Esxence

THE ART PERFUMERY EVENT

HOW TO ACCESS THE CONFERENCE HALL

For industry professionals:

- **From 19 to 21 February:** Purchase a valid entry ticket on VivaTicket.com which grants access to both the Conference Hall and the exhibition area.

For the general public:

- **From 19 to 21 February:** Request a free "Audience of Conference" badge (by providing your first name, last name, email address, and the conference you wish to attend to events@equipemilano.com)

This badge only grants access to the Conference Hall and does not allow entry to the exhibition area.

- **On 22 February (Saturday):** You can either request a free "Audience of Conference" badge (by providing your first name, last name, email address, and the conference you wish to attend to events@equipemilano.com), which grants *access only to the Conference Hall and not the exhibition area.*

OR

purchase a valid entry ticket on VivaTicket.com, which grants access to both the Conference Hall and the exhibition area.

PLEASE NOTE:
The "Audience of Conference" badge does not grant entry to the exhibition area.

2025 EVENTS CALENDAR

WEDNESDAY, FEBRUARY 19th

h. 11.00 am – 11.30 am
PRESENTATION
Exploring the power of human connection and sensory experiences in a digital-first era
With Chiara Bonucci, Sales & Marketing Manager Italy – BEAUTYSTREAMS

h. 11.30 am – 12.15 pm
PRESENTATION
Psychology of olfaction: how scent inspires change in work and life
With Marta Siembab, Senselier, Independent Smell Expert

h. 12.30 pm – 1.15 pm
PRESENTATION
1925-2025: A Hundred Years of Modern Perfumery
With Isabelle Sadoux, Founder and CEO "La Voix du Parfum", Communication Media, Expert in the world of perfumery and Olivia Gautier

h. 2.30 pm – 3.00 pm
PRESENTATION
Discover China: mAPA Artistic Perfumery Awards
With Yuqing Zhang, Manager of minorité, Chairman of mAPA2024 Organizing Committee

h. 3.00 pm – 3.30 pm
PANEL
Circana presents: niche fragrances in the perfumery channel in Europe, 2024
Moderator Karen Marin, Consultant and Content Director, Essencional

h. 3.30 pm – 4.15 pm
WORKSHOP
How to position your brand to get the most attention from the press, influencers, journalists, and retailers?
Moderator Sarah Colton, Independent Perfume Journalist and Sebastian Jara, The Perfume Guy, Perfume Youtube reviewer

h. 4.30 pm – 5.15 pm
WORKSHOP
90 years of haute parfumerie by Givaudan: heritage and current challenges
With Eugénie Briot, Historian - Givaudan and Bernardo Cauvin, VP Sales FF & Business Devlpt, Fragrance & Beauty, Fine Fragrances Sales

h. 5.30 pm – 6.15 pm
WORKSHOP
Iran: one "hurdle" = how many "opportunities"
Moderator Alireza Khazal, SAS ZARKIMIYA France

THURSDAY, FEBRUARY 20th

h. 10.30 am – 11.15 am
PRESENTATION
2025 niche fragrance trends and origin stories
With Clayton Ilolahia, Evaluation & Communication Manager of Fragrances of the World

h. 11.30 am – 12.15 pm
WORKSHOP
Essencional observatory 2025: observations and survey results
Moderator Silvio Levi, Co-Founder of Esxence and Essencional Founder and Director

h. 12.30 pm – 1.15 pm
PANEL
Beyond borders: south-east Asia meets global artistic perfumery
Moderator Bodo Kubartz, Managing Director of Passion and Consulting

FRIDAY, FEBRUARY 21st

h. 10.30 am – 11.15 am
PANEL
A live debate between perfumers. Independent versus inhouse contenders
Moderator Laurence Arrigo-Klove, Essencional Advisor & Contributor, Brand Strategist, Communication Consultant

h. 11.30 am – 12.15 pm
PRESENTATION
ScentDia - A project exploring olfactory stimuli and robotic presence
With Luisa Damiano, Philosopher of Science, Manos Gerakinis, Perfume Expert and Mari Velonaki, Professor of Social Robotics, Creative Technologist and Creator of "ScentDia"

h. 12.30 pm – 1.15 pm
CONFERENCE
L'odorat, le sens du future
With Annick Le Guérer, Anthropologist, Philosopher and Writer and Mariateresa Marsi, Psychotherapist, Psychologist of Smell and Perfume

h. 2.30 pm – 3.15 pm
INTERVIEW
Esxence at 15: a look back & ahead with Silvio Levi
Interviewer Karen Marin, Consultant and Content Director, Essencional Silvio Levi, Co-Founder of Esxence and Essencional Founder and Director

h. 3.30 pm – 4.15 pm
PANEL
Finding your niche: how to attract buyers, retailers and distributors to your brand
Moderator Karen Marin, Consultant and Content Director, Essencional

h. 4.30 pm – 5.15 pm
PANEL
Emotion driven scent design: can emotions be bottled?
Moderator Ermano Picco, Contributor, Essencional

h. 5.30 pm – 6.15 pm
WORKSHOP
The perfect pairing: fashion and fragrance, a match made in heaven since the 1920s
With Stéphanie Bakouche, Perfumer, Osmocurator, Thomas Fontaine, President of Osmothèque and Marie Urban Le Febvre, Perfumer, Osmocurator

SATURDAY, FEBRUARY 22nd

h. 10.30 am - 11.00 am
BOOK PRESENTATION
Olfatti, non parole
With Maurizio Cavezzali, Co-Founder of Esxence and President of Italian Perfumery Institute and Maurizio Sangineto, Editor and Naming Specialist

h. 11.00 am – 11.30 am
Fragrance evolution: making future at the Italian Perfumery Institute New projects launched for the Italian perfumery school
Moderator: Beatrice Balzarotti, Director of Studies - Italian Perfumery Institute

h. 11.30 am – 12.15 pm
Unlock the secrets of fragrance with Italian Perfumery Institute: free masterclass session
Moderator: Beatrice Balzarotti, Director of Studies - Italian Perfumery Institute

h. 12.30 pm – 1.15 pm
PRESENTATION
Milano Beauty Week 2025: alla scoperta della bellezza e del benessere - exploring beauty and wellness
With Simona Antonini, Project Leader Milano Beauty Week and Valentina Rosina, Events and Special Projects Manager @Cosmetica Italia

h. 2.30 pm – 3.15 pm
BOOK PRESENTATION
Profumi. La via italiana all'essenza
With Vanessa Caputo, Entrepreneur, Author, and Talent Manager

OUTDOOR EXPERIENCE

Nose trip: an olfactory experience to travel with our nose *With Ernesto Collado, CEO & Founder of BRAVANARIZ/Smelling Wild*
Friday, February 21st -12.00 pm - Friday, February 21st - 4.00 pm - Saturday, February 22nd - 12.00 pm
Limited number of participants. (60-90 min. each session)
For information and registration: communication@equipemilano.com

www.esxence.com

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SPECIAL EXPERIENCES

HOW TO PARTICIPATE IN ONE OF THE SPECIAL EXPERIENCES

For industry professionals:

• **From 19 to 21 February:** Purchase a valid entry ticket on VivaTicket.com.

For general public:

• **From 19 to 21 February**, if you want to attend a specific experience, you must register by providing your first name, last name, email address and your preferred experience to: communication@equipemilano.com. You will receive a ticket via email, which can be used to collect the badge at the entrance of the Special Experiences Area

• **On 22 February (Saturday)**, Esxence is open to general public.
If you already purchased an entry ticket on vivaticket.com , access is granted to both the Special Experiences (until availability is full) and the exhibition area.

If you don't want to purchase Esxence public ticket on VivaTicket.com, you can attend only the Special Experiences: you must register by providing your first name, last name, email address and your preferred experience to: **communication@equipemilano.com**. You will receive a ticket via email, which can be used to collect the badge at the entrance of the Special Experiences Area.

PLEASE NOTE:
The "Special Experiences" badge does not grant entry to the exhibition area.

WEDNESDAY, FEBRUARY 19th

h. 4:45 pm to 5:45 pm
EXPERIENCE LAB
Yoga & meditation experience - with a touch of luxury
With Pierre Ravan, Creator | Spiritual Coach | DJ & Producer

THURSDAY, FEBRUARY 20th

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h. 2.30 pm – 3.30 pm
Maison Sentire: the perfumed concert
by Laurent Assoulen

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