



**Palazzo della Permanente, Milan
31 March – 3 April 2011**

**ESXENCE
The Scent of Excellence**

The Palazzo della Permanente in Milan recently hosted the successful third edition of the event Esxence, which confirms its role as an unquestioned international co-ordinator and leader in the area of Artistic Perfumery.

All the hopes and expectations vested in the third edition of **Esxence The Scent of Excellence 2011** were met and satisfied to the full: the event devoted to artistic perfumery held in Milan's Palazzo della Permanente from 31 March to 3 April comes out confirmed as the most interesting opportunity to detect the indicators being given off by the market and find out what's new, meet all the famous-name perfumiers and attend workshops and collateral events to learn all about an absorbing creative community that never stops developing on its core values of quality, selectivity, originality and passion.

The numbers speak for themselves: the event attracted **4,937** visitors from Italy and abroad, including brand owners, creatives, producers, distributors, buyers, retailers, enthusiasts and journalists.

With **132 exhibitor brands** (38% of them showing here for the first time) and numbers growing year by year (after 86 brands attracted 2,500 visitors in 2009, 2010 brought a 54% increase in exhibitors and 4,036 visitors), **Esxence** has carved out a key role for itself in the international artistic perfumery business by adopting an ambitious mission: to bring brand owners and export managers together to generate a **world distribution network** that enables creations to be made available at the same quality level on each individual market, on the basis of agreed and shared principles and criteria.

This third edition's success is also due to the invaluable contributions made by authoritative professionals working in this field and by several outstanding personalities whose meetings and other activities animated the event – which was organised for the third year running by I.C.E. International Club Exhibitions – illustrating a fascinating and constantly evolving world for their audiences:

- great "noses", including the industry's doyen **Maurice Maurin** and **Patricia de Nicolaii**, President of the Versailles Osmothèque;
- **Michael Edwards**, author of *Fragrances of the World*;
- **Sandro Serenari**, founder of E.qo, **Patrizia Canova** and **Elena Casolari** of ACRA and **Antonio Cianciullo** of *Repubblica*, who discussed the scope for the biological angle to develop within the niche of artistic perfumery;
- **Professor Giovanni D'Agostinis**, Academic Editor of *Kosmetica*;
- **Erika Maderna**, who presented her book *Aromi sacri, fragranze profane* (Sacred perfumes, profane fragrances);
- **Maria Grazia Fornasier** of *Mouillettes&co*, who teamed up with *Bergamotto e Benzoino* blogger Marika Vecchiattini to entertain the audience with a series of meetings open to the public;
- **Francesca Faruolo**, President of Smell Produzioni, with the olfactory experience *Il profumo della note* (A perfume for the night);
- **Giancarlo Maresca**, Grand Master of the Order of the Guardians of the Nine Gates, who paired with the Maître Parfumeur and member of the Order **Lorenzo Dante Ferro** to present the four archetypes at the basis of the lexicon of perfumes for men – the Sage, the Leader, the Seducer and the Hero;
- the media partners **Mark Behnke**, Managing Editor of *Cafleurebon.com*, and **Simona Savelli**, Editor of *Extrait.it*.

To cap it all, two exceptional guests – **Carla Fracci** as the much-appreciated patron of the event and the **Santa Maria Novella Pharmaceutical Perfume Workshop** with an exhibition about the iris – were actively supported by a series of web internet friends, such as Sniffapalooza and, in particular, Fragrantica, and by some excellent sponsors (Kempinski Hotel Giardino di Costanza, Radio Monte Carlo, Cioccolato e Sapori, Poderi di Sanpietro and Grafica Valdarno) and the partner Abaton Top Business Niche.

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