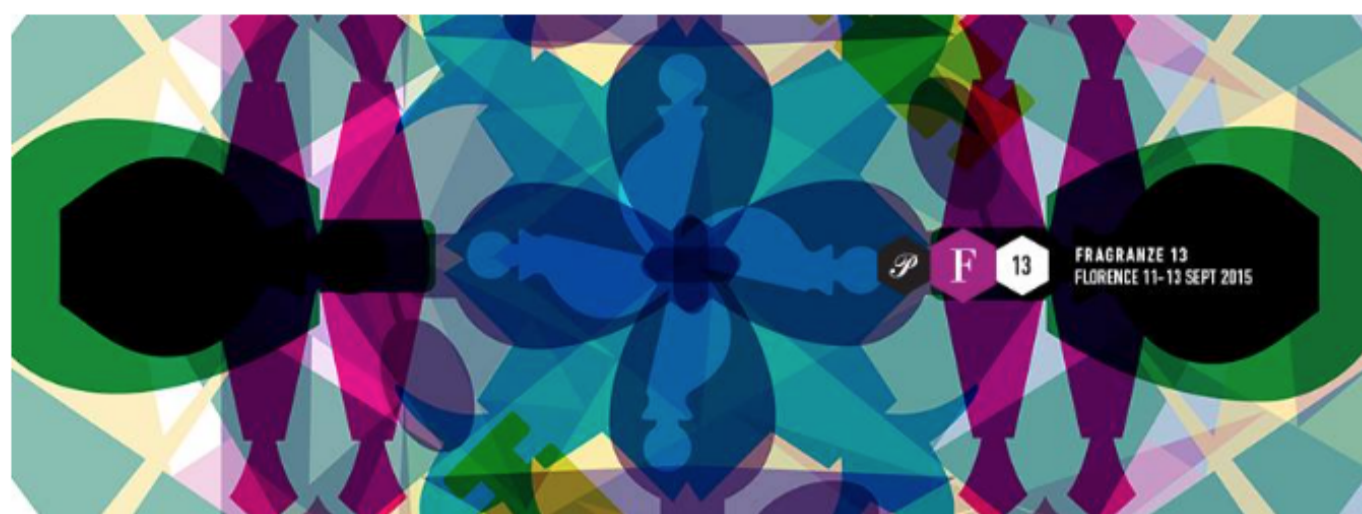


PERSEFUME ATTENDS PITTI FRAGRANZE 13

Persefume will join the 13th edition of **Pitti Fragranze** (Friday 11 to Sunday 13 September 2015 in Florence, Italy). We will be happy to see again our old friends – perfumers, brand owners, other journalists, attend dedicated workshops, meet new faces and just enjoy this special time!

Plus of course: we are going to report on all major events and launches (expect the full summary, interviews, the most complete launch list and lot of new articles coming during next days and weeks (and if time allows – live wrap-ups, make sure to follow our [Facebook page](#))

It is not the first Pitti for us (Jakub was there already with his local *Forum o Perfumach*- page established in 2003), but the first for **Persefume** – we are thrilled and proud to grow so fast thanks to our friends and readers!



This year's **Pitti Fragranze 13** will be the chance for around **270 brands** from niche fragrances, cosmetics and accessories sectors to showcase their products and to discuss perspectives of fragrant market.

The theme for this edition is Kaleidoscope of Scents (new layout was designed by **Alessandro Moradei**).

The space will also include two additional sectors:

SPRING – is the area featuring new names, collections by young brands making their debuts before the international audiences and the new brands on the market.

CHARMS – is the section showcasing a unique selection of lifestyle items – jewelry, scarves and accessories.



What to expect, besides new launches of leading niche players and few completely new brands plus some interesting workshops (and parties, we will salute for everybody who can't be there this time!)?

– One of the world's top fragrance experts, **Chandler Burr** will be the special guest at Fragranze 13 with a dedicated project installation entitled, "**ART OBJECTS. SHAPE, COLOR, SCENT**" – and with the faceoff, "**WEST COAST VS EUROPE: market scenarios.**"

– **RAW: THE CALABRIAN BERGAMOT** – installation about the Calabrian Bergamot which is the protagonist of the first edition of RAW, the new Fragranze project dedicated to the origins of the components.

– **Olfattorio** (in Bar à Parfums, Via dei Tornabuoni 6, Firenze)

An interaction of the olfactory and emotional memory through the colors, using the most prestigious fragrances in artistic perfumery. An approach to the world of artistic perfumery through its emotional kaleidoscope that olfactory defines our way of being and perceiving.

– additional events in **Profumeria l'O'** (including Naomi Goodsir, Francis Kurkdjian and Simone Andreoli).

And, of course **Intertrade Group's UNSCENT LAND** – special olfactory experience space gathering fragrance creators, new launches of this Italian niche fragrances group and as always including special art elements.



*The magic of perfumery becomes an enchanted setting in the extraordinary context of Stazione Leopolda in Florence for Pitti Fragranze 2015 from 11 to 13 September. **UNSCENT LAND** is a small olfactory lunar park with scenic machinery and experiences that take visitors on an exploration of the experimental notes of international creators and noses. UNSCENT LAND thus continues the experimental itinerary of UNSCENT, the olfactory niche platform of **Intertrade Group**, after its inventions at shows in Milan, Florence, London, Johannesburg and Bucharest. The project is devised and curated by **Celso Fadelli**, President and Fragrance Curator, and **Cristiano Seganfredo**, Vice President and Creative Director of Intertrade Group. A play on nostalgia and memories among carousels and rocking-horses, crystal boules, cascades of popcorn, video and textual experiences, bubbles and candyfloss in perfume colours. Panels with extra-size tartan in jacquard textiles crafted in Italy, reveal artistic iconography inspired by brands that take part in UNSCENT, curated by **Alessio Avventuroso**, Design Director of Intertrade Group. A experience that is playful as well as enthralling, which takes visitors back to the excitement and surprise of childhood. A magical encounter with fragrances that transport the olfactory experience into a dreamland. Perfume is the synthesis of dream. Perfume is dream and emotion. Perfume is our ancestral memory.*

The brands that interpret UNSCENT LAND are: A Lab On Fire, Agonist, Annemarie Börlind, Azagury, Boadicea the Victorious, Blood Concept, Couto, Czech&Speake, Diane Pernet Paris, Ilâme, Jane Iredale, L – Automobili Lamborghini, Préparation Parfumée Andrée Putman, Re Profumo, Roads, S-Perfume, Santa Eulalia, soOud, TFK-The Fragrance Kitchen, La Manufacture, The Hype Noses, and Verso.

Quotes and pictures via Pitti Fragranze and Intertrade Group.

It will be perfect weekend, stay with us and lot of love from Persefume!