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Press Release

AT MILANO HOME 2025: A SENSORY JOURNEY OF FRAGRANCES FOR HOME AND RETAIL SPACES

Trending for 2025: room fragrances with a unique ability to transform spaces, will soon be protagonists in our stores and homes, offering consumers new sensory and emotional experiences.

Milan 18 November. From 23 to 26 January 2025, Milano Home returns with a particular focus on home fragrances, **a rapidly growing segment** capable of enhancing well-being and the relationship with our homes, through emotions and sensory perception.

More than 40 companies from the world of fragrances, candles, soaps and wellness products will attend Milano Home: these will include, **Campo Marzio 70** with its brands Trudon, Paul Smith, L'Objet, The Essential Blend, Nanan, Zenology; **Aquacosmetics** with Stoneglow; **Euthalia Fragrances**, **Farmacia SS. Annunziata 1561**, **Graziani**, **Logevy**, **Label**, **Belforte**, **Cereria Mollà**, **Cereria Pernici**, **Wally1925**, **Rudy Profumi**.

The olfactory experience at Milano Home 2025 is an opportunity for retailers and interior designers seeking to characterise the domestic space with a touch of exclusivity. In recent years, the trend towards sensory well-being has seen a steady growth. People are looking for environments that make them feel welcomed and at peace, where the sense of smell plays a key role in building an emotional relationship with the objects present.

Milano Home 2025 enhances this connection through educational and sensory experiences, helping visitors discover the power of fragrances and convey it creatively to their clients. With carefully selected exhibitors and workshops focused on the most topical themes, the 2025 edition will offer new solutions and proposals for a home culture that enhances the domestic space and its occupants' everyday lives.

In particular, the exhibition will offer trade operators, professionals and visitors a unique eight-phase immersion into the world of domestic fragrances, curated by **Marco Merola**, internationally renowned trendsetter and Creative Director of Casimiro Fragranze.

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“Sensploration”: educational and sensory experiences for home professionals

From fragrances that evoke the warmth of childhood to fresh notes that bring vitality, scents influence the emotions, mood, and ultimately the well-being of those who live in those spaces. Perfume is a dimension of the home that transcends matter, creating an emotional and lasting bond with the environment.

Under the direction of Marco Merola, Milano Home will host **Sensploration**, a programme of "Olfactory Aperitifs," which will include a series of 8 meetings over 4 days on key topics such as sensory marketing, creative branding, and the ability of scents to enhance product identity. Participants will be guided on a path that stimulates synesthesia, or the interaction between the senses, showing how scents, images and sounds can create an atmosphere of beauty and total well-being.

Industry professionals, artists, artisans, designers, producers and distributors will accompany the participants on this journey into the world of fragrances, in a virtuous creative circuit designed to facilitate the sharing of values and skills. A kaleidoscope of talents for a single, grand show orchestrated by Marco Merola, with one main objective: to showcase beauty.

The themes:

The essence of inspiration

Thursday, 23 January from 3 to 4 p.m.

A meeting on how a fragrance is created, from the selection of the raw materials to the interaction between the perfumer and the art director, culminating in the design of the packaging. A complete experience that reveals the unique artisanal and creative process from which each perfume is created.

The game of the senses

Friday, 24 January from 11 a.m. to 12 p.m.

Tips and suggestions for creating emotional events in stores that can tell the story of fragrances and encourage sales by engaging all the senses and offering personalised proposals.

Creative branding

Friday, 24 January from 2 to 3 p.m.

Flowers become fragrances in perfumes, but they can also envelop them, creating a harmonious blend of essences and packaging. Or they can adorn other products together, in exclusive and unique creations.

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Sensory marketing

Friday, 24 January from 3 to 4 p.m.

Discover how fragrances can amplify the in-store experience, especially during the holiday season, in an exploration that intertwines scents, sounds and images to create unforgettable atmospheres.

Real is virtual, virtual is real

Saturday, 25 January from 11 a.m. to 12 p.m.

The store as a meeting point between virtual and real. Maintaining consistency between the physical place and communication through social networks so that they reinforce each other, meeting the expectations created by the images, with a view to strengthening and sustaining the relationship with the clientele.

Trip to Venice

Saturday, 25 January from 2 to 3 p.m.

In the city of spices and scents, a crossroads between East and West. A spellbinding place that enchants and seduces with unexpected blends of flavours and smells, images and signature notes, unique creations, characters from other ages.

Imagine the scent

Saturday, 25 January from 3 to 4 p.m.

Words, sounds, images, colours and scents merge together and shape a world that expands in the imagination and fully engages us. Crossing the threshold of a store becomes an exciting adventure, beyond which an unknown destination awaits us.

NextGen Hub

Sunday, January 26 from 11 a.m. to 12 p.m.

A new space is born for the new generations. A project that embraces their revolutionary spirit, their daring vision, their energy. Here, the future of retail takes shape through ideas, transforming every intuition into change. It is the place where the courage to innovate meets the opportunity to create, for a retail that does not merely evolve but reinvents itself at every turn.



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*Save the date! **Milano Home***

Fieramilano (Rho) from 23 to 26 January 2025

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