

AXXZIA to Exhibit for the First Time at “Asia Perfume Show 2026”, International Fragrance Exhibition for Asian Brands

Showcasing the Signature Brand "BELLE BAI" from Paris, France

AXXZIA Inc. is pleased to announce its participation at the international fragrance exhibition "Asia Perfume Show 2026", to be held in Paris, France during September 23-25, 2026. It will showcase the signature brand "BELLE BAI" developed by AXXZIA Group subsidiary M&D CO.,LTD..



About “Asia Perfume Show 2026”

Organized by the French media outlet "NEZ" specializing in fragrances, "Asia Perfume Show" is an international exhibition dedicated to perfume brands originating in Asia. The 2026 exhibition in Paris will be held in Bastille Design Center from September 23 to 25, with participants from Korea, Japan, China, Thailand, India and Vietnam.

Perfume manufacturers, distributors, journalists and influencers are expected to attend, making "Asia Perfume Show 2026" an important bridge connecting Asian and European fragrance industries.

Event Overview

Event Title : Asia Perfume Show 2026
Date : September 23, 2026 – September 25, 2026
Opening Hours : 10:00~14:00, 15:00~19:00 *Local time in France
Venue : Bastille Design Center

AXXZIA's Products to be Displayed

AXXZIA will exhibit its signature brand "BELLE BAI" born from synergy between companies within AXXZIA Group. Focusing mainly on "BELLE BAI BELLE NUMBER EAU DE PARFUM" personal fragrances line, AXXZIA will also give an exclusive preview of new products scheduled for future release.



"BELLE BAI" BELLE NUMBER 1/3/5/7/9 EAU DE PARFUM

Presented in sophisticated bottles, these five fragrances were each inspired by diverse themes allowing to select a perfect perfume according to the daily mood.



About AXXZIA

AXXZIA, established in 2011 as an exclusive skincare brand for esthetic salons, has since expanded its presence worldwide. The "Beauty Eyes" series, launched in 2016 with the concept of making professional eye care accessible for home use, has been widely embraced in several Asian countries, including China. As a Japanese cosmetics company, we offer a range of exceptional products all made in Japan, with a focus on delivering salon-quality skincare experiences at home. Currently, our products are available not only in Asia, but also in North America, Europe, the Middle East, and so on. In Japan, our products can be found in numerous locations, including our flagship stores—AXXZIA GINZA SIX, AXXZIA Daimaru Shinsaibashi, AXXZIA Keio Department Store Shinjuku, AXXZIA ShinQs by TOKYU DEPARTMENT STORE and AXXZIA NAMBA CITY — as well as in various department stores and specialty shops.

AXXZIA Official Website • SNS

- Official Website : <https://axxzia.co.jp/english/>
- Stores Information : <https://axxzia.co.jp/english/stores/>
- Official Online Shop : <https://axxzia.jp/>
- Official Instagram account : @axxzia_jp https://www.instagram.com/axxzia_jp/

<For further questions about this news release>

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