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## beBeauty

PITTI FRAGRANZE, ODE ALLA HAUTE PARFUMERIE



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The main ingredients of the fair seen by beSpoke

by *Giulia Lenzi*

September 29th, 2014

*Profumi & Parole - Words & Scents* has been the theme of the twelfth edition of *Pitti Fragranza*, the international fair event that brings the best artistic perfumery to Florence. An edition focused on the importance of the word, an installation with books' hanging by tens of balloons, a project, *Verba Olens*, that created a link between literature and perfume thanks to the participation of the journalist *Giovanna Zircon*

These were the main ingredients of the fair that the year saw the attendance of 243 brands coming from all over the world. *Inbartrade* and its project *Love Magic Poisons* had a role of exception: in the Alcazar area eight artworks have been combined with eight exclusive "love potions" created by special *maître parfumeurs* chosen by *Celso Fadelli*. Many novelties, not to mention those born by the entry of stylists

