

PRESS RELEASE

The Accademia del Profumo returns to Cosmoprof Worldwide Bologna, celebrating the 50th anniversary of the fair

Bologna, 16-19 March 2017 – The Accademia del Profumo is back in Bologna thanks to its partnership with Cosmoprof, renewing this historic relationship and opening the way for a new, shared outlook.

The 2017 fair, which is a particularly special event as Cosmoprof is celebrating its 50th anniversary this year, is going to be even more "fragrant" than usual: Indeed, the Accademia del Profumo and Cosmetica Italia have been working side by side with BolognaFiere Cosmoprof, in order to create **The Perfume Factory**. This installation, which will feature at Cosmoprof from 16 to 19 of March, invites visitors on a journey through the different steps in the perfume production process.

As a tribute to Cosmoprof on its fiftieth birthday, the fragrance houses of the Accademia del Profumo also came together to work on a unique, **limited edition fragrance, Cosmoprof 50**, created by master perfumer Luca Maffei. This cologne, which boasts the sophisticated, contemporary notes of Iris fiorentina, is inspired by the image and characteristics of all things Italian.

In addition, the finalists of the **2017 Accademia del Profumo award** will also be promoted during Cosmoprof, and visitors can vote for their choice during the event at the designated stations inside Cosmoprof.

Voting will continue until 13 April, and consumers will be able to select their favourite scent from 10 women's and 8 men's perfumes, voting via various different channels:



- ✓ on the [mini-site](#) dedicated to the competition
- ✓ on the [Facebook](#) page of the Accademia del Profumo
- ✓ via the Accademia del Profumo app, available free of charge on the [Apple Store](#) and [Google Play](#)
- ✓ in more than 900 participating [perfume shops](#) throughout Italy, with the "ring and win" flier

All consumers who cast their vote via the various channels will also be entered for the **instant win competition**, with one of the 100 perfumes in the final up for grabs.

FINALISTS FOR THE BEST PERFUME OF THE YEAR

Women's perfumes: Bulgari Rose Goldea, Chanel N°5 L'Eau, Chloé Fleur de Parfum, Dior Poison Girl, Hugo Boss The Scent for Her, Michael Kors Wonderlust, Narciso Rodriguez Narciso Eau de Parfum Poudrée, Prada La Femme, Salvatore Ferragamo Signorina Misteriosa, Yves Saint Laurent Mon Paris.

Men's perfumes: Bulgari Man Black Orient, Cartier L'Envol, Collistar Vetiver Forte, Giorgio Armani Code Profumo, Prada L'Homme, Roberto Cavalli Uomo, Salvatore Ferragamo Uomo, Trussardi Uomo The Red.



On the occasion of the first day of spring, **21 March 2017**, the Accademia introduces the first ever **National Perfume Day**: an opportunity to raise awareness among consumers of the rich cultural, artistic and scientific heritage contained within each bottle, and to promote the professionals, artists and companies that contribute to making each fragrance an extraordinary sensory experience.

For this first edition, consumers have been involved through a **photography competition** titled **#MemorieProfumate** ("perfumed memories", www.foto.accademiadelprofumo.it), with participants using photographs as a means to express the emotions, memories and the magic that certain scents can trigger. The 10 best photos will win an exclusive limited edition bottle of the *Cosmoprof 50* perfume, and the winners will be announced on 21 March.

After the resounding success of the event in Milan and Florence, the **travelling olfactory journey** created by the Accademia del Profumo is also back, and is set to be held within a series of evocative botanical gardens. In 2017, *The Surprising Sense of Smell: A Perfume Trilogy in Three Acts* will greet visitors to Cosmoprime, before continuing its journey to two new Italian cities: from 16 to 18 June it will be **Padua's** turn, whilst from 22 to 24 September, the event is to be held in the Botanical Gardens in **Rome**.

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 #AccademiadelProfumo
 #GiornataNazionaledelProfumo2017
 #MemorieProfumate

Accademia del Profumo was established in 1990 to build an understanding of perfume's role as an essential element of wellness, to promote its creativity and increase its culture and diffusion in Italy. It's a Cosmetics Italia initiative in partnership with Cosmoprof Worldwide Bologna.

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