



STUDY THE BASICS OF PERFUMERY

Analysis of Haute Parfumerie Collections

Study of the emotional universe and fragrances of high end niche perfumery brands.



OBJECTIVES

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



CONTENT

- Study the universe of the main collections:
 - Inspiration
 - History
 - Olfactory positioning
- 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)