

# PERFUME SHRINE

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TUESDAY, DECEMBER 14, 2010

## [Esxence 2011 Niche Perfumery Exhibition](#)

ESXENCE 2011, the exhibition for the appreciation of Artistic Perfumery will take place at Le Palazzo della Permanente, Via F. Turati 34, in Milan, Italy from 31 March to 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: I.C.E. Organising Secretariat: tel. +39.02.34538354 or visit [the official Esxence link](#).



**Esxence The Scent of Excellence**, now on its third installation, is once again 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 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.