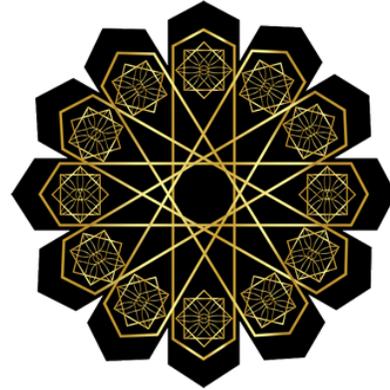


The SCENT

An International Exhibition for Artistic & Niche Fragrances

30th Jan – 1st Feb 2018



PRESS RELEASE

Dubai, 9th July, 2017

The SCENT is another milestone project of The Fragrance Foundation Arabia. This artistic niche fragrance exhibition will be held from 30th January to 1st February 2018 (3 Days) at the most desired destination for art and innovation, Dubai Design District, Dubai – United Arab Emirates.

The First International Exhibition of Artistic & Niche Fragrances in Middle East will be an event par excellence bringing together the world's best Artistic Perfumery originated from around the world. It is an innovative exhibition format with an artistic flair that promises to be an olfactive platform for buyers and for the fragrance enthusiasts globally.

Shahzad Haider, Chairman of The Fragrance Foundation Arabia shared his views, “we aim to become an international source of the most innovative, artistic and ultra exclusive perfume collection and a significant reference point from an international perspective impacting Middle Eastern market. Brands that stand out for quality of offerings, marketing choices and their distinctive niche signature perfumeries are top in our priority list. We pursue the objective of appreciating and giving visibility to the exclusive brands through stringent requirements based on quality and coherence to represent the art of perfumery and its creativity.”

“As the host venue for The Scent, Dubai Design District is paying note to the cultural and historic importance of fragrance from right here in the region. As a design district, we play a central part in promoting creativity across the many aspects of the design world, thereby leveraging Dubai's position as a global creative center” commented, Mohammad Saeed Al Shehhi COO of Dubai Design District.

THE SCENT advisory board is headed by Chantal Roos, ex-President and CEO of YSL Beauté from Paris, joined by other members from the international niche fragrance icons from the world of perfumery. This board will shortlist the applications of international brands to offer an array of prestigious perfume brands. A stringent selection criterion precedes the acceptance for participation in this prestigious and exclusive conclave of artistic and perfumery exhibitors.

THE SCENT aspires to become a global center of artistic niche perfumes and an exclusive international stage dedicated to innovation and excellence in the fragrance industry. It will be an exquisite and artistic presentation appealing to the top connoisseurs of perfumes at a sensory and creative level. In addition there will be an array of rich and interesting events - that will include demonstration of art and olfactive collaborations, workshops, bespoke lectures and up-to-date innovative trends in Niche fragrances and its artistic appreciations - a unique immersive and incredible experience.

The exhibition arena, with handpicked brands from around the world will be an ideal place for professionals, exhibitors, retailer, buyers and distributors to select from the best.

For further details : www.thescent.org

About The Fragrance Foundation Arabia

Fragrance Foundation Arabia was founded on the 27th of October 2008 by signing the license agreement with Rochelle Bloom and Miss Mary Ellen Lapsansky, president and vice-president of The Fragrance Foundation US in Dubai, invited by Mr. Shahzad Haider, Chairman and Mrs. Grit Pannier, President of Fragrance Foundation Arabia.

The Fragrance Foundation headquartered in NYC was established in 1949 by six industry leaders affiliated with the legendary fragrance houses Elizabeth Arden, Coty, Guerlain, Helena Rubenstein, Chanel and Perfumes Weil, to develop educational programs about the importance and pleasures of fragrance for the American public. Today the Fragrance Foundation has become an international source for historic, cultural, scientific and industry related reference materials. The Foundation maintains one of the most extensive print and video fragrance libraries in the world. It publishes educational and sales training materials. The Foundation produces videos and consumer publications and holds seminars and symposia for its members as well as for the international fragrance industry.

In 1982 the Board of The Fragrance Foundation established the Sense of Smell Institute (formerly the Olfactory Research Fund) at the Foundation. The Sense of Smell Institute is devoted to supporting significant scientific and psychological research at leading universities and hospitals around the world related to unravelling the mysteries and importance of the sense of smell and the psychological benefits of fragrance. Currently, the Foundation's international members include manufacturers, suppliers, media, advertising and public relations agencies as well as designers, packagers and retailers.

Every year the respective Fragrance Foundations around the globe organize the prestigious FiFi Awards. The American "FiFi" Award was initiated in 1973 by the then president to acknowledge and honour the creativity of the fragrance industry. In 1993, the first annual European "FiFi" was awarded. The Middle East chapter is the second one outside of Europe, following the foundation of partner organisations in Australia, UK, Italy, France and Germany.

The Arabian Gulf is the world's largest consumer per capita of perfumes in its many different genres.

The Fragrance Foundation Arabia like all other partner foundations will carry out the mission of The Fragrance Foundation, to enhance the image of the fragrance industry and expand the appreciation and use of fragrance in all its forms across all distribution channels globally.

For further information : contact@thescent.org