate growth. In the sector of niche perfumery, this change can be perceived and is shown by the creation of new brands by women, the increase of female figures in education in the sector for the role of nose and other key figures of perfumery. There still remains a long way to go before breaking down the walls of the gender gap.



EM: IN ASTRA has taken part in the ESXENCE salon in Milan for two years and will take part in the QUINTESSENCE salon of Dubai in October 2024 for the first time. Does this presence underline your wish to make your brand increasingly better known on international markets? Are you satisfied with the results reached so far?

FB: *Exactly, this year we will be taking part in an international fair like Beauty World Middle East for the first time. We decided to thanks to the opening of new markets outside Europe.*

In recent months we have expanded out distribution network in the United States and the Middle East, in particular in the UAE, as well as finalizing contracts of exclusive distribution which will allow the brand to be present in Europe and in Asia. I am satisfied with the interest that consumers are showing in In Astra, and also positively surprised by how in recent years the theme of "stars-universe" has embraced increasingly more brands in and outside selective perfumery.



EM: You have recently launched a fifth fragrance, WEGA, which joins Betelgeuse, Antares, Mismar and Tistar, all genderless. What is the magical composition hidden inside WEGA?

FB: *WEGA is a floral and gourmand explosion, composed by Sofia Bardelli. The fragrance is inspired by the star of the same name in the constellation of the Lyra, which in several thousand years' time will become the next North Star. We wanted to tell the story of its essence, inspired by the elegance which appears*

through its white-bluish light which lights up summer nights. It is a composition which mainly features Rose of Grasse together with Bulgarian Rose: you have the sensation of floating on a sweet and soft cloud of marshmallow, enveloped by the roundness of vanilla and tonka bean.

EM: Your fragrances are available in the 50 ml size. Do you have any news in store on other sizes?

FB: *Yes, we have in store other sizes to satisfy the request of our clients.*

Claudia Stagno

CALE

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MEADFA

CONFERENCE SET TO IMPRESS AS PROGRAMME REVEALED

Further details about this year's MEADFA Conference have been announced. Over two half-days on November 18th and 19th, the conference will feature insights from senior executives from across the travel industry in the Middle East and Africa. The topics addressed during day one of the conference will include how travel and tourism have driven economic growth in the region. It will also explore how the region is investing to increase airport capacity, and the expansion in retail space that this will result in. Panel sessions will debate the significance of non-aeronautical revenues, as well as the issues the industry must address to safeguard its growth in the Middle East and Africa.

During day two, delegates will learn about the recovery of travel and tourism, while a session on sustainability will offer an update on the progress made and challenges that still need to be addressed. Innovative strategies being used across travel retail and the transformational effect. AI is having on the customer experience will be analysed, alongside what can be learnt in order to stay ahead in a tech-rich world. As the use of mystery shopping to evaluate the customer experience increases, a panel will take a look at the innovative strategies currently helping retailers to delight customers in an increasingly competitive world. The packed programme will incorporate abundant opportunities for networking. These will include a Welcome Cocktail on Sunday, and a Gala and Awards night hosted by Avolta on Monday,

"As preparations continue for the MEADFA Conference in Abu Dhabi, registration numbers are building at an encouraging pace. This year's conference programme will create space for great insight from an impressive range of leading executives from across our industry, as well as plenty of opportunity to broaden industry connections. As the conference approaches, we look forward to welcoming our friends and business partners to Abu Dhabi."



Sherif Toulani, MEADFA President

"The team at TFWA are honoured to be managing the MEADFA Conference once again this year. As a hub of economic and cultural diversity, and a region committed to boosting its tourism industry as a significant source of revenue, Abu Dhabi provides an ideal setting for the event. A highlight of this conference is the connections that are facilitated between industry colleagues from the region with those from other international markets. It presents delegates with the opportunity to discover more of how Middle Eastern and African business is operating, no matter where they reside in the world. I firmly believe that our time in Abu Dhabi this year will ensure that the MEADFA Conference maintains its reputation as an unmissable event."



Erik Juul-Mortensen, TFWA President

together with networking coffee breaks and lunches throughout the event. Managed in partnership with TFWA, this year's MEADFA Conference hosted by Abu Dhabi Airports will take place in Abu Dhabi, United Arab Emirates from the 17th to the 19th of November at Fairmont Bab Al Bahr Hotel.

Confirmed sponsors to date are Diamond Partners: IDF, Wellgio, Casa Maestri, and Sterling Perfumes; Platinum Partners: Imperial Brands and Pernod Ricard; Gold Partners: DFP World and Blue Gulf Marketing & Events; Airline Partner: Etihad Airways; Coffee Break Sponsor: Al-Nassma; Other Sponsors: Lagardère Travel Retail, Loacker and Cloetta; and Media Partners: Duty-Free News International, Global Travel Retail Magazine, The Moodie Davitt Report and TR Business.

The early bird registration promotion successfully concluded on September 3rd, attracting a high level of interest and highlighting strong engagement for the event. Regular rates are now in effect, and registration is open until October 28th.



FLORIDIA

NAPOLI



What the AI Revolution Will Mean for the Beauty Industry



Image source: Pexels

Going through our daily lives, there's no escaping the influence of artificial intelligence nowadays. From our beloved virtual assistants, to the next song recommendations for our favorite playlist, to seeing AI-generated product ads on social media — think of giant perfume bottles gliding on the Seine or taking over Big Ben — AI is all around us, whether we realize it or not. AI and machine learning are advancing at lightning speed and are set to revolutionize virtually all industries, everything from healthcare to the economy and the environment. With AI and machine learning at the helm, we're on the brink of remarkable advancements. These technologies will revolutionize our ability to analyze massive data sets, uncover complex patterns, and enhance human intelligence, propelling scientific research into a new golden age of discovery. Personalized medicine, once a distant dream, is now within reach thanks to AI. Imagine individualized therapies predicted in real-time, bypassing the lengthy clinical trial process and transforming patient care as we know it. But AI's potential doesn't stop at healthcare. It holds the key to tackling the socioeconomic challenges and boosting economies globally. With more efficient and accurate

processes, the acceleration of global economies will be one of the greatest benefits brought on by this technology. According to PwC, AI could contribute up to US \$15.7 trillion to the global economy in 2030, more than the current output of China and India combined, of which US \$6.6 trillion is likely to come from increased productivity and \$9.1 trillion is likely to come from consumption-side effects¹.

But, as we welcome these innovations, new challenges arise. Cybercrime and data privacy issues represent major challenges, and as with any technological revolution, "AI may also contribute to job displacement across industries, exacerbate resource and energy use, and increase the circulation of misinformation and bias."² In fact, it is projected that by 2025, some 85 million jobs will be replaced by AI and 30% of jobs could be automatable by the mid-2030s³. For these reasons, it is essential for AI to become increasingly regulated in an ethical and responsible manner to ensure the safety and protection of public interest. Finding a balance between harnessing these technologies and safeguarding against their risks is one of the greatest hurdles faced in today's technologically advanced era.



Image source: Pexels

What Does the AI Revolution Mean for the Beauty Industry?

Artificial intelligence is making waves across industries, and beauty is no exception. While AI might sound like a buzzword for advanced computer programs, its role has been key in developing consumer-centric experiences, from personalized skin and hair analysis and recommendation, to virtual try-ons, to immersive shopping experiences, the beauty industry is benefiting from this wave of technological advancements, contributing to its global expected value of US \$445.98 billion by 2030.⁴

Beyond its role in reshaping the consumer experience both on and offline, AI plays a significant role in developing new cosmetic ingredients, bringing innovation and efficiency to formulation processes. The cosmetics industry thrives on discovering novel, effective ingredients to meet consumer demands for safer, more sustainable, and superior products. AI is emerging as a powerful ally in this quest, unlocking opportunities for ingredient discovery, formulation optimization, and personalized product development.

AI as an Ally for Cosmetic Ingredient Discovery

Once traditionally a human-led effort, the search and discovery of new cosmetic ingredients is revolutionized by AI. Sifting through vast datasets of chemical compounds, biological interactions, and consumer preferences, machine learning algorithms can rapidly predict the efficacy, safety, and compatibility of various

compounds, streamlining the ingredient discovery process. Among some of the most notable cosmetic breakthroughs seen within the industry, Ireland-based biotech company Nuritas has discovered through a combination of AI and genomics, bioactive peptides having an effect on skin health and anti-aging properties.



Image source: Unsplash

1 PwC
2 University of Pennsylvania
3 Nexford University
4 Grand View Research

One such peptide, PeptiYouth™, derived from peas, has shown promising results in enhancing skin smoothness and vitality and is claimed by Nuritas to be “the world’s first AI-discovered anti-aging peptide tested clinically.” To uncover new ingredients, the company’s research process is “powered by The Magnifier NπΦ™, [their] artificial intelligence tool that allows [them] to discover unique bioactive peptides faster and deliver simpler, quicker and more powerful innovation.”⁵

Another company leaning on the powers of AI to discover new, innovative cosmetic ingredients is French fragrance and flavor manufacturer Robertet. The company now utilizes a BioPod, an AI- controlled bio-farm created by the American-French startup Interstellar Lab, to advance their research. Initially designed to grow plants in space, the BioPod’s technology is now poised to advance agronomic research in fragrances, flavors, and well-being, while also promoting sustainability and environmental benefits. In a recent press release, Robertet has also announced the launch of the NaturIA project, which opens up new perspectives for authentic, tailor-made creations. “By combining the testing phases of perfumers and flavorists with advanced generative AI algorithms, this innovation accelerates the creative process and translates image briefs into detailed, evocative descriptions and then into search criteria to find existing formulas or suggest new fragrance and flavor combinations.” The company states that “this technological feat stimulates the ingenuity and productivity of creators by providing them with an intelligent and secure search engine, as well as an inspiring dashboard to help them develop new concepts, fragrances or flavors,”⁶ leading fragrance and flavor research into a new realm.



Image source: Unsplash



Image source: Pexels

Formula Optimization: AI-Driven Advancements for Formulators

AI-driven algorithms are also revolutionizing cosmetic formulations by predicting how different ingredients interact, considering factors like stability, solubility, and sensory attributes. This ensures the creation of stable, effective products. Cutting-edge generative models, such as Generative Adversarial Networks (GANs)⁷, generate realistic images of potential ingredients, helping visualize formulations’ appearance and texture before creating physical prototypes.

Across companies, we’ve witnessed AI tools arise to help predict cosmetics’ interaction with the skin and cater personalized recommendations to the consumer. L’Oréal’s ModiFace leverages AI to simulate how cosmetic products will behave on the skin, enhancing the development of foundations, lipsticks, and other products for better performance. Meanwhile, Proven Skincare, employs AI algorithms to analyze customer data and recommend personalized skincare routines based on unique skin characteristics, allowing for products to be tailored to individual skin types, tones, and preferences. Accelerating ingredient discovery and formulation, AI is revolutionizing the cosmetic industry as we know it, significantly reducing research and development time, streamlining processes through large-scale screenings and high-throughput in vitro testing, and enabling quicker market introduction of innovative products.

By automating formulation stages, AI cuts costs and also facilitates personalized product creation, catering to individual preferences and enhancing customer satisfaction and loyalty. With a constant eye on sustainability, cosmetic companies can also rely on AI analyzing environmental impact data and aligning with consumer demand for eco-friendly products, while predictive models ensure ingredient safety and efficacy, identifying issues early and improving product quality. All in all, our newest ally in reaching new heights takes the form of AI and is a welcome companion in creating the next generation of beauty.

5 Nuritas
6 Robertet
7 Machine Learning Mastery

About BEAUTYSTREAMS

BEAUTYSTREAMS is the global beauty industry reference. It is an indispensable resource for beauty industry professionals. Catering to industry insiders across the full beauty supply chain, BEAUTYSTREAMS provides future insights, product forecasts, consumer analyses, and market intelligence on a global level as well as on a local scale across six continents.



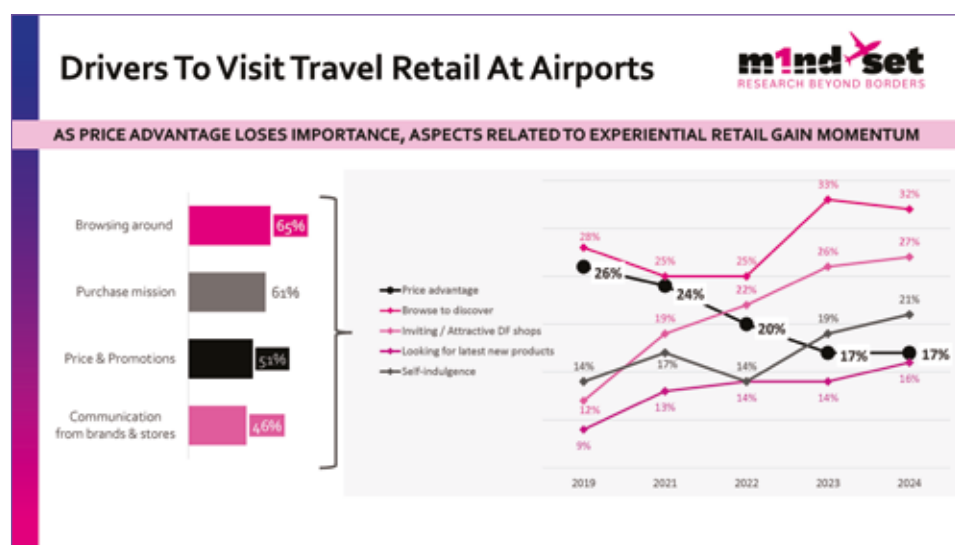
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TRAVEL RETAIL SHOPPER PRIORITIES SHIFT FROM PRICE TO EXPERIENCE

THE GLOBAL TRAVEL RETAIL INDUSTRY IS ENCOUNTERING A SIGNIFICANT SHIFT IN CONSUMER BEHAVIOUR



According to research just published by leading travel retail research agency m1nd-set, price is becoming a less dominant factor in purchasing decisions, as shoppers prioritise other beneficial aspects of the shopping experience in travel retail. The research, which explores the reasons behind this shift and its implications for brands and retailers in the global travel retail sector, reveals that while price has traditionally been a major determinant in the purchasing decisions among travellers, it is no longer the most important

factor influencing travel retail shopper behaviour. According to m1nd-set, consumers in travel retail are increasingly valuing the overall shopping experience over the price.

Factors such as convenience, product exclusivity, and the allure of unique, location-specific products are becoming more influential in driving purchase decisions.

According to the m1nd-set research, travel retail consumers are seeking out experiences and products that offer unique value beyond just cost savings. The research highlights the growing demand for distinctive and immersive shopping experiences. This shift in consumer behaviour reflects a broader trend, where the emotional and experiential aspects of shopping hold greater significance than price in the decision-making process. The research reveals that the increasing incorporation of technology and customized services in travel retail has reduced the emphasis on price, as consumers now favour seamless omnichannel experiences and personalized options over mere cost savings.

"Experiential retail is becoming a major trend," m1nd-set COO Clara Susset commented, "with consumers placing greater emphasis on the experiences associated with shopping rather than just the

products themselves. Quality and sustainability are also becoming key drivers of consumer choices. Travel retail consumers, particularly among the younger generations," Susset continued, "are becoming more discerning and willing to pay a premium for products that are ethically produced and made from sustainable materials, shifting the focus away from price alone, the research reveals.

The research provides an in-depth analysis of consumer behaviour in travel retail revealing that the relevance of price as both a driver to visit the Duty Free shops and a purchase driver in the stores, has been steadily declining in recent years. While value for money remains important, aspects such as the desire to browse and discover new products and indulge in self-treats are increasingly motivating travellers to visit and purchase in Duty Free stores.

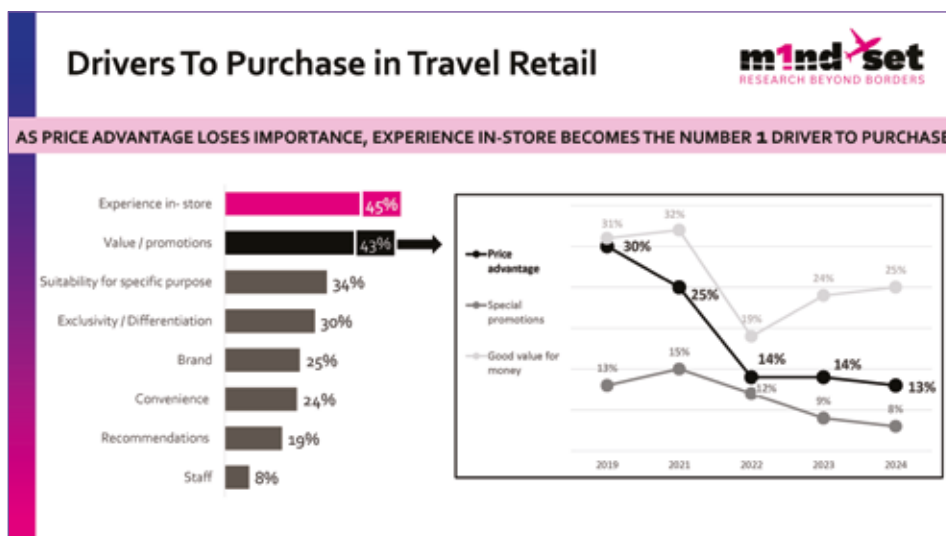
The importance of price advantage as a reason to visit Duty Free shops has fallen significantly from 26% in 2019 to just 17% in 2024. "Price advantage" alone is no longer among the top 5 drivers to visit, according to the research.

In addition, the shift in consumer priorities is further demonstrated by a growing desire among consumers to browse and discover the shops and the increased prominence of the attractiveness of the Duty Free environment among shop visitors. In store experiences are increasingly important purchase drivers in travel retail.

45% of shoppers on average now cite the in-store experience as a key driver to purchase, with Gen Zs and Millennials leading on the experiential aspect with 49% and 48% respectively.

The in-store experience is defined by several factors including attractive packaging, special activations, the possibility to try and test products, attractive displays and special events and themed experiences.

"The perception of value in travel retail is undergoing a decisive transformation." m1nd-set Head of Business Development Anna Marchesini explained. "While competitive pricing is still relevant, it is no longer the primary determinant of consumer choice. Instead, the focus is shifting towards creating memorable, immersive shopping experiences that engage customers on an emotional level. We are observing a distinct trend where the emotional and experiential value of the shopping experience has clearly started to outweigh the importance of price



in the decision-making process."

"The research findings underscore the need for brands and retailers to adapt to this changing landscape, Marchesini continued. "This shift will inevitably force brands and retailers in travel retail to rethink the way they operate and focus on aspects that create more long-lasting customer engagement" Marchesini concluded.

m1nd-set and event partners Blueprint will be presenting detailed insights and information on the importance of experiential retail in the travel retail environment at the EX.CEL Experiential Retail Workshop, taking place in Cannes on Sunday 29 September from 14.30 – 17.30.

For more details and to register, click here:

<https://excel-experiential-retail.eventbrite.ch>.





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.

THE BEAUTY DYNAMICS OF SAUDI ARABIA



THE KINGDOM OF SAUDI ARABIA'S ECONOMY IS THE HIGHEST IN THE ARAB WORLD WITH A GDP OF OVER US\$1.1 TRILLION.

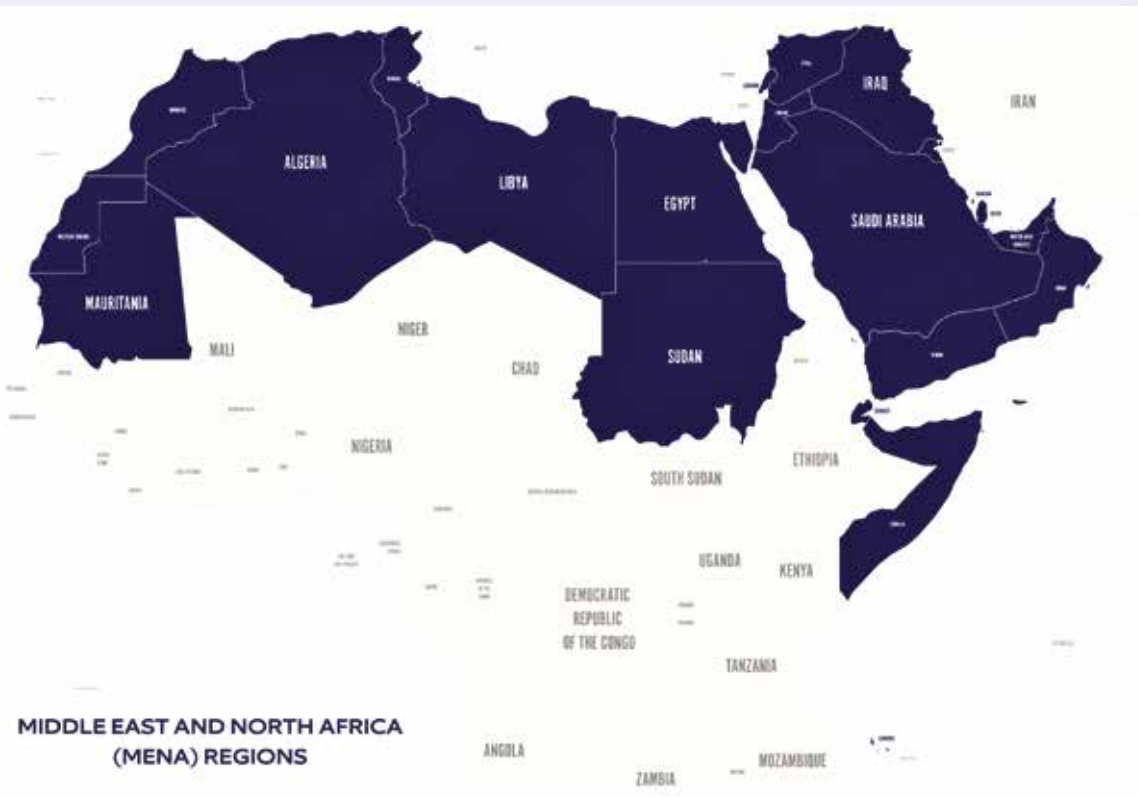
THE GCC'S BEAUTY CATEGORY WITNESSED A 15% YEAR-ON-YEAR GROWTH IN 2023 WITH Q1 2024 BEING UP +10%.

The Kingdom of Saudi Arabia is the 13th largest country in the world, it makes up 80% of the Arabian Peninsula and its economy is the highest in the Arab world with a GDP of over US\$1.1trillion. It is also, along with its GCC counterparts rapidly becoming one of the most influential and opportune markets in the beauty and personal care sector. The GCC's beauty category witnessed a 15% year-on-year growth in 2023 with Q1 2024 being up +10%. The strong spending and healthy tourism of UAE make it the top market, with Saudi Arabia closely following. Fuelled by a vibrant economy, booming tourism and an increase in government infrastructure investment, the Middle East currently holds the highest global spending on make-up and skincare. A key driver in beauty is the dominant younger consumer demographic, under 30s make up 55% of the MENA population, which further reinforces the future growth opportunity of the sector. These consumers have one of the highest per capita spends in the world of beauty and personal grooming.

These impressive statistics demonstrate the importance of the Middle East and individual markets such as Saudi Arabia to the global cosmetics industry.

Understanding The Region

A fundamental consideration for any business looking to the Middle East is recognising the singularity of each country. *"The Arab market is commonly considered as a single entity in the West, but this is not accurate," explains Omar Bdour, CEO of London Arabia Organisation. "Each market is unique and will have its own factors to consider. So make sure your understand these differences and don't try to apply a single strategy to the whole region."*



With over 20 years of experience in helping brands enter the Arab markets, Omar Bdour is well-placed in advising brands about cultural understanding and the importance of market knowledge. In a region that places great emphasis on word-of-mouth recommendations, building connections and reputation is vital for success. Through the London Arabia Organisation he works on multiple initiatives to strengthen the cultural and business ties between the UK and the Arab world, these include prestigious events like the Arab Women of the Year Awards, the Arab Women's Summit, the London Arabia Art & Fashion Week and the soon to be launched London Arabia 100.



Connecting with Arab customers in your own market builds a customer base and recommendations that can help you can break into a target market more efficiently. Omar Bdour also points out there are distinguishing characteristics, “business

is more personal in the Arab markets, consumers will want to connect with your brand and understand who you are. Understanding the demands and preferences of your audience will be important. Knowing how to present your products and approach your customers can make a huge difference in the Arab world.” He also points out the value in considering different market trends as well as key factors such as seasonality and important holiday dates. Creating a localized strategy based on regional preferences and styles goes a long way for successful market entries.

Beauty Beginnings

For the first time in 2024 Beautyworld Middle East show will feature a dedicated discovery zone for new and niche international brands looking to make their exhibition debut. Created

in collaboration with IL Brand Consultancy, Beauty Beginnings is designed as an introductory platform for start-ups and SME's looking to the MENA region. One of these businesses is Le Rouge Français, a brand that has revolutionised the cosmetics sector with its breakthrough 'plant-based makeupology'. Where conventional brands still stand for chemical and mineral pigments, Le Rouge Français uses colours extracted from plants. This combination of innovation, artistry, efficacy, quality and sustainability offers a persuasive narrative for local partners.

“The Middle East is a vital region for our brand's expansion due to its rich cultural heritage, high demand for beauty products, and an increasingly discerning consumer base that values tradition and innovation.” explains Elodie Carpentier, General Manager and Co-Founder Maison Le Rouge Français.

“The region's consumers are not just beauty enthusiasts; they are trendsetters who value luxury, quality and authenticity in the products they choose. Naturality and sustainable are key points in the current trends and needs of the customer.”





Another new name will be Jillian Switzerland, whose collection of perfumes, home and body care takes 'the art of fragrance' to an enhanced level of inspiration, creativity and luxe style. Founder of Jillian Switzerland and Founder & Chairperson of UCC Europe, JK Pham (Jang Kêu) sees Saudi Arabia and the Middle East as pivotal markets, *"these regions closely align with our brand ethos, particularly in their shared*

respect for nature and unwavering commitment to sustainability. Consumers in this area are increasingly seeking products that deliver exceptional quality while embodying conscious choices that promote environmentally friendly practices. This fusion of luxury and sustainability makes the Middle East an ideal hub for our brand to thrive." Both these brands reflect the core values of the Arab consumers; they are distinctive, original, beautifully crafted and champion environmental stewardship. Qualities that are highly celebrated in the region.

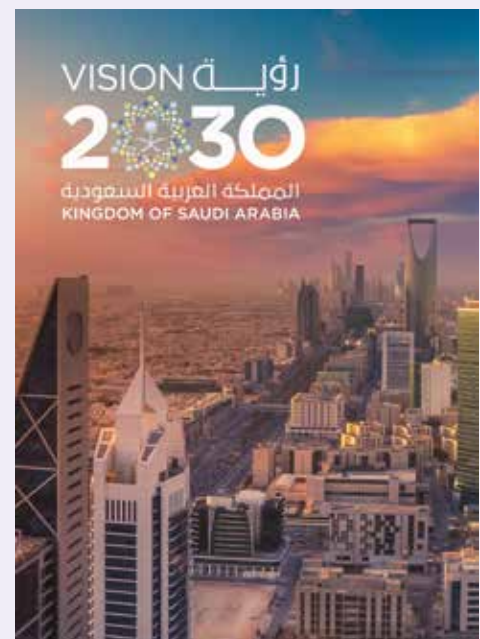
An Opportunity Landscape

Saudi Arabia is a high-income economy which is emerging as one of the most opportune markets within the thriving Middle East region. As Omar Bdour explains *"Saudi Arabia is undergoing tremendous amounts of change and progress under their current Vision 2030. This ambition and commitment to development and innovation is what sets the market in Saudi Arabia apart from any other. The government is offering unprecedented support to help with market growth and shifting the economic focus of the country. This presents a huge number of opportunities for brands to enter one of the most exciting markets in the world and connect with an entirely new customer base."*



For beauty brands an important consideration is the social generation of young and digitally savvy population, over half of the 37 million inhabitants in Saudi Arabia are under the age of 30 and their digital consumption is at 82% (one of the highest in the world). The influence of Gen Z is therefore particularly significant as they are playing a redefining role in the escalating demand for beauty, its rapid growth and constant evolution. Connecting and engaging with these consumers requires a strong omnichannel strategy encompassing e-commerce, social media, retail experiences and collaborations. Online content is their primary resource and they look for brands that demonstrate strong values such as quality, uniqueness, authenticity and purpose.

The sustainability factor is a noteworthy consideration to this generation and it is directly impacting purchasing choices; a recent survey showed that 74% of respondents checked for sustainability certification and 71% bought items with eco-friendly packaging. The 'ripple effect' of this well-educated and sophisticated consumer segment and their preferences can be seen throughout the region. In Saudi Arabia the key touchpoints for brand discovery are word of mouth, followed by social media (Snapchat and Instagram) and then beauty advisors or sales assistants. These routes to the consumer emphasise the importance of building brand loyalty as well as having an efficient supply chain and stock management. Although the acceleration of e-commerce has had a significant impact on the consumer journey, brick and mortar retail plays a very important role. From mega malls to the well-known names like Sephora, Faces and Al Nahdi the in-store experience is an ingrained preference. Further areas to consider are the strong expat communities and the exceptional growth of the hospitality sector that can be seen in the Middle East region as these create further diversification of the audience segments. In Saudi Arabia the development boom is seeing over a 100 new openings of top-tier hotels including flagships from AMAN, Mandarin Oriental, Nobu, Four Seasons and many more. Wellness has become an influential driver with many of these resorts as well as the ground breaking projects like Red Sea Global and the Public Investment Fund of Saudi Arabia (PIF) that is a cornerstone of Vision 2030.



According to the Global Wellness Institute, there are over 10 million wellness trips to the MENA region and this number is set to grow even further. Add this data to an already meaningful spa and clinic channel, and you can see the immense potential for professional brands. Treatment with retail is a winning combination in the region. The increase in both international and domestic travellers is having a positive impact on travel retail, which is also helping to grow the beauty category. In 2023 Saudi Arabia had over 112 million inbound and outbound passengers through its airports, which is a 26% increase on 2022.

Decoding the Region

Climate and the combination of high temperatures, low humidity and exposure to the sand and dust have resulted in a priority focus on skincare particularly in the areas of hydration, protection and targeted corrective action. The prestige skincare category is showing strong growth prospects as Saudi consumers are demonstrating an increasing inclination for premium products offering superior efficacy. Moisturisers are the top product category followed by cleansers, SPF/Sun Block and masks but there is a developing interest in serums, eye creams and self-care products. Keep education top of the agenda when it comes to ingredients and formulas as communicating the proven benefits, the story and the science is important for this market. Beauty tech is another burgeoning sector, there has been a strong rise in the integration of innovative beauty tech devices into daily routines. This category is forecasted to hit US\$94.22 million in 2024 with an expected annual growth rate of 3.06% from 2024 to 2028.



The cultural emphasis on the skin is additionally contributing to the rising popularity of skincare-focused cosmetics. One of the most successful homegrown beauty brands is Asteri, which was the first Saudi clean and vegan make-up brand.

It's wide collection of colour cosmetics boasts a 'desert proof formulas' that incorporate local natural ingredients such as moringa and date seed oil.

This visionary brand is about sharing the country's rich beauty heritage whilst also representing the modern Arab woman and not a stereotype, it is about celebrating individuality and self-expression.

For international brands such as Le Rouge Français looking to enter the region, the recognition of diverse demographics is a

priority, as Elodie Carpentier explains *"we understand the wide range of skin tones and preferences in the Middle East, and our product range reflects this understanding, offering shades and formulations that cater to all. By blending the richness of natural ingredients with cutting-edge cosmetic technology, we provide a product that doesn't just enhance beauty but also nurtures the skin, making it a standout choice in a market that values quality, luxury and integrity."* Across the Middle East region women in Saudi Arabia top the charts when it comes to spending on make-up and skincare.

An additional category impacted by climate is hair care with consumers looking for products that can help them strengthen the hair and combat damage from weather as well as the high mineral content in the water. While a healthy scalp is a top priority of both men and women which is giving rise to advanced hair treatments. Another important area is halal beauty as brands that are vegan and cruelty-free are considered more attractive and halal certification, while not mandatory can enhance consumer confidence in the products.

Arabian Color Fiesta

Beautyworld Middle East is partnering with Goldwell to bring to the exhibition the GCC's largest hair competition: Arabian Color Fiesta. This event, part of the expanding showcase in the Hair, Nails & Salon Supplies sector, is not just a competition, it's a celebration of the artistry and talent of hairdressers, across the GCC. Stylists from UAE, Saudi Arabia, Qatar, Kuwait and Bahrain, will compete on October 28th at the brand new beauty LIVE stage to show their skills and aiming for prestigious awards, Gold, Silver and Bronze, for the following categories: Hair Colorist of the Year, Hair Cutter of the Year, New Talent of the Year.



Scent of a Kingdom

Historically the art of perfume has a long-lived heritage in the Middle East, it is an intrinsic part of the culture and considered a daily ritual. Largely driven by the UAE and Saudia Arabia, the region's fragrance market is projected to reach \$7.21billion by 2032 according to ExpertMarket Research. The importance of the category is reflected at Beautyworld Middle East which is currently the world's largest trade exhibition for the fragrance sector with over 300 exhibitors across more than 14,000 square meters of net exhibition space.

"As a niche perfumery brand largely unknown in that part of the world, Quintessence at Beautyworld Middle East has really been a huge leap forward for us."

Shakir Ahmed, founder of Habibi NYC



Since 2016 the show has featured 'Quintessence', an exclusive and extremely popular platform that celebrates niche and artisanal fragrances. Ravi Ramchandni, Show Manager Beautyworld Middle East explains, *"Over the years we've seen a significant shift towards luxury and personalised experiences within the fragrance industry, particularly in this region, which is renowned for its strong spending power in the fragrance and beauty sectors. Today, we are proud to host nearly 45 niche perfumery brands – our largest participation to date – underscoring the importance of this region for international brands seeking expansion."* Ravi Ramchandni also highlights that *"this strong cultural affinity for fragrance drives a high demand for both traditional and contemporary scents, making it a vital focus for our event. Our emphasis on the fragrance sector has indeed attracted a broader global audience. Beautyworld Middle East has become a pivotal event for international fragrance brands looking to enter or expand within the Middle Eastern market."*

The trend for niche and artisanal perfumery is particularly strong in the Middle East, where the cultural significance of fragrance drives a deeper appreciation for exclusive and customized scents. Fragrance is not purely objective or purely functional, it is very emotional and personal with the new generations layering and mixing to enhance individuality. A characteristic that is recognised by brands like Jillian

Switzerland, whose expert teams of perfumers based in Zurich and Paris, possess extensive experience in developing fragrances for the Middle Eastern market. JK Pham (Jang Kêu) of Jillian Switzerland explains, *"To us, fragrance is an art form, a blend of nature's beauty and skilled craftsmanship. We strive to challenge the conventional boundaries of what perfume can embody."*

"Our goal is to create an immersive, multi-sensory experience that evokes deep emotions and conveys a powerful message to inspire individuals."

These attributes are well-aligned to the values of the region where scent is embedded in every aspect of beauty routines and in the home, which is why brands like Jillian Switzerland have put as much dedication to their lifestyle collection and body range as their signature fragrances.

The fusion of tradition and modernity is strong in this sector, heritage Arab fragrances like oud, rose and musk are being contemporized and given a fresh perspective through innovation. A combination that appeals to the cosmopolitan demographic of the consumers.



Success in Saudi Arabi and the wider Middle East region requires an understanding of the unique cultural preferences, beauty standards and climate conditions as well as the consumer demographics. Beauty is not linear, there are evolving values, changing societal norms, an increasing empowerment of women and an unprecedented speed of growth that creates a dynamic landscape of opportunity. Young Saudis in particular have a strong respect of their culture but they want to be global. So global brands that 'think local' can create the right balance to appeal to this influential customer mindset.

MOLTON BROWN

A UNIQUE BLEND OF HERITAGE AND INNOVATION

Further driving the growth strategy of its Cosmetics Business, Kao unveils a New Brand World for its British luxury fragrance brand Molton Brown. Spanning a new brand ecosystem and creative direction, co-created with acclaimed creative consultancy Portas, Molton Brown's New Brand World aims to solidify the brand's leadership in the fragrance sector and engage a wider audience across all platforms. The introduction of Molton Brown's New Brand World is in line with Kao's strategic focus areas and plays a key role as part of the company's efforts to join up its capabilities and expertise in the categories of luxury fragrance and premium skincare with the

establishment of "Kao Beauty Brands". Harmonised through one leadership and vision designed to develop its AEMEA luxury portfolio, Kao Beauty Brands have chosen Molton Brown and SENSAI as a gateway into the four main growth-driving beauty categories of fragrance, skincare, makeup and body care.

Mark Johnson, President Cosmetics Business AEMEA, Kao and Global President Molton Brown, comments: *"As we drive the growth of Kao's Cosmetics Business in the AEMEA region, Molton Brown plays a pivotal role with its unique blend of heritage and innovation. The brand's focus on luxury fragrance aligns perfectly with the projected growth in this segment."*



"ARTISTS OF NOTE"

Three British creatives have been invited to interpret one of the brand's signature fragrances; Molton Brown reaffirms its long-standing commitment to the pillars of creativity and diversity that have been an integral part of the brand's DNA since its inception in 1971. Championing these core fundamentals and celebrating the unique sensorial power of scent and the artists behind Molton Brown's most iconic scents, Artists of Note breathes a contemporary cultural energy into the brand's approach to fragrance. The initiative centres three of Molton Brown's most iconic fragrances: Re-Charge Black Pepper, Coastal Cypress & Sea Fennel, and Rose Dunes. Artists of Note shines a spotlight on how each and every person's interpretation of scent is remarkably unique. For this initiative, Molton Brown invited three British creatives – self-proclaimed punk poet Dr. John Cooper Clark; award-winning fashion designer Nicholas Davey; and jewellery

designer Gala Colivet Dennison – to interpret their fragrance of choice through their unique vision and medium. Daley chose to express Re-Charge Black Pepper via signature designs influenced by his Jamaican-Scottish heritage. Dennison transformed Rose Dunes into a wearable piece of art true to her tough, sculptural aesthetic. And Cooper-Clark translated Coastal Cypress & Sea Fennel into an evocative poem, written and delivered in his signature rhythmic style. The brand continues to explore new opportunities within the fragrance category in global travel retail, as demonstrated by its successful seasonal Summer Scents campaign at UK airports, in partnership with Avolta, which incorporated Beauty Stations and Must Have Tables across eight UK airports.

PITTI FRAGRANZE NO. 22

AN EDITION TO BE REMEMBERED



the brand selection and the many new offerings were highly appreciated. Of the 213 brands at this edition (74 international), 96 were new names, including both debuts and significant returns to the show, in addition to the 23 brands from the emerging talents section, Spring. For buyers, scouting and offering unique fragrances to their clients is increasingly important, and they found the layout of the exhibition clear, the discovery process seamless, and the overall experience highly stimulating”.

The increased international presence of both exhibitors and visitors has been one of the keys of success

Nearly 1,700 buyers reached Florence for the show, marking a 5% increase from the previous year, with a strong presence of top-tier professionals.

France, Germany, Spain and Switzerland led international attendance; Italian buyer too saw a significant increase. With its 215 brands, the highest number ever recorded, Fragranze continues to be the inescapable event to discover the latest novelties in artistic perfumery, beauty and wellness. Florence definitely strengthens its position as a global hub for olfactory culture.

“At Fragranze, we felt an electric atmosphere over these three days at Stazione Leopolda?”

Says Raffaella Napoleone, CEO of Pitti Immagine. *“There was a great desire to reconnect in Florence, with exhibitors and buyer traveling from afar to scout new brand, discover the latest launches from established names, perceive trends, and engage with the industry’s most innovative voices. Feedback from participants was really positive. First and foremost,*

International attendance, nearly 1,700 buyers from more than 50 countries, remained at the high levels set by the previous edition.

France lead the way as the top international market for Pitti Fragranze, followed by Germany, Spain, Switzerland, Russia, Ukraine, the United Kingdom, Lithuania, Turkey, Israel, Bulgaria, and the United





Arab Emirates. *"The Fragranze community"* adds Agostino Poletto, General Director of Pitti Immagine, *"comprised of exhibitors, perfumers, buyers, retailers, and over 300 accredited journalists and media representatives, also showed great engagement with the talks and events program, a key part of Fragranze's DNA."*

Monogrid for the installation setup, was particularly well-received. With sounds, lights, worlds, natural materials, and vapors explicitly created for this, viewers have experienced the two sillages in a novel interpretive key, following that ideal vision that guides nose n creation, the syncretic image they pursue in their minds to reach the final expressive alchemy.



AN INTENSE PROGRAMME AND A SPECIAL PROJECT: THE SOUND OF FRAGRANCE

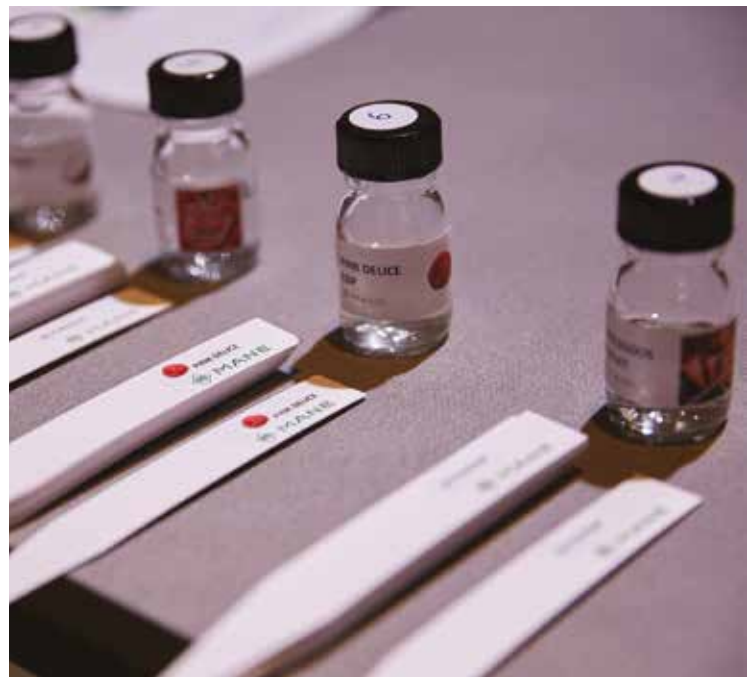
The special sensory experience around this year's theme, *"The Sound of Fragrance"*, curated by Paola Gariboldi and Susanna Macchia, with the contribution of renowned perfumers Sonia Constant from Givaudan and Cristiano Canali from MANE, composer Alessandro Meistro, and boutique agency





RAW by MANE: FROM TASTE TO FRAGRANCE

One of the highlights has been MANE's presentation on "The New Gourmandise: From Taste to Fragrance". A journey into the New Gourmandise: from innocent culinary sin and timeless olfactory addition to a disruptive inspiration for contemporary artistic perfumery creativity.



The RAW conference, the fair's format devoted to the most important raw materials of perfumes, has been led by Mélanie Duhamel, Fragrance Division Director, MANE Italy, Spain and Portugal, Cristina Stefanutti, Marketing Manager Fragrance Division, MANE Italy, Jerome Di Marino, Perfumer, MANE, and Cristiano Canali, Perfumer, MANE.

Two more workshops, titled *Gusto e Olfatto*, have been held on Sept. 14th.

MORE EVENTS

Other highlights were: discussion with industry leaders like Olivier Cresp and François Hénin, insights from Istituto Marangoni on Gen Z, Stories' exploration of "Scent of the Digital Age", Fragonard's workshops, the Infiniment Coty installation event. A special scented cocktail has been offered by Kaon at the end of the first exhibition's day to celebrate Ajmal brand, now in their portfolio for the Italian market, and the company's 22th year at Fraganze. Beyond the fair's ground, the city of Florence itself was full of presentations and events, cementing its role as an increasingly active stage for Fraganze and contemporary olfactory culture.

GIANLUCA GARIBOLDI

AUTHENTICITY AND EXCELLENCE 'MADE IN ITALY'



From the Italian craftsmanship to the global fragrance stage

AUTHENTIC PERFUMES, UNFILTERED EMOTIONS

Gianluca Gariboldi stands out for its creation of niche fragrances, designed to evoke vivid, uncompromising emotions. Each essence is crafted to create special moments, touching the soul with its purity and refinement. The brand draws inspiration from the deep roots of Made in Italy, with a focus on quality - from the carefully selected raw materials sourced from around the world to a certified, entirely artisanal production process. The creation of Gianluca Gariboldi fragrances is a journey that intertwines tradition with modernity. Each perfume is the result of a complex process that blends cutting-edge technologies with the artisanal techniques of traditional perfumery. Every detail is meticulously curated to ensure a memorable olfactory experience, with delicate formulations that incorporate silk proteins, to provide hydration and comfort.



Gianluca Gariboldi brand made its debut at Pitti Fragranze in Florence

FRAGRANCES FOR INTENSE, LONG-LASTING EXPERIENCES

Gianluca Gariboldi fragrances are designed for those who seek intense, long-lasting perfumes, with a 22% concentration of essential oils. These fragrances tell stories, evoke memories, and stir deep emotions, touching the heart and senses with an unparalleled softness.

Behind each fragrance is the passion of Gianluca Gariboldi, a pharmacist who has turned his love for Perfumes into a mission. His journey, which spans different cultures and places, has enabled him to collect and transform the rarest and most precious essences into unique creations.

"Gianluca Gariboldi is more than a perfume brand; it is a statement of style and an invitation to experience unprecedented sensory journeys. Each fragrance is designed to leave an indelible mark", says Rudina Hoxhaj, Co-Founder and CEO, who passionately leads the brand's creative development.



MICHELE MARIN L'ESSENZA

AN ALCHEMICAL FUSION OF THE FINEST RAW MATERIALS



Michele Marin is a man with a quest: he has always sought the Essence. The result is a collection of fragrances, extracts of distilled emotions, made with care, inspiration and magic. His fragrances are olfactory snapshots, in which a formula is created that captures a moment of our lives.

Michele Marin's fragrances are inspired by places and the moments spent in those places. The art of perfume, combined with the most precious raw materials and the wait for everything to come together in an alchemical fusion, becomes the gift of our Essence: to wear and make unique, to discover and to share with you.

E21 Florentine Gardenia has a citrus opening with Lemon of Calabria, Lily of the Valley and Neroli, a floral heart of Jasmine, Gardenia and Peach mellowed by a Milk Accord and a persistent and sensual base of Sandalwood, Civet, Iris, Vanilla, Violet Leaves, Musks, Honey and Indole.

E70 Paris-Venice has a fruity beginning with Blackcurrant leaves, Rose and a Blackberry accord, a lush heart of a Peach accord, Galbanum, Vetiver, Oud and Patchouli and a rich base of Spices, Vanilla, Violet

Leaves, Musks, Mousse de Saxe and Ambrocenide.

E03 Royal Antique has aromatic top notes of Mandarin, Lavender, Coriander and Ylang Ylang. The heart is an exotic bouquet of Jasmine, Sandalwood from Java, Spices and Amber while the base notes of benzoin, Vanilla, Ambrette seeds absolute and Musks add sensuality and persistence.

E24 Edoard'eau debuts with the citrus notes of Lemon of Calabria and bergamot of Calabria, followed by an original marine accord with petit grain, Blueberry, Rosemary, Orange Blossom absolute, Jasmine and Sandalwood and a woody base of Vetiver, Cedarwood, Guaiac wood and Musks.

E15 Tell Me About Dubai is a tribute to the Orient with an opening of Cardamom, Galbanum, Osmanthus and Cedar from Alaska, a heart of Tobacco Leaves, Civet, Oud and Labdanum and a base of Cashmeran, Iris, Cade, Vanilla and Musks.

Michele Marin Essenza is also Home Fragrances: conveying past memories and creating new ones. The trilogy of Home Fragrances – **E41**, **E67** and **E83**, available as reed diffusers and candles, add a unique touch to the home.

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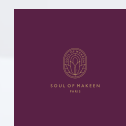
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