

2024 EVENTS CALENDAR

Updated on 04/03/2024

WEDNESDAY, MARCH 6th

h. 10.00 - 17.00

GUIDED TOUR

The Vintage Milanese Perfumery

The stories, myths, and legends related to the great perfumers come to life inside the PERFUME MUSEUM of Milan. Immerse yourself in the atmospheres of the twentieth century, exploring the artistic values of many famous Italian and foreign Perfume Houses.

Italian language - for registration and tickets: museodelprofumo@virgilio.it

Museo del Profumo - via Messina 55, Milano

h. 10.00 - 19.00

DINAMIC INSTALLATION

Zhor on Fire by Pantheon Roma

For the launch of the new Nerone fragrance by PANTHEON ROMA, Zhor creates a dynamic fire installation and a unique vaporization system, providing a multisensory experience.

Zhor Parfums, via Monte Napoleone 14, Milano

h. 17.00 - 19.00

SENSORY EXPERIENCE

Scent of Music

An exclusive sensory atmosphere by JUSBOX with vinyl records, music-themed books and an Interactive Jukebox, making participants discover which fragrances suit them best. Each participant receives a special gift at the end of the journey.

Jusbox Perfumes flagship store - Via Della Spiga 1, Milano

h. 17.00 - 19.00

SENSORY EXPERIENCE

Sensory Ritual

Let yourself be pampered with a customized Hand Care Ritual by MOLTON BROWN, choosing textures and olfactory palettes tailored to your needs, and immerse yourself in the exploration of new fragrances. Each participant receives a special gift at the end of the journey.

Molton Brown Flagship store - via Ponte Vetere 22, Milano

THURSDAY, MARCH 7th

h. 10.00 - 17.00

GUIDED TOUR

The Vintage Milanese Perfumery

The stories, myths, and legends related to the great perfumers come to life inside the PERFUME MUSEUM of Milan. Immerse yourself in the atmospheres of the twentieth century, exploring the artistic values of many famous Italian and foreign Perfume Houses.

Italian language - for registration and tickets: museodelprofumo@virgilio.it

Museo del Profumo - via Messina 55, Milano

h. 10.00 - 19.00

DINAMIC INSTALLATION

Zhor on Fire by Pantheon Roma

For the launch of the new Nerone fragrance by PANTHEON ROMA, Zhor creates a dynamic fire installation and a unique vaporization system, providing a multisensory experience.

Zhor Parfums, via Monte Napoleone 14, Milano

h. 17.00 - 19.00
SENSORY EXPERIENCE
Scent of Music

An exclusive sensory atmosphere by JUSBOX with vinyl records, music-themed books and an Interactive Jukebox, making participants discover which fragrances suit them best. Each participant receives a special gift at the end of the journey.

Jusbox Perfumes flagship store - Via Della Spiga 1, Milano

h. 17.00 - 19.00
SENSORY EXPERIENCE
Sensory Ritual

Let yourself be pampered with a customized Hand Care Ritual by MOLTON BROWN, choosing textures and olfactory palettes tailored to your needs, and immerse yourself in the exploration of new fragrances. Each participant receives a special gift at the end of the journey.

Molton Brown Flagship store - via Ponte Vetero 22, Milano

h. 18.30 - 21.00
SENSORY EXPERIENCE
Un Aperitivo nel Parco

Welcome cocktail at the PARCO1923 boutique to introduce the new collection of candles inspired by the mountain shelters of the National Park of Abruzzo.

Boutique PARCO1923 - Via Cesare Correnti 17, Milano

h. 19.30 - 21.00
SENSORY TALKS

Brand Talks with Testament London founder

An exclusive gathering crafted to deliver an unforgettable experience, seamlessly blending sophistication and creativity. An intimate talk to explore the inspiration behind the iconic fragrances of TESTAMENT LONDON and the vision driving the brand forward.

Officina Milano - Via Giovenale 7, Milano

h. 20.30
SENSORY EXPERIENCE
Olfactive Dinner

A unique sensory experience, combining the world of perfumes with Italian cuisine, organized by Notorious Stories with L'ADONÉ parfums. Gastronomy and perfumery meet in a combination of elegance and sophistication.

Registration and info: office@notoriousstories.com | mail@ladone.ch
Cera Restaurant - Via Sirtori 34, Milano

h. 20.00 - 02.00
LATE-NIGHT
Party Private Collection

Event for the launch of the new fragrance line by LES FOLIES DU PARFUM, featuring music, performances, DJ sets, food, and an open bar. Dress code: total black.

Registration and info: info@lesfoliesduparfum.com
Discoteca Amnesia - via Alfonso Gatto 1, Milano

FRIDAY, MARCH 8th

h. 10.00 - 17.00
GUIDED TOUR

The Vintage Milanese Perfumery

The stories, myths, and legends related to the great perfumers come to life inside the PERFUME MUSEUM of Milan. Immerse yourself in the atmospheres of the twentieth century, exploring the artistic values of many famous Italian and foreign Perfume Houses.

Italian language - for registration and tickets: museodelprofumo@virgilio.it
Museo del Profumo - via Messina 55, Milano

h. 10.00 - 19.00

DINAMIC INSTALLATION

Zhor on Fire by Pantheon Roma

For the launch of the new Nerone fragrance by PANTHEON ROMA, Zhor creates a dynamic fire installation and a unique vaporization system, providing a multisensory experience.

Zhor Parfums, via Monte Napoleone 14, Milano

h. 17.00 - 19.00

SENSORY EXPERIENCE

Scent of Music

An exclusive sensory atmosphere by JUSBOX with vinyl records, music-themed books and an Interactive Jukebox, making participants discover which fragrances suit them best. Each participant receives a special gift at the end of the journey.

Jusbox Perfumes flagship store - Via Della Spiga 1, Milano

h. 17.00 - 19.00

SENSORY EXPERIENCE

Sensory Ritual

Let yourself be pampered with a customized Hand Care Ritual by MOLTON BROWN, choosing textures and olfactory palettes tailored to your needs, and immerse yourself in the exploration of new fragrances. Each participant receives a special gift at the end of the journey.

Molton Brown Flagship store - via Ponte Vetere 22, Milano

h. 17.00 - 21.00

SENSORY EXPERIENCE

Is it for sniffing or for drinking?

Olfactory tasting of fragrances from Strega del Castello. Deconstruction of one of them, all accompanied by a glass of wine.

Straf Hotel - via San Raffaele 3, Milano

SATURDAY, MARCH 9th

h. 10.00 - 17.00

GUIDED TOUR

The Vintage Milanese Perfumery

The stories, myths, and legends related to the great perfumers come to life inside the PERFUME MUSEUM of Milan. Immerse yourself in the atmospheres of the twentieth century, exploring the artistic values of many famous Italian and foreign Perfume Houses.

Italian language - for registration and tickets: museodelprofumo@virgilio.it

Museo del Profumo - via Messina 55, Milano

h. 10.00 - 19.00

DINAMIC INSTALLATION

Zhor on Fire by Pantheon Roma

For the launch of the new Nerone fragrance by PANTHEON ROMA, Zhor creates a dynamic fire installation and a unique vaporization system, providing a multisensory experience.

Zhor Parfums, via Monte Napoleone 14, Milano

h. 10.00 - 13.00

WORKSHOP

Create Your Own Perfume! Botanical Perfumery Workshop

The world of scents is rich of creativity and imagination. During this sensory workshop, you will explore olfactorily the essences to compose a sample of your personal perfume.

Registration and info: info@erboristeriapassiflora.it

Erboristeria Passiflora - Via Canonica 9, Milano



h. 17.00 - 19.00

SENSORY EXPERIENCE

Scent of Music

An exclusive sensory atmosphere by JUSBOX with vinyl records, music-themed books and an Interactive Jukebox, making participants discover which fragrances suit them best. Each participant receives a special gift at the end of the journey.

Jusbox Perfumes flagship store - Via Della Spiga 1, Milano

h. 17.00 - 19.00

SENSORY EXPERIENCE

Sensory Ritual

Let yourself be pampered with a customized Hand Care Ritual by MOLTON BROWN, choosing textures and olfactory palettes tailored to your needs, and immerse yourself in the exploration of new fragrances. Each participant receives a special gift at the end of the journey.

Molton Brown Flagship store - via Ponte Vetro 22, Milano