

Perfumes

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Esxence The Scent of Excellence 2011, Exhibition in Milan

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By: **Elena Knezevic**

Esxence The Scent of Excellence is an annual niche perfume exhibition held in Spring in Milan (Italy). The first Esxence in 2009 was attended by 86 brands. The third edition of Esxence will assemble 111 perfume and cosmetic brands from Italy, France, Great Britain, Switzerland, United States, and other countries.

"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."

MARCH 31 to APRIL 3, 2011

LA PERMANENTE MILANO
Via Filippo Turati, 34

View Event Agenda

The exhibition will take part at the prestigious **La Permanente Palace in Milano from March 31 to April 3 2011**. For the first two days (*March 31 and April 1*), it is open for press and operators only; the next two days (*April 2-3*), the event is **open to public** as well. If you want to participate in the event as Visitor, Operator or Press, [please fill out the form of invitation](#).

LIST of BRANDS:

[ABSOLUMENT ABSINTHE](#), [ACQUA DI GENOVA](#), [ACQUA DI STRESA](#), [ANDRÉE PUTMAN](#), ANNEMARIE BORLIND, ANTIPODES, [ANTONIO VISCONTI PARFUMS](#), APOTCARE, AQUA DI PONZA, [ATELIER FLOU](#),
ATMOSFERA/ATMOSQUARE

BAHOMA, BAKEL, [BAL À VERSAILLES](#), BEAUTY BY CLINICA IVO PITANGUY, BECCA,

BLOOD, BOADICEA THE VICTORIOUS, BOND NO. 9, BRONZE BY ELLEN TRACY, BYREDO, CALÈ, FRAGRANZE D'AUTORE, CARTHUSIA I PROFUMI DI CAPRI, CERCHI NELL'ACQUA, CHANTAL THOMASS, CLIVE CHRISTIAN, COSTUME NATIONAL, COUTO, CRABTREE & EVELYN, CREED, CZECH & SPEAKE, ETAT LIBRE D'ORANGE, FARMACIA SS. ANNUNZIATA DAL 1561

FONTANA DI TREVÌ, FOUCAUD, FRAPIN, GEO F. TRUMPER, GIANLUCA BULEGA, GIANNA ROSE ATELIER, HIERBAS DE IBIZA, IL PROFUMO, IN HOUSE FRAGRANCES, ISOTTA FRASCHINI, JACQUES ZOLTY, JANE IREDALE, JUDITH LEIBER NIGHT, JULIETTE HAS A GUN, KEIKO MECHERI, L'EAU DE CASSIS, LA COLLINA TOSCANA, LABORATORIO BY MARTINATO, LABORATORIO OLFATTIVO

LES VOILES DÉPLIÉES, LIGNE ST. BARTH, LINARI, LORENZO VILLORESI, LUBIN, MAISON DES REVES, MASQUE COSMETICS MILANO, MATHIAS PARIS, MEMO - PARIS, MICALLEF, MILLER ET BERTAUX, MILLER HARRIS, MOLINARD PARFUMS, MONTALE, NASOMATTO, NATURA BISSÉ, NEOM LUXURY ORGANICS, NEZ À NEZ, NOBILE 1942, NOUGAT, ODILE LECOIN, OEUF DE BONHEUR, ORIGINAL TOILETRIES, PANAMA 1924, PARFUMS D'ORSAY PARIS

PARFUMS DE NICOLAI, PATYKA, PECKSNIFF'S,
PETER THOMAS ROTH, PLACE DES
LICES, PROFUMI DEL FORTE, PROFUMI DI
PANTELLERIA, PROVENCE SANTE, PRUDENCE -
PARIS, RANCÉ 1795, ROBERT PIGUET, ROSE &
CO. MANCHESTER, ROYAL CROWN, SCENT
BAR, SIGILLI, SIMPSONS, SINFONIA DI NOTE,
SJÄL SKINCARE, SKIN, SOUD, STÉPHANIE DE
SAINT-AIGNAN

SUSANNE LANG, TEO CABANEL, THE HYPE
NOSES, THE LAUNDRESS, TIZIANA TERENCEZI,
VALOBRA, VEGEDERMA BIO, VERO PROFUMO,
VIA.GG.IO, VULFIX OLD
ORIGINAL, WASHINGTON
TREMLETT, XERJOFF, YOSH

FEATURED EVENTS:

- **the OSMOTHEQUE 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 PARFUMES**, a sensorial experience à la carte organized by Extrait.it to help visitors find their way through the hundreds of creations now on display and to 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 MOUILLETES&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 **ESXCENCE 2011** media partners: the web magazine Extrait.it and theCafleurebon.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.



If you want to be an exhibitor at the next Esxence in
2012

please fill out the EXHIBITOR REQUEST

FRAGRANTICA will report from ESXENCE 2011,
Milan in real time!

Source: Press Release Esxence