



LEARN A NEW PROFESSION

Fragrance Expert

Fragrance evaluation: from the basics of perfumery to the creation of a scent project.



OBJECTIVES

- Develop your technical and practical fragrance knowledge of the raw materials.
- Improve your fragrance reference system.
- Evaluate a fragrance creation.
- Coordinate the product development process for a brand



CONTENT

- Introduction to perfumery techniques.
- Improve your sense of smell.
- Stories of the major fragrance families.
- A journey through legendary perfumes.
- Trends and perspectives.
- Niche perfumery.
- Haute Perfumery collections.
- From concept to product.
- Fragrance development.
- Brand fragrance territory.
- Fragrance diagnosis.
- Scent marketing.



Project/product managers - Marketing teams and evaluators.

All newcomers to the perfume profession.



Teaching files
4 Olfactoriums®



29 days