



STUDY THE PERFUME MARKET

Discovering the new wave in independent perfumery

Study of brands created after 2000.



OBJECTIVES

- Discover the origins of niche perfumery through its brands.
- Analyse the key factors of their success.
- Complete and perfect your perfume knowledge



CONTENT

- Focus on distribution.
- Detailed study of each brand universe (inspiration, perfume creations, brand history)
- Blind smelling of each perfume selected
- Evaluation of significant raw materials
- Perfume classification.
- Visualisation of concept : bottle /packaging.



Anyone wishing to update their knowledge of the perfume market.



1 teaching file



1 day (7 hours)