



STUDY THE PERFUME MARKET

# Study of new fragrance launches

*Marketing and fragrance study of the year's launches.*



## OBJECTIVES

- Discover new fragrance market trends.
- Examine each brand universe.
- Complete and perfect your perfume knowledge



## CONTENT

- The main launches of the year
- Blind smelling of each perfume
- Evaluation of significant raw materials
- Mapping of important events
- Visualisation of concept :
  - Bottle
  - Packaging
  - Press kit
  - Advertising
  - Pricing



Anyone wishing to update their knowledge of the perfume market. Marketing, sales and training teams.



1 teaching file  
1 Olfactorium® per semester (optional)

## SEMESTER 1 & 2



2 days (14 hours)

## ANNUAL SUMMARY



1 day (7 hours)