



Palazzo della Permanente, 34 Milan
25-28 March 2010

Post Event Notice

The second edition of **Esxence The Scent of Excellence** closed recording a staggering **54%** increase in the brands present with a total of **133**, and attracted **4,036 visitors** compared to the just under 2,500 visitors of last year.

The **most important international brands** of Artistic Perfumery responded to the invitation, fearlessly subjecting themselves to examination by the prestigious **Technical Board** comprised of nine renowned experts selected by a panel of Italian and Foreign professionals published on www.esxence.com. The brands considered “promising” were clearly indicated as “**Spotlight**”; a presence attesting the dynamism of the sector and the powerful creativity that nourishes it.

Artistic Perfumery generates, in Italy alone, a turnover of **120 million Euro**, involving about **350 sales points**; the turnover in Europe is estimated to be around 380-450 million Euro. It is a creative and professional world, perpetually developing, based on quality criteria, selectivity, originality, artistry, and passion.

Bucking the trend of other events in the sector, **Esxence** welcomed an astonishing amount of visitors from Italy and abroad, giving life to a high profile and compelling event. Trade professionals set foot in Milan from the **United Arab Emirates, Belgium, Germany, France, Ghana, Lithuania, Holland, Poland, United Kingdom, Russia, Spain, United States, Switzerland, and Ukraine** and expressed great satisfaction in being able to get in touch with international stars in the world of artistic perfumery, creating new business opportunities and having the chance to compare the different business visions of each country.

Esxence provided a decisive catalyst to define the identity and development of a strong professional community, made up of buyers, who were given the opportunity to meet with **creators, owners, distributors and shopkeepers, bloggers, and web communities**: for the first time ever the stars of Artistic Perfumery gathered, refamiliarized with each other, and worked side by side in harmony, supported by profuse and enthusiastic optimism.

A community that has identified itself in several basic principles and knows that an important future awaits them because every day, in every country, a new consumer is attracted to Artistic Perfumery.

The event received extensive press from around the world with over 290 attendees among journalists, television troupes, and the web.

The ambitious goal, to reunite brand owners and export managers and work together towards the **consistent and uniform development of Artistic Perfumery global distribution**, was achieved and has laid the foundation for a third edition which is expected to be a world-class appointment not to be missed in this very special market segment.



**Palazzo della Permanente, 34 Milan
25-28 March 2010**

Fact sheet

Total visitors: 4036

Trade professionals from: United Arab Emirates, Belgium, Germany, France, Ghana, Lithuania, Holland, Poland, United Kingdom, Russia, Spain, United States, Switzerland, and Ukraine

Media coverage (radio, TV, newspapers, web): 296

Nations: Italy, United Kingdom, United States, Japan, Germany, France

Brands: 133 (including 47 Spotlight brands)

Nations: Italy, France, United States, Australia, Germany, Austria

Media partners: Basenotes.net, BergamottoeBenzoino, Class editori, Extrait.it, Sniffapalooza

Partners: **Giuseppe Squillace** (teaching fellow in Greek History at the History Department of the University of Calabria), **Glauco Cavaciuti Arte** (Art Gallery), **Maurice Maurin** (Nose and Author of La Sagesse du Créateur de Parfum), **Michael Edwards** (author of Perfume Legends: French Feminine Fragrances and the publication Fragrances of the World), **Mouillettes & Co.** (fragrance training and consultancy company founded by Maria Grazie Fornasier), **Osmothèque** (The International Perfume Conservatory in Versailles)

ESXENCE press office

Maddalena Sarah Ardemagni: 02 34538354- 812
maddalena.ardemagni@equipemilano.com

Anna Giuntoli: 02 34538354- 811
anna.giuntoli@equipemilano.com

via A. Canova, 19/a 20145 Milan