

ESXENCE – THE SCENT OF EXCELLENCE*Press release*

Milan will host the first edition of **Esxence** - The Scent of Excellence, from 2nd to 5th April in the heart of the city's Brera district, an event dedicated to "Artistic Perfumery". This is a niche which clearly stands out from mainstream perfumery and which, through a distribution model which has developed with great strength and coherence in Italy, has been increasingly appreciated by the public in recent years and has obtained excellent sales results, thanks to its solid bases of creativity, originality, tradition and quality. On the initiative of Celso Fadelli and Silvio Levi, experts in the sector and ICE (the Italian Foreign Trade Institute), the organizing body of **Esxence**, with courageous enterprise and going against the trend in a period of global recession, intends to offer at international level, to a sector which benefits from the creative excellence of medium-small companies, the opportunity to have a precise and rigorous point of reference that can emphasise the characteristics of brands now defined "essential" but also to give an opportunity of growth to new names of a good artistic level which are appearing on this fascinating world. For this purpose, in the exhibition area, a Spotlight area will focus on debut brands or which are taking their first steps in this sector at the level of international distribution. **Esxence** – The Scent of Excellence will contribute, like an open laboratory, to the growth of a world rich in history, culture, passion and emotions, age-old traditions and futuristic experimentation. The meeting of many protagonists, owners, those on the creative side, distributors, retailers and attentive consumers, from all over the world, will give rise to discussion, debate, ideas, collaboration...

Esxence, in promoting the Fragrance of Excellence, will offer a series of appointments and training and informative activities which will alternate during the four days of the event.

An area will be devoted, throughout the event, to the Museum of Fragrance of Milan, which will be an opportunity to admire vintage bottles and other rarities of the sector. On the first two days there will be a meeting where the sector's operators will analyse the niche market and identify possible future scenarios of development and a series of presentations where the brands that intend to make their profiles and/or their latest creations better known, will be able to illustrate them to visitors. On the open days (by invitation), activities will be offered that will illustrate the evolution of the human-fragrance relationship in the past 100 years and experiential moments of discovery of some secrets of the Art of Fragrance which will motivate many to want to learn more about this world and its magical creations. The fascinating journey in the world of **Esxence** will begin on 2nd April immediately after the opening of the event with the round table "The Noses speak": well-known French, Italian and English perfumers will "bare themselves" before the public present at the inauguration to debunk myths and legends and to stress that, whilst gratefully taking advantage of the most recent discoveries of scientific progress, they are absolutely certain that what they create, with passion and originality for this sector is mainly produced more by Art than by Science. The speakers will include Mark Buxton and Stéphane Humbert Lucas, two of the most innovative and prolific creators of the century, Erwin Creed, the seventh descendant of a dynasty that started business in London in 1760 and Lorenzo Villoresi, the great Florentine perfumier, the only Italian to have been awarded the prestigious Coty prize.

Milan, 2nd-5th April 2009, Spazio Pelota - Via Palermo, 10