

PRESS RELEASE

The parisian rendez-vous
for asian perfumery

ASIA PERFUME SHOW

Bastille
Design Center
Paris

23 – 25
September 2026

by NEZ × 气味上海
Notes Shanghai

THE PARISIAN RENDEZ-VOUS FOR ASIAN PERFUMERY

Nez invites the Parisian public to discover more than 40 niche perfume brands from across Asia at the Bastille Design Center (Paris 11), from 23 to 25 September.

Following a first edition dedicated to China in 2025, Nez is opening a new chapter with the Asia Perfume Show. While continuing to showcase a selection of Chinese perfume houses, the event broadens its scope to embrace the richness and diversity of perfumery across Asia, with brands from South Korea, Japan, Thailand, India, Vietnam and beyond. Conceived as a platform for discovery, dialogue and meaningful connections, the Asia Perfume Show will bring together around 40 creators in an intimate setting

designed to encourage encounters, exchanges and the exploration of some of the most innovative voices in contemporary perfumery. A programme of talks dedicated to the Asian fragrance scene will run throughout the three-day event.

The Asia Perfume Show aims to become an unmissable event for everyone interested in the future of perfumery, at a time when the Asian fragrance scene is experiencing unprecedented growth.

18 July 2026

Ticket sales open

18 July 2026

**Professional accreditation
opens on [perfume-week.com](https://www.perfume-week.com)**

23 September 2026

**Professional Day
(accreditation required)**

24 – 25 September 2026

Open to the public

THREE DAYS TO EXPLORE THE EVOLVING LANDSCAPE OF ASIAN PERFUMERY

BRINGING TOGETHER INDUSTRY PROFESSIONALS AND FRAGRANCE LOVERS

The opening day will be reserved for industry professionals, media and content creators, creating opportunities for business meetings and networking. The following two days will be open to perfume lovers eager to discover brands rarely seen in Europe and meet their founders and creators in person.

A PROGRAMME OF TALKS

At the heart of the event, the Smell Talks will feature around twenty talks and panel discussions exploring the key issues shaping Asian perfumery today. Curated and hosted by Dao Nguyen, founder of Essenzia by Dao and a specialist in Asian olfactory cultures, the programme will bring together brand founders, distributors, journalists and industry experts to discuss the sector's major transformations — from international expansion and cultural specificities to changing consumer expectations and the emergence of a new generation of fragrance brands.

AN INTERNATIONAL PLATFORM

Drawing on the extensive networks of Nez, Notes Shanghai and their partners, the event will benefit from significant international reach, providing strong visibility for participating exhibitors while introducing audiences to the richness and diversity of Asian perfumery. With nearly 3,000 expected visitors, more than 50 confirmed buyers and distributors, and around 40 brands from across Asia, the Asia Perfume Show aims to establish itself as Paris's leading event dedicated to the Asian fragrance scene.



PARTNERS

NOTES SHANGHAI

Partner of the Asia Perfume Show, Notes Shanghai is China's leading trade fair dedicated to niche perfumery. Held twice a year in Shanghai, this flagship event brings together the industry's leading players and hosts the Golden Osmanthus Awards, the highest distinction in China's fragrance industry.

ESSENZIA BY DAO

An expert in Asian markets, Dao Nguyen has been supporting international fragrance companies in their development in China for over fifteen years. Drawing on experience gained with leading global brands, she is now widely recognised for her expertise in the Chinese fragrance market and her deep understanding of evolving consumer preferences.

NEZ, THE OLFATORY CULTURAL MOVEMENT

FRANCE'S LEADING ORGANISER OF PERFUME EVENTS

In just ten years, Nez, the olfactory cultural movement, has become an international reference in the fields of fragrance and olfaction. Since 2024, the team has also been developing events dedicated to perfume, including Paris Perfume Week, which has become France's leading event for the fragrance industry and one of the major international gatherings in the field. The 2026 edition brought together nearly 200 exhibitors and more than 11000 visitors at the Palais Brongniart, complemented by an off-site programme spanning around forty venues across Paris and bringing together the entire fragrance community for a week-long celebration.

Our events

Asia Perfume Show
23 – 25 September 2026

Paris Perfume Week
15 – 17 April 2027

Grasse Perfume Week
17 – 19 June 2027



PRACTICAL INFORMATION

Asia Perfume Show
23 – 25 September 2026
Bastille Design Center
74 boulevard Richard Lenoir
75011 Paris
perfume-week.com

OPENING HOURS

10:00 am – 2:00 pm and
3:00 pm – 7:00 pm

PRESS CONTACT

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