

Events Calendar

Tentative schedule

FRAGRANZE 20 | -

Friday 16 September



The Alchemical Wall by Alessandro Gualtieri aka The Nose

TIME 10:00 AM - 06:00 PM Stazione Leopolda, Spazio Alcatraz Viale Fratelli Rosselli 5, Firenze

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Special Guest of Fragranze 20. A cathartic experience for our visitors.



RAW by MANE- The Rose: Reinventing Iconics

TIME 11:00 AM Stazione Leopolda, Area Talk Viale Fratelli Rosselli 5, Firenze

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With Melanie Duhamel (Fragrance Division Director, MANE Italy, Spain and Portugal), Cyril Gallardo (Ingredients Director, MANE EMEA), Mathilde Voisin (Ingredients Marketing Manager, MANE EMEA) and Mathieu Nardin (Perfumer, MANE Paris).



Metaverse and fragrances

TIME 02:00 PM - 05:00 PM Stazione Leopolda, Stand B6

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Fabrizio Tagliacarne presents ZOE, the new eau de parfum, through a unique immersive presentation: #metaversosensoriale
It will be possible to try this experience during the 3 days of the show at the stand.



The Alchemical Wall

TIME 02:00 PM Stazione Leopolda, Spazio Alcatraz

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Opening



La rosa di Taif

TIME 03:00 PM Stazione Leopolda, Area Talk Viale Fratelli Rosselli 5, Firenze

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Laura Bosetti Tonatto (Essenzialmente Laura) is the narrator of the conference on the precious rose of Taif, whose flowering is jealously guarded to preserve its rarity. She dedicates this story to the famous nose Guy Robert on the tenth anniversary of his death. With Beatrice Barni (Rose Barni).



Sense the Senses

TIME 04:00 PM Stazione Leopolda, Area Talk Viale Fratelli Rosselli 5, Firenze

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With Tania Gianesin and Elena Abbiatici. Curated by Giovanna Zucconi.



Extra Virgo

TIME 06:00 PM - 08:00 PM Extra Virgo Boutique Via del Trebbio 6/R, Firenze

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Presentation of fragrances and welcome drinks.



Welton London by Omnia Luxury Trade

TIME 07:00 PM - 09:00 PM see invitation

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Cocktail by invitation only.

Saturday 17 September



The Alchemical Wall by Alessandro Gualtieri aka The Nose

TIME 10:00 AM - 06:00 PM Stazione Leopolda, Spazio Alcatraz Viale Fratelli Rosselli 5, Firenze

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Trésors de l'Osmothèque

TIME 11:00 AM Stazione Leopolda, Area Talk Viale Fratelli Rosselli 5, Firenze

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With Isabelle Chazot, Administrateur and Presidente Comité Scientifique.



L'arte di vivere annusando. Storie sorprendenti dal mondo dei profumi e degli odori

TIME 12:00 PM Stazione Leopolda, Area Talk Viale Fratelli Rosselli 5, Firenze

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Book presentation with the author Bill S. Hansson and Giovanna Zucconi. Aboca Edizioni.



Sergio

TIME 03:00 PM Stazione Leopolda, Area Talk Viale Fratelli Rosselli 5, Firenze

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Presentation of the new perfume Sergio, created by Laura Bosetti Tonatto (Essenzialmente Laura) as a tribute to the dancer Sergio Bernal, flamenco sensation and innovative dancer often seen at "Les Étoiles" by Daniele Cipriani.

Moderators Angelo and Cecilia Primerano.



Perfume Symphony

TIME 04:00 PM Stazione Leopolda, Area Talk Viale Fratelli Rosselli 5, Firenze

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Evaporating Triangle. Crescendo & Diminuendo

Between molecules and music. Inside the structure of a fragrance, to discover what lies behind the symphony of olfactory notes that we perceive. With Enrico Maraffino (co-founder and production manager of Label Fine Perfumes Toiletries & Waxes) and David Hovhannisyan (Armenian opera singer).



Extra Virgo

FROM 10:30PM see invitation

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Private party. By invitation only.

Sunday 18 September



The Alchemical Wall by Alessandro Gualtieri aka The Nose

TIME 10:00 AM - 06:00 PM Stazione Leopolda, Spazio Alcatraz Viale Fratelli Rosselli 5, Firenze

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Special Guest of Fragranze 20. A cathartic experience for our visitors.

Worth A Visit

Everything Else

Mr & Mrs Clark

Museo del Tessuto Via Puccetti 3, Prato

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Ossie Clark and Celia Birtwell | Fashion and Prints 1965-74.

A project by Museo del Tessuto di Prato and Fondazione Sozzani, curated by Federico Poletti.

On display from September 17 to January 8 2023. [Info](#)

Last update 03-12-2022