

## **FRAGRANZE No. 6 FLASH EVENTS**

The three days of *Fragranze* propose a program of events that combines information with entertainment: projects, exhibitions, and presentations organized by Pitti Immagine and the exhibitors bring up the lights on the international stars of artistic perfumery, contemporary lifestyle and the culture of wellness.

### **The Pitti Immagine Events**

**every day** at the Gardens of Palazzo Corsini

#### **DALL'ESSENZA ALLA FRAGRANZA [FROM ESSENCE TO FRAGRANCE]**

A special installation dedicated to the floral scents, reconstructs the transition from the essence of a flower to the creation of a perfume. An event presented by Pitti Immagine and staged in collaboration with Italian *parfumeur* Maurizio Cerizza.

#### **FEELING FRAGRANZE**

Inside the exhibit itinerary, a notice board and an internet point will be gathering visitors' impressions of the show for publication at <http://bergamottoebenzoino.blogspot.com>, one of the best-known blogs on the Italian fragrances panorama.

#### **ANTICA BARBIERIA, ROME**

An example of Italian style and tradition. Piero Migliacci of Antica Barbieria Peppino in Rome presents his product line for "designer" shaving and offers visitors the chance to try out one of his exclusive treatments.

### **The Other Events:**

#### **Friday, 12 September**

\_ 10:00 a.m. – 7:00 p.m. \_ Prato della Fontana

#### **Fracas 60th Anniversary Press Open Day**

A full day with press and members of the trade devoted to celebrating *Fracas's* 60th anniversary, in a space created especially for the event.

\_ 11.00 a.m. \_ Spazio Conferenze

#### **A Toast with CALÈ**

CALÈ will present their brands' product novelties to the press and operators with a toast at the press conference, with the participation of the celebrated "nose" Maurizio Cerizza.

\_ 3:00 p.m. \_ Spazio Conferenze

#### **"Il profumo nella rete" by Ornella Pastorelli**

Ornella Pastorelli, the soul of CASAROMA, will present her book *Il profumo nella rete* ("Perfume on the Web," published by Socialmente): a reconnaissance mission exploring the emotions and stories posted on the web by perfume lovers worldwide. With the participation of Carolina Rimondi, Francesca Caleri, and Ilaria Naldi.

\_ 4:30 p.m. \_ Spazio Conferenze

#### **HI-INTERTRADE EUROPE will present "Tele d'autore e profumi d'artista" [Artists' Canvases and Artistic Perfumes]**

A journey through the art of painting and the art of the master perfumers with stops at common waypoints: this is the "Tele d'autore e profumi d'artista" project, presented at this edition of *Fragranze* by HI-INTERTRADE EUROPE.



\_ 6:00 p.m. \_ Spazio Conferenze

**“Viaggi e Profumi” [Voyages and Perfumes] on stage at OLFATTORIO**

A meeting with the press and members of the trade, with the participation of Pamela Roberts, Creative Director of *Artisan Parfumeur*, Veronique Dupont, creator of perfumes for *Comptoir Sud Pacifique*, and with fashion and lifestyle journalist Paolo Bagnara as moderator.

As in the past, this edition of *Fragranze* will be open to the general public for one day. On SATURDAY 13 SEPTEMBER, not just sector operators but all fragrance enthusiasts are invited to take a closer look at this world, learn about its exclusive products, and participate in the events. In the setting of one of the most beautiful gardens in Florence, a visit to *Fragranze* will be a unique occasion for exploring the themes of modern olfactory culture.

**Saturday, 13 September**

\_ 11:30 a.m. \_ Spazio Conferenze

***Diptyque***

Organized by OLFATTORIO, the presentation of the recently-published book *Diptyque*, with the participation of Paolo Bagnara as moderator.

\_ ore 16.30 \_ Prato della Fontana

**Fracas 60th Anniversary Party**

*Fracas*: a perfume that has become a legend. MORRIS will celebrate this famous fragrance's 60th birthday, with a dedicated space inside the exhibition and a special event open to the trade fair audience.

And more, **every day**:

**Chocolat Celebrates 10 Years**

IL PROFVMO will celebrate the 10th anniversary of *Chocolat*, one of their best-loved fragrances, with a special space at the Prato della Magnolia.

**“Vieni a scoprire l'esotico mondo di *Ligne St. Barth*” [Discover the Exotic World of *Ligne St. Barth*]**

During the three days of the fair, visitors will have a chance to relax at the BEAUTY SAN stand and enjoy an enticing hand care treatment with Caribbean elixirs by *Ligne St. Barth*.

**Prized Tea Tasting at BIOTEA**

BIOTEA will present their Italian selection of prized teas at a tasting area, where visitors will also make the acquaintance of the fascinating Tea Ceremony ritual.

**Florence, 12 September 2008**