



STUDY THE BASICS OF PERFUMERY

# Discovering the pioneers of independent perfumery

*Study of brands created before the year 2000.*



## OBJECTIVES

- Discover the origins of independent perfumery through the brands.
  - Analyze their key success factors.
- Complete and perfect their perfume culture.



## CONTENT

- Focus on distribution.
- Detailed study of the universe of each brand (inspirations, perfume creations, history of the brands)
- Blind olfactory study of each of the selected fragrances.
- Evaluation of outstanding raw materials.
- Classification of the fragrances.
- Visualization of the concept: Bottle / Packaging.



Anyone wishing to enrich their knowledge of the market.



1 Teaching file



1 day (7 hours)