

MONTENAPOLEONE[®]

PROFUMI MILANO

PRESS RELEASE

Montenapoleone Profumi Milano debuts in Dubai: Italian olfactory luxury at Beautyworld Middle East 2025

Milan – September 22, 2025 – Montenapoleone Profumi Milano, an Italian maison of haute artistic perfumery, announces its official international debut at **Beautyworld Middle East in Dubai**, one of the world's most prestigious trade fairs dedicated to beauty, wellness, and high-end fragrance.

Founded by **Simone Baronio**, the brand will be showcased inside the **Italian Pavilion (Stand S2-G38)**, among the selected excellences of Made in Italy, bringing a distinctive vision of artistic perfumery where every creation is conceived as a work of art.

Montenapoleone Profumi Milano was established to celebrate excellence in all its artistic expressions. From olfactory composition to design, from storytelling to gesture, every detail is crafted with utmost precision, created for those who seek not the superfluous, but the essential elevated to a masterpiece.

Tailored to the discerning connoisseurs, MPM resonates with a cultural, aesthetic community that sees perfumery as an expression of identity.

"Dubai represents a natural milestone for MPM: a crossroads of cultures, desires, and visions. It is the ideal place to begin our dialogue with the world." – **Simone Baronio, Founder**

The participation in Beautyworld marks the beginning of the brand's international journey, with the goal of developing both commercial and cultural relationships in high-potential markets – particularly the Gulf region, where fragrance is an essential part of daily life.

Beautyworld Middle East 2025

Dubai World Trade Centre Italian Pavilion – Stand S2-G38 October 28 – 30, 2025

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