



Palazzo della Permanente, Via F. Turati 34, Milan

31st March – 3rd April 2011

ESXENCE 2011
WHEN ART SPEAKS ESSENCES

Only a bit more than 40 days still have to go before the opening of the third edition of the single international event dedicated to Artistic Perfumery you cannot do without.

The perfect event to develop a constantly growing market, and also to live an unforgettable sensorial experience.

Esxence The Scent of Excellence, the event dedicated to Artistic Perfumery taking place at Palazzo della Permanente in Milan from 31st March to 3rd April 2011, targets the heart of whoever loves perfumes and of the most qualified sector experts worldwide. An event you cannot miss because prestigious partners are going to be there and several collateral events shall be organized during the four days to attract a higher and higher number of visitors. But, specifically, let's not forget the key role which **Esxence** plays in the international panorama of the sector at business level, allowing all brand owners and export managers from all over the world to come and work together in order to build an international distribution network for their creations to be offered at the same quality level throughout all the markets based on common shared principles and criteria.

The evolution in the distribution of Niche Perfumes and the dimension which this can reach worldwide represent an extremely interesting challenge and a great opportunity for a selected number of retailers. Thanks to fifty years of experience and passionate work, Italy – now ranking third in Europe after Germany and France in the Beauty sector – reported a total amount for sales in the Artistic Perfumery sector equal to **EUR120 million** in **2010**, i.e. **1.3%** of the total Beauty business and **5.3%** of the Perfumery sector specifically. A class result Europe-wide which translates into a total sales turnover equalling about **EUR343,000** for each of the **350 Italian retail shops** specialized in Niche Perfumes (comparing to the average result of conventional perfumery which totals EUR377,000). If the sales volume of Artistic Perfumery Europe-wide equalled **1.3%** of the total one for the Beauty sector, the value you obtain would amount to **EUR881 million**. **Esxence The Scent of Excellence** aims at supporting such growth, at attaining the objectives set in Europe for the next few years and, thanks to the exhibitors' coordinated action, reaching out to the Americas and the emerging markets as well in search for similar results.

Esxence is then the perfect event to develop a constantly growing market which can bring about a competitive edge to whoever produces fragrances that are not created to please everybody, but as an expression of creativity and of olfactory communication. This is a sector that proved to grow in consistency, thus guaranteeing to the committed retailers they can attain results reminding of those gained by conventional perfumery.

In addition to the above, Esxence prizes to bring together all the best essence brands worldwide, selected by a Technical Committee based on rigorous criteria to ensure the high level of quality and prestige that characterize the event. However, let's not forget the initiatives, the workshops and the partners identified to complete the 2011 edition proving its absolute leading position:

Esxence The Scent of Excellence Press Office

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- the **Osmothèque de Versailles**, the International Conservatory of Perfumes, a living collection of existing and disappeared fragrances, shall actively participate in Esxence for the second consecutive year with initiatives and meetings to be held in a special area dedicated to olfactory experiences. A unique experience thanks to which visitors – either professionals or simple curious passionate people – can discover the fragrances that belong to the history of perfumes and that are not to be found any more.

- the **Menu Parfumés** – a sensorial experience *à la carte* organized by **Extrait.it** to help visitors find their way through hundreds of creations now on display and take up unknown olfactory journeys aimed at discovering new dimensions and facets of the magic realm of Perfumes.

- the olfactory path named '*Il Profumo della Notte*' celebrates the connection between perfume and the mystery of the night, arranged by **Smell Produzioni**, a Bologna-based research and creativity laboratory dedicated to olfactory culture that organizes the *Smell Festival*, an event involving excellent "noses" in the sector of artistic perfumery, researchers and professionals in several disciplines (www.smellfestival.it).

- from the renewed synergy with **Mouillettes&Co**, a unique reality in Italy developing its own paths through Expertise, Training, Events and Experiences connected with Smell, Maria Grazia Fornasier and her team shall enrich the calendar of events hosted by the third edition of Esxence with cultural events addressed to both experts and the wider public present during the four days.

- two exceptional players shall be Esxence 2011 media partners: the web magazine **Extrait.it** and the **Cafleurebon.com** blog shall publish – for the Italian panorama and for the international one respectively – all the updates in real time thus involving their passionate readers in the event.

Esxence The Scent of Excellence, this year opening the third edition, with a new refined black-and-white optical staging, invites you to discover a world of special fragrances leaving freedom of expression to all the fragrance producers and their masterpieces: the real protagonists of a unique sensorial experience. Again, this year the event mostly awaited by brand owners, creators, producers, distributors, buyers and retailers, journalists and lovers from all over the world.

Esxence – The Scent of Excellence

Place: Palazzo della Permanente, Via F. Turati 34, Milan

On: 31st March – 3rd April 2011

Opening hours: on Thursday 31st March and Friday 1st April for business operators and press only, from 10:00 am to 6:00 pm

On Saturday 2nd and Sunday 3rd April, opening to the public, from 10:00 am to 6:00 pm

FOR ADDITIONAL INFORMATION:

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