



CINQUIÈME SENS
awakens your emotions

World Tour of the Confidential Perfumery

18, Rue de Monttessuy
75 007 Paris
Tel: +33 047 53 79 16
messages@cinquimesens.com
www.cinquimesens.com

A study of the emotional and olfactory world of the main world niche brands

Profiles

- Anyone wishing to update their knowledge of the market
- Marketing teams, sales and training
- Perfume's passionate

Objectives

- Discover the creativity of confidential perfume brands in the olfactory world
- Analysis of key success factors
- Perfect perfume culture and yearly update of language for describing perfumes

Program

- Reminder about olfactory vocabulary
- Detailed study of the universe from each brand (inspirations, creations of perfume history brands)
- Study of the universe creators of Perfumers, their signature, their style
- Olfactory blind study of each selected fragrances
- Evaluation of significant raw materials
- Classification of perfumes
- Visualization of the concept: Bottle / Packaging

- Brands studied:

- *Acqua Di Parma* - *Aedes De Venustas* - *Al Qurashi*
- *Amouage* - *Andy Tauer* - *Bond n°9* - *Byredo* - *Creed*
- *Ecentric molecule* - *Etro* - *Floris* - *Grossmith*
- *Heeley* - *Jo Malone* - *Les Eaux d'Italie* - *Lorenzo Villoresi*
- *Le Labo* - *Miller Harris* - *Mona Di Orio*
- *NU.BE* - *Odin* - *Ortigia* - *Penhaligon's* - *Puredistance*
- *Roja Dove* - *Santa Maria Novella* - *Vero Profumo*

Tools

- 1 Workbook

1 day

Only available in France