

THE TECHNIQUES & LANGUAGES OF PERFUMERY

A journey through the universe of perfume, from the history of fragrance and origin of raw materials to the classification of perfumes.

The course is taught by industry experts, with smelling practice throughout.

(The Advanced Perfumery Program is available as a continuation of this course with a deeper dive into smelling to further improve your olfactive skills.)

This is a six hour course taught in one day.

PROFILES

Professionals in perfumery creation houses, brands or distribution interested in developing their perfumery knowledge and culture

OBJECTIVES

- Acquire and build fundamental theoretical and olfactory knowledge
- Learn and utilize the vocabulary to describe a fragrance and improve fragrance communication
- Identify key notes and accords
- Immerse yourself in 'perfumery culture'

PROGRAM

Brief History

Significant Milestones of Perfume History

TOOLS

Two Olfactoriums

One Workbook

The Sense of Smell

Physiology and Mechanism

Odor, Emotions and Memory

The Perfumer's Palette

Naturals, Synthetics and Reproductions

Understand their origins

Smell and identify key fragrance ingredients

The Structure of a Perfume

Perfume composition

Olfactive Pyramid: Top – Middle – Base

Understanding fragrance classification and language through smelling of the Olfactive Facets and iconic fine fragrances



THE ADVANCED PERFUMERY PROGRAM

An intensive deep dive through the 17 fragrance facets that make up a perfume: from raw materials to iconic fine fragrances.

The course is taught by industry experts, with practice exercises and smelling throughout.

(This course is a continuation of The Techniques and Language of Perfumery.)

This is a three day course (not consecutive) of six hours per day.

PROFILES

Professionals in the world of fragrance creation and perfumery brands that need to advance their olfactive knowledge, olfactive memory and understanding of how the materials all work together.

OBJECTIVES

- Improve olfaction skills
- Master fragrance classifications
- Fine tune communication skills with perfumers

PROGRAM

- **Deep dive into fragrance facets**
Citrus, Aromatic, Marine, Green, Aldehyde, Floral, Fruity, Powdery, Woody, Spicy, Gourmand, Ambery, Leathery, Fougere, Oriental, Chypre, Musk
- Memorize key raw materials in each facet
- Explore and smell iconic fragrances as illustrations of each facet
- Intense smelling exercises

TOOLS

- 4 Olfactoriums (200 ingredients/market samples)
- 1 Workbook



THE FRAGRANCE DEVELOPMENT PROGRAM

Understanding the process and methods used in fragrance development and key success factors of an efficient and favorable process. The course is taught by industry experts, with practice exercises and smelling throughout.

(A pre-requisite of the Techniques and Language of Perfumery course is recommended for those who have little olfactive experience.)

This is a six hour course taught in one day.

PROFILES

Professionals exposed to olfactive evaluation who are interested in deepening their understanding of fragrance development and improving their skills in managing the entire process.

Can be taught to perfumery creation houses (evaluation, marketing, sales) or brands (product development, R&D, brand teams).

OBJECTIVES

- Gain full understanding of the conceptual and olfactive potential of a brand
- Optimize briefings to perfumers
- Understand the various creative approaches taken by perfumers
- Use fragrance evaluation as a key tool for better communication and more efficient team work

PROGRAM

Brand, Concept and Fragrances

Definition of the conceptual and olfactive territories of a brand and analysis of its potential evolution

TOOLS

One Olfactorium
One Workbook

Fragrance Briefings

Outline all elements required in an effective brief

Fragrance Creation: Exploring Creativity

- Capitalizing on existing creative approaches
- Working on emotions and intuition

Fragrance Evaluation Process

- The Role of Evaluation
- Study of the 5 indexes and 1 key factor
- The index rating method



THE FRAGRANCE SALES PROGRAM

Master the emotional and analytical skills required in the sale of perfume.

The course is taught by industry experts, with smelling practice throughout.

This is a six hour course taught in one day.

PROFILES

Professionals involved in the sale of perfumes who are interested in developing their perfumery knowledge and communication skills to maximize selling efforts (sales consultants, marketing, merchandising and sales teams, and brand trainers).

OBJECTIVES

- Learn to discover, understand and connect with your consumer
- Learn the language of perfume including the olfactive and emotional aspects of fragrance
- Improve understanding of the emotional dimension of selling fragrance
- Optimize customer interactions for a successful sale

PROGRAM

Discovering Your Consumer

The fundamentals of customer behaviors and the emotional states

TOOLS

One Olfactorium

One Workbook

Connecting With Your Consumer

Beauty advisor fundamentals and tailoring your selling approach

Fragrance Knowledge

Review of the techniques and language of perfumery: the olfactive facets and their emotional universe, mastering the relationship between analytical description and emotional perception.

Recommending the Right Fragrance

Understanding perfume, personality and image to make the best recommendations



AN OLFACTIVE JOURNEY INTO PERFUMERY

Experience a journey through the universe of perfume, with an introduction to the sense of smell and behind-the-scenes insights into fragrance raw materials, perfumers and the art of perfumery.

Dive into the 17 Olfactive facets used to describe fragrances, making use of both olfactive and emotional descriptors to improve fragrance communication.

This is an interactive workshop-style session with smelling experiences and videos that will inspire those new to the world of perfume, as well as those with previous experience.

Taught by industry experts.

Duration: 3 hours

PROFILES

Designed as a short course for those in the retail environment.

PROGRAM

Sense of Smell

The connection between Odor, Emotions and Memory

The Fragrance Palette

The importance of Naturals, Synthetics and Reproductions

The Structure of a Perfume

- *Understanding Perfumers and Perfumery*
- *Olfactive pyramid: Top – Middle – Base*
- *How to communicate about perfumes by understanding the Olfactive Facets and iconic fine fragrances*

For more information, or to schedule a course, please contact
info@fragrance.com or 212.725.2755



PROGRAM OUTLINE

