



FOR IMMEDIATE RELEASE

London's Boldest Fragrance Gathering Returns: Niche Show Unveils Its 3rd Edition at The Bomb Factory

Over 40 independent perfume houses from more than 15 countries descend on The Bomb Factory Art Gallery in Marylebone this November, as Niche Show London returns with the theme “The Raw Art of Fragrance.”

LONDON — Niche Show London — the UK’s first exhibition dedicated entirely to fragrance — returns to The Bomb Factory Art Gallery in Marylebone for its third edition this November. From Friday 20 to Sunday 22 November 2026, the gallery’s raw, industrial spaces will host more than 40 niche perfume houses and fragrance brands from over 15 countries, transforming into three days of scent-first discovery for enthusiasts, buyers and the wider fragrance trade.

This year’s edition, themed “The Raw Art of Fragrance,” introduces an exclusively curated Asian fragrance showcase alongside a dedicated Ultra Niche zone, spotlighting some of the most uncompromising, small-batch perfumery from around the world. The show continues to build its reputation as a meeting point for the perfume community — pairing trade-facing B2B days with public exploration, and welcoming accredited press, media and content creators throughout.

The third edition follows a well-received 2025 show and a fast-growing community of fragrance enthusiasts, with support this year from partners including KeepMe Lifestyle, the UK-based fragrance manufacturer famed for their work with Roja Parfums, Fragrance Du Bois, Ormande Jayne and more.

“Niche Show has always been about stripping fragrance back to what matters — the artistry, the ingredients, the story behind the bottle,” said Lee Martin, founder of Niche Show London. “This third edition is our boldest yet: more brands, more countries represented, and a raw, unpolished setting at The Bomb Factory that lets the scent do the talking.”

Access is available now via niche.show, with B2B Professional Admission for trade visitors Friday 20th, dedicated Media, Press and Creator Saturday 21st and Priority General Admission on Sunday 22nd

About Niche Show London

Niche Show London is the UK’s first exhibition dedicated to fragrance, held annually at The Bomb Factory Art Gallery in Marylebone, London. Now in its third edition, the show brings together independent perfume houses, fragrance brands and enthusiasts from around the world for an immersive celebration of niche perfumery. Niche Show is a trading name of 337 Consulting.

Event Details

WHAT: Niche Show London — 3rd Edition: “The Raw Art of Fragrance”

WHEN: Friday 20 – Sunday 22 November 2026 (set-up 19 November, de-rig 23 November)

WHERE: The Bomb Factory Art Gallery, 206 Marylebone Road, London NW1 6LY

TICKETS: niche.show/show-tickets

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Niche Show London is a trading name of 337 Consulting, 3rd Floor, 86–90 Paul Street, London EC2A 4NE