

CaFleureBon
Scentsabilities

*Fragrance is a language
for translating the world.*

JANUARY 31, 2011

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Osmothèque at Esxence 2011: Gearing Up For Milan 31 March to 3 April



New colors for Esxence 2011

The third edition of Esxence The Scent of Excellence has changed its set: a refined black-and-white optical effect invites to discover a world which is made of special fragrances. From the outside banners on the facade of the Palazzo della Permanente to the curtains which animate the path, a sophisticated pattern plunges the visitor into an elegant atmosphere boasting a contemporary aesthetics. The black and white colours were selected for the areas dedicated to the single exhibitors to leave them the

widest possibilities in presenting their creations. Freedom of expression, therefore, to all the fragrance producers and to their masterpieces which shall be the real protagonists of a unique sensorial experience.



Osmothèque at Esxence 2011

Osmothèque, the International Conservatory of Perfumes, will actively participate in Esxence The Scent of Excellence, organizing several initiatives and meetings. Inaugurated in Versailles in 1990, Osmothèque is the most important collection of existing or disappeared fragrances. It was established having a double goal in mind: to catalogue and preserve the fragrances currently on the market, and also to rescue from oblivion and to save from the ravages of time those perfumes which are among the most fragile and evanescent of all the works of the human genius. Again a rare occasion to discover and re-discover some great classical fragrances which are now almost impossible to find such as Fougère Royale (1882), La Rose Jacqueminot (1904), L'Origan (1905), Quelques Fleurs (1912), Le Chypre (1917), Crêpe de Chine (1925) which Osmothèque has the merit of finding and reproducing.

Here they are, the first Brands approved by the Esxence Technical Committee!



Antonio Visconti Parfums,
Aqua di Ponza,
Beauty By Clinica Ivo Pitanguy,
Clive Christian,
Farina 1709 Eau de Cologne,
Farmacia SS. Annunziata dal 1561,
Geo F. Trumper,
Hierbas De Ibiza,

Il Profumo,
In House Fragrances,
Jacques Zolty,



Keiko Mecheri,
L'Eau De Cassis,
Laboratorio By Martinato,
Laboratorio Olfattivo,
Mathias Paris,
Micallef,
Miller et Bertaux,
Molinard Parfums,



Montale,
Original Toiletries,
Parfums D'Orsay Paris,
Parfums De Nicolai,
Pecksniff's,
Peter Thomas Roth,
Place Des Lices,
Provence Sante,
Prudence – Paris,
Rance 1795,
Royal Crown,



Scent Bar,
Simpsons,
Sinfonia di Note,

Vegederma Bio,
Viaggio
Vulfix Old Original,
Washington Tremlett,



Xerjoff

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](#)

- Michelyn Camen, Editor in Chief

