



ESXENCE - THE ART PERFUMERY EVENT

The 13th edition of the international artistic perfumery event
kicks off today

30 March-2 April 2023, Allianz MiCo
Milano Convention Centre

Milan, 30 March 2023 - **Esxence - The Art Perfumery Event**, the world's reference event for Artistic Perfumery, opens its doors for its 13th edition scheduled from 30 March to 2 April 2023 at Allianz MiCo, Milano Convention Centre, in the heart of the CityLife District.

The eagerly awaited event presents **the excellence of designer perfumery and the new trends in the sector**, welcoming the international community of operators and enthusiasts in the name of the most refined and authentic olfactory culture.

The brand list is composed by 298 brands (of which 95 are Italian), coming from 30 different countries, including new entries such as Singapore, Ukraine, Romania, Croatia and India in addition to established markets such as France, Spain, Greece, Austria, Czech Republic, Netherlands, Sweden, Switzerland, UK, UAE, Japan, Hungary and Hong Kong, to name a few.

In order to convey all useful information - such as the map of the exhibition space, the programme, the conference calendar, the brand list and press releases - the main reference is the **Esxence App**, available in its updated version.

Esxence is able to offer *the best of* artistic perfumery, confirming Milan as the city of reference for the industry. In the Allianz MiCo's over 8,000 square metres, together with the **Main Brands**, the audience of distributors, buyers, professionals and enthusiasts have the opportunity to meet the **Spotlights**, emerging and innovative brands. Most of them (about 70%) come from abroad; this trend confirms Esxence as a prestigious opportunity to introduce themselves on the international scene.

The concept that guides visitors to this new edition is **IRIDESCENT**, a verbal game that recalls light and perfume. Sight and smell enter into a relationship: sometimes, by looking through a ray of light it is possible to discover colours that were not visible before. In the same way, we can experience unique sensations and perceive the world with a new perception through the scent.

Visiting Esxence means letting olfactory memories flow over us, sensations affect us and become emotions. The art of perfume creates new colours and Esxence aims to highlight them.

"Esxence is the world's leading event where high-level olfactory culture is promoted, the most important and strategic players in the industry are gathered, new trends are defined and the most promising emerging brands make their debut. Each year we are able to offer our visitors the excellence of international perfumery production characterised by a top level of research and innovation. Edition after edition we aim to grow and renew ourselves, treasuring past experience and analysing the most important trends of the future, thanks to ongoing research and selection processes," says **Maurizio Cavezzali, co-founder of Esxence and CEO of Equipe Exhibit**. This year we aim to consolidate the internationalisation process started last year, thanks to the increasingly important collaboration with ICE, by expanding our presence in the strategic countries. Milan, which in recent years has become the world capital of artistic perfumery, is still the heart of the event and we are happy to support the national cosmetics and perfume supply chain, such as through our partnership with Milan Beauty Week".



"The ICE Agency's commitment to the development of the internationalisation of the Esxence fair and Italian artistic perfumery companies continues," says **Maurizio Forte, Director of the Italian Trade Agency - Made in Italy Promotion Coordination Office**. "This year, for the second time, the Agency is boosting the international profile of the event, inviting 22 foreign operators from Angola, Brazil, South Korea, Japan, India, Mexico, Turkey and the USA, priority areas for the sector, and carrying out social media promotion in the main magazines of the sector in Japan and the USA. Promoting the specific sector of artistic perfumery is an integral part of the institutional strategy aimed at affirming Italy as a country of excellence in the entrepreneurial culture of wellness and beauty".

"I am very pleased that the 13th edition of Esxence", says **Silvio Levi, co-founder of the event**, "can confirm the extreme dynamism of the industry on an international level".

"As President of the Technical Committee, I can confirm that the applications were many more than last year and we had to create a large waiting list. In the past few years, our industry has shown itself to be resilient and able to make the best out of the situation, in renewing itself and not stopping innovation and creativity. Last year, I said that we were witnessing a new Renaissance for artistic perfumery and I believe that this trend is well confirmed, not only by the rise of several new brands and creative proposals, but also by the increased interest and demand from lovers and new consumers worldwide. This is also highlighted by the blossoming of projects and activities linked to the world of artistic perfumery, olfactory culture and the olfactory message, such as dedicated schools, perfumed art exhibitions, books, and opportunities to spread the olfactory culture. These positive signs are highlighted by the ongoing research that we have always maintained with the Essencional Study Centre. The most significant themes for professionals in the sector and special moments to promote olfactory culture for enthusiasts have been included in the rich programme of events that we have built with Esxence for this edition".

EXPERIENCE LAB

The spaces of the Allianz MiCo, Milano Convention Centre also host Experience Lab, the international event dedicated to beauty research and excellence, opened to industry professionals and beauty lovers. Experience Lab is a unique opportunity to discover the most innovative brands, selected in virtue of their quality, storytelling and aesthetics. The event, born as a concrete response to a new type of consumer, with this third edition continues to pursue the aim of giving visibility to innovation.

THE ESXENCE AGENDA OF EVENTS

Esxence keeps on promoting the olfactory culture, offering its audience of professionals and aficionados a rich agenda of meetings, round tables, workshops, presentations and olfactory itineraries, featuring the presence of international experts and researchers. The meetings are being held in partnership with Essencional, the Study Centre for Artistic Perfumery.

The updated events calendar is available [here](#).

CFF Creative Flavours & Fragrances actively participates with its own experiential workshop, allowing perfume lovers to explore blends and raw materials. A presence that underlines the connection between the Fragrance House and the international exhibition of artistic perfumery.

The thirteen edition of Esxence is able to count on several high-level partnerships, such as: the **Osmothèque** - the world's only and exclusive International Conservatory of perfumes - **Mouillettes & Co.** - a well-known Italian organisation that provides training courses and consultancy related to the olfactory sense - **Accademia del Profumo**, which created an interactive installation that will tell the story of the olfactory families and **Art & Olfaction Awards**, the international awards dedicated to artistic and independent perfumery. The award finalists are named during Esxence and the awards ceremony will be held next May in Los Angeles.



A special thanks to Italian Trade Agency - ITA for its support in the internalisation process and to Business France, the French national agency supporting the international development of French economy for its consistent assistance over the years.

With the patronage of: Region of Lombardy, Municipality of Milan

With the support of: Ministry of Foreign Affairs and International Cooperation, Italian Trade Agency – ITA

Sponsors: CFF Creative Flavour Fragrances, Les Parfumables

Partner: Business France

Technical supplier: Art Coffee

Strategic Partner: Essencional

The Essencional Study Centre was founded by Silvio Levi in 2019 for the purpose of contributing to research and development in the sector of Artistic Perfumery and as the natural evolution of the workshops held at Esxence. In 2019, the Study Centre published “Whispers about Artistic Perfumery”, a study of the online perception of Artistic Perfumery.

Essencional launched its own website www.essencional.com in 2020, to publish original content such as interviews with brands, noses and other leading figures and in-depth articles exploring issues of artistic perfumery. Essencional is assisted by an advisory board of Italian and international professionals.

Since 2019, Essencional has partnered with Esxence in defining the agenda of events taking place during the exhibition.

Entry free of charge, subject to registration on www.esxence.com

Open to business operatives all four days of the event

Open to non-business visitors on Friday and Saturday

Opening hours: from Wednesday to Friday from 10.30 a.m. to 6.30 p.m. – (last admission at 6.00 p.m.)

Saturday from 10.30 a.m. to 4.30 p.m. – (last admission at 4.00 p.m.)

#esxence2023

www.esxence.com

Facebook: Esxence – The Art Perfumery Event

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