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**Hydroxatone<sup>®</sup>**  
Rejuvenating beauty through science

**The Fastest Growing  
Skincare Brand**



by Simona Barello



## MEMO FROM ITALY



One of the many conferences held at Esxence, The Scent of Excellence



The Robert Piguet Parfums booth at the exhibition

Palazzo della Permanente in Milan hosted the third edition of the annual Esxence, The Scent of Excellence fragrance exhibition from March 31 to April 3. The fair was extremely successful, confirming its leading role in coordinating and guiding artistic perfumery worldwide. The show offered attendees the opportunity to discover new products, recount market changes, meet with Perfumers and attend workshops. The number of visitors, as well as that of exhibitors, has continued to increase year after year, proving the importance of Esxence's mission to bring brand owners and export managers together to generate an international distribution network. It enables creations to be made available at the same quality level

in each individual market, on the basis of agreed and shared principles and criteria.

Noteworthy and prominent personalities of the field animated the exhibit booths, workshops and activities at the convention. The attendees included Perfumer **Maurice Maurin**, **Patricia de Nicolaï**, President of Osmothèque de Versailles and **Michael Edwards**, Author of *Fragrances of the World*. In a panel discussion, **Sandro Serenari**, Founder of E.go, an Italian non-governmental organization supporting "green" practices in various fields; **Patrizia Canova** and **Elena Casolari** from ACRA – Association for Rural Cooperation in Africa and Latin America and Journalist **Antonio Cianciullo**, from the Italian newspaper *Repubblica*, spoke of the development of organic products in the niche category of artistic perfumery. Also in attendance were **Francesca Faruolo**, President of Smell Produzioni and **Joseph Garces** President and CEO of Robert Piguet Parfums. "The Esxence show is a unique trade fair that the Italians call Artistic Perfumery because of the exhibitors that create a collaboration between the Italian distributors, owners and representatives of brands and over 80 Perfumers who displayed the latest and greatest," said Mr. Garces. "This year, we displayed our newest fragrances, Douglas Hannant de Robert Piguet and Calypso de Robert Piguet."

The convention revealed several trends, including the increasing popularity in the use of oud, an essence extracted from agarwood from India and the Middle East. Oud can be found in Royal Oud by Creed, Byredo's Oud Immortel and Accord Oud, Shams by Memo Paris, Bond No. 9's New York Oud and SoOud, a new collection of perfumes that launched at Esxence.

Among the numerous fragrances presented, a number of scents were dedicated to the 150<sup>th</sup> anniversary of the Italian unification, like Panama Millésimé by Panama

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The entrance of Esxence

## Fragrance Fans' 2-Day Manhattan Odyssey

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The downtown Manhattan itinerary for Sunday included Bond No. 9, Le Labo, MiN NY and the Bleecker Street stores—Enflourage, Fresh, NARS Boutique and Diptyque. Luncheon at SoHo's Barolo featured several fragrance experts and Perfumers including Sarah Horowitz-Thran for Sarah Horowitz Parfums, Cary Caster and Amy Ilyse Rosenthal for 21 Drops Aromatherapy, Sabine Poncet for Eau Eternelle and François Damide of Crafting Beauty, Inc. with Christophe Jouany of the Jouany Collection.



21 Drops Aromatherapy's Amy Ilyse Rosenthal and Cary Caster



Poncet's Sabine Poncet holds a silk scarf hand-painted with the Batik technique. The print suggests the Monet gardens at Giverny, which also inspired Ms. Poncet's scent Eau Eternelle.



Ms. Dubin introduces Christophe Jouany of the Jouany Collection.



Diptyque's Steve Cerena and Kerin Heckman Reyes welcome visitors to the Bleecker Street boutique.



Fresh's Lauren Pepiciello and Jared Manning



Bond No. 9's Phoebe Halkowich at the Bleecker Street boutique

## MEMO FROM ITALY

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1924 and 150 Parfum by Profumi del Forte, which was offered to President of the Republic, **Giorgio Napolitano**, during his visit to the Museum of the Risorgimento in Turin.

With the recent nuptials of Prince **William** and **Catherine Middleton**, several wedding-inspired scents were presented at the exhibit. Floris London has created a new eau de parfum, *Wedding Bouquet*, while Grossmith London reproduced *Betrothal*, the fragrance originally created in 1893 to celebrate Princess May of Teck's engagement.



A crowd of attendees formed around Robert Piguet Parfums' booth where Joseph Garces discussed the history behind the brand.

There were many unique fragrances on display at the exhibit including Xerjoff's new scents XJ 1861 and the Shooting Stars collection, which was inspired by the meteor shower in Siberia on February 12, 1947. Eau d'Italie attended the show, along with Frapin, showcasing its limited-edition 1697 Absolu Parfum. Agonist, from Sweden, displayed its artful blown glass vials that are made in accordance with a 1742 tradition and created by Kosta Boda, the oldest and most prestigious glassworks company in the country in collaboration with Designer **Åsa Jungnelius**. The fragrance *M. Micallef*, which is deposited into each crystal ampoule by **Martine Micallef** herself, uses only natural essential oils, while Testa Maura, from Corsica, presented its completely organic fragrances. Officina-Profumo Farmaceutica di Santa Maria Novella hosted an exhibit focusing on iris.

Other fragrances that grabbed visitors' attention included *Regal* by Boadicea The Victorious, a unisex fragrance contained in a beautiful powder Arabian-inspired flacon; Blood Concept's introduction of four fragrances that correspond with the different blood types and finally, Prudence Paris presented a complete line of scents dedicated to cats and dogs. **BF**

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