



Palazzo della Permanente, Via F. Turati 34, Milan

31 March – 3 April 2011

ESXENCE 2011

WHEN ART IS EXPRESSED IN ESSENCE

Now in its third edition, the only must-attend event held at international level and dedicated to Artistic Perfumery is confirmed as an exciting, absorbing experience both for business operatives and for the general public.

"And the perfume sank into them, going straight to the heart". *Perfume*, Patrick Süskind (1985).

It's the heart of perfume fans and some of the world's top-qualified specialists that is addressed by **Esxence The Scent of Excellence**, the event dedicated to Artistic Perfumery that will take place in Milan's Palazzo della Permanente from 31 March to 3 April 2011.

Italy has made a fundamental contribution to this field in the last fifty years, as it is a country with numerous independent perfumeries committed passionately to selecting Artistic Perfumes and offering them to their customers. Applying their ability to highlight individuality and the specifics of character and style in their products, these perfumeries compare favourably to the big-name brands, doggedly persevering in preserving our country's role as a **"gallery of olfactory masterpieces"**: a commitment expressed in a business model that has already provided interesting, stimulating ideas for developing the distribution of Artistic Perfumery internationally.

Esxence The Scent of Excellence, now approaching its third edition, is once again confirmed as the must-attend benchmark and rendezvous for brand owners, creators, producers, distributors, buyers and retailers from all over the world, an ideal event for developing a constantly growing market that can offer competitive advantages to those who produce fragrances that are not intended to appeal to everybody, but to express olfactory creativity and communication. This is a sector that the statistics show to be maturing coherently, guaranteeing that its dealers achieve results comparable to those of conventional perfumery.

After achieving **an increase of 54% in brands represented in 2010 compared to the previous year** and thousands of visitors from more than 24 different countries, the main aim of the 2011 edition is to pursue its activity of contributing to developing Artistic Perfumery as a creative art that springs from human talent, so as to spread knowledge about it and encourage its diffusion as a unique, fascinating artistic heritage. In Italy alone, this sector has reached a turnover estimated at **120 million Euros** and has a total potential of more than **850 million Euros** at European level.

The Promoting Committee – which has confirmed I.C.E. International Club Exhibitions, a company specialising in niche events, as organiser of Esxence for the third year running – has already chosen the new **International Technical Committee of experts in the sector**, whose task is to apply predetermined shared parameters to filter the numerous applications to participate, so as to keep access selective and highly qualified.

Esxence The Scent of Excellence Press Office

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As it gathers the entire professional community together around itself, Esxence is the only event whose knowledge can provide a substantial impulse to defining the identity of Artistic Perfumery and, aided by the sector's leading movers and shakers, organise **an articulated programme of comparisons and analyses for the experts on the one hand, together with olfactory and learning experiences for the general public on the other.**

Esxence The Scent of Excellence 2011 will feature perfume products that make a distinctive mark for their expressive capacity, quality, authenticity and finesse, created to give olfactory form to metals, to stones, to seas, to oceans and to deserts, adopting combinations previously considered impossible. These refined creations convey a sense of strength and vigour, narrating unique, magical stories, acting out dramas and comedies and telling fables from different eras, always plucking the chords of the emotions with their undeniable power to evoke.

These are creations that never merely follow in the wake of the moment: either they are already masterpieces, or they are candidates for that status in the very near future, anticipating trends and tastes that have yet to crystallise. Some brands have roots that go back for centuries, others are young hopefuls that thrive on going against the conformist grain and practising innovation with artistry, building an ideal bridge between 1700 and 2010.

Output is limited, paying extraordinary attention to the choice of raw materials, which are selected from the very noblest and rarest of natural and synthetic essences, and to processing them with true craftsmanship to generate precious fragrances that are distributed in highly specialised retail outlets. One of the most alluring of niches, Artistic Perfumery draws its knowledge from a history as old as time, yet evolves with courage and determination as time strides ever onwards.

Esxence – The Scent of Excellence

Venue:

Palazzo della Permanente, Via F. Turati 34, Milan

Date:

31 March – 3 April 2011

Opening Hours:

Thursday 31 March and Friday 1 April, for professional and press visitors only: 10.00 a.m. – 6.00 p.m.

Saturday 2 and Sunday 3 April, open to the public: 10.00 a.m. – 6.00 p.m.

For further information, please contact:

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