



PRESS RELEASE

The first edition of **Esxence - The Scent of Excellence** has just come to a conclusion, and the answer of this market segment even with such short warning has been astounding.

These are the main details:

- Total attendants: **2500** of 24 different nationalities
- Exposing brands: **86**
- Journalists: **167** (printed paper, television, radio)

This data, well above any expectation during the preparation of the event, make us understand how much **Esxence** was able to respond to the many questions expressed by the Artistic Perfumery, that until now rested unanswered by other manifestations.

Owners, creative minds, distributors, retailers and final consumers have found in the formula of this event very clear answers, a project coherent with the objectives that this sector has, and a fizzy creativity that has not lost touch with the necessities of the brands.

It was also very clear how brands made sure that all the criteria that made them part of the Artistic Perfumery sector was well exposed in order to express a high level of identity, which will be one of the main points that will be analyzed by **Esxence** in the organizing of the next event.

It is the first time that such a well selected group and united in the objectives has taken part in a private event, completely self managed and self financed, without external support from large entities.

A huge act of courage and pride.

It has been immediately recognized that **Esxence**:

- Presents itself as an event and not a fair
- Has a Board that has a such high level of know-how that grants for a credible selection of quality
- Offers specific spaces to brands that are starting their career in this sector dedicating them a specif area, named "Spotlight"
- Places information at the same level and dignity in the offering of products, creating workshops and dedicated events for operators and consumers with the help of experts in the sector.

Of these formation and information activities, the interactive discovery of the world of perfume was presented under the watchful eye of great experts (activities that saw the enthusiastic participation of the 80% of visitors); the availability of a Bookstore dedicated to titles concerning the universe of perfume; the presence of the museum of perfume of Milan with its guided tours; workshops with great "noses" and with international distributors, whose different experiences have contributed to the birth of stimulating moments of comparison and analysis.

Even the consciousness applied by exhibitors and visitors in the treatment of the problems regarding the entry fees, lowering them to extremely acceptable values, was extremely appreciated and was repaid by a large participation.

We have already received lots of messages to compliment us of how elegant and well organized the whole manifestation was, and we predict that we will be receiving even more in the next few days.

The organizing committee of **Esxence - The Scent of Excellence** would like to thank everybody that took part in its development and helped actively during the event, and is happy to renew the appointment for spring 2010.

In order to confirm itself as a qualified meeting place for many important characters of the artistic perfumery sector, **Esxence** has already activated a series of initiatives that will grant even more motives of interest and occasions of learning, all of this will make a future visit to **Esxence - The Scent of Excellence** an unmissable event for anyone fascinated by the world of Artistic Perfumery.

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