

Grasse
Institute of
Perfumery



CLOSING CEREMONY CLASS 2019

SPONSORED BY

symrise 

INTRODUCTION

The 18th class of the Grasse Institute of Perfumery has been tackling the current issues facing the **natural raw materials** by the sponsor: SYMRISE. A complex subject but also deeply interesting for the future perfumer / evaluator generation. They have had to utilise all of their knowledge and skills acquired during the intensive year at the school.

The technical aspect is important but the students have to let their creativity be a part of the composition to mix both: originality and technique.

These young perfumers will be able to show their first creation during the closing ceremony, in front of the Symrise's jury.

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Grasse Institute of Perfumery





Alain FERRO
Director

Connect, strengthen and train the future of the fragrance industry was the common wish of PRODAROM (french trade) and ASFO GRASSE (training center) at the creation of the school in 2002. Today, the Grasse Institute of Perfumery is internationally recognized for its education allowing the trainee perfumer and evaluator to express their full potential.

Interview of Alain FERRO - Director

How do you see the sponsoring of the class?

During the last 17 years, a lot of local companies (Mane, Robertet, Charabot, Payan, Argeville, Jean NIEL...) but also several of the most important structures (Givaudan, Firmenich, IFF, Takasago...) had accepted to sponsor the class. Among the top 5, only Symrise was missing, today we are grateful to say we can count Symrise among the sponsors of our classes.

What do you think about the topic of this year? What do you expect from the trainee perfumers on this subject?

We couldn't have hoped for a better project about the natural raw materials, a few months after the recognition by UNESCO of the know-how linked to the perfume in Grasse. We even add that from the beginning, the training delivered to our perfumer - evaluator students has always highlighted the natural raw materials especially thanks to the expertise of several local and national companies (Mane, Robertet, Biolandes, Payan, Argeville, Floral Concept...).

What is your vision for the school's development?

To adapt with the industry, jobs and technological movements by keeping the know-how of Grasse which is the DNA of our school. To highlight Grasse and our industry's image to the whole world is our preoccupation. Moreover, to follow this global vision we added representatives in Russia, Japan, China, Korea and soon in Taiwan (2020).

“ the training delivered to our perfumer - evaluator students has always highlighted the natural raw materials



THE QUALITY OF LECTURERS

One of the most important features of the school is its capacity to deliver a quality education linked with the reality of perfumery. In the institute, the students are supported by highly qualified lecturers composed of professionals still employed in companies of the industry. This presence in an active position allows them to bring a current expertise completely based on what they live everyday.

PROJECTS IN REAL CONDITIONS

Throughout the year, students have the possibility to use their new skills on projects which are selected by the school to propose a useful training but also to fit with the students' development.

AN INTENSIVE TRAINING



Integrating a one year training course represents a huge investment. In fact, students must use their motion to work and rework their bases, knowledge and skills during the first few months of training which is often compared to the musical theory of solfege. The beginning is simply the discovery, study and recognition of 350 raw material. Then, students will be able to play with materials and use them in schools projects. During the training, 2 internships are recommended to improve their skills in real conditions.

to deliver a quality education linked with the reality of perfumery



2

2019
Class





Jordan SARICA
FRANCE



Olivia HARTNELL
UNITED KINGDOM



Céleste LOMBARDO
ITALY



Nicolas MEUNIER
FRANCE



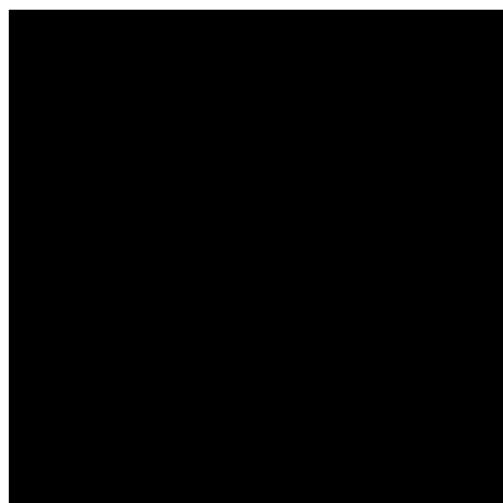
Astrée RIBOUST
FRANCE



Camilla RADESCO
BRAZIL



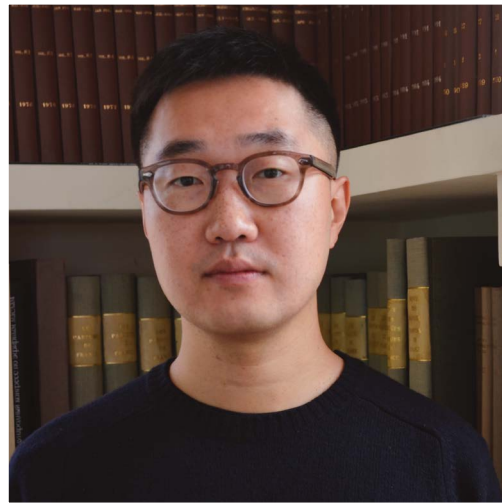
Wanqiu CHEN
CHINA



Song Wun GAO
TAIWAN



Caroline SANCHES
BRAZIL



Pilgeun KIM
SOUTH KOREA



Julia CASANOVA
SPAIN



Lai Ling SZE
CHINA





3

Symrise,
2019 sponsor





symrise



Symrise grew from 2 Germans companies' heritage, Haarmann & Reimer (1874) and Dragoco (1919) whose fusion is represented by a humming-bird and a dragon intertwined at the creation's origin. **Symrise is counted among the world leaders of perfumes and flavours market.**

Symrise has been growing on the fine fragrance market, with **sales of more than 3 billion euros in 2018.**

The success of Symrise is linked to a **huge level of innovation and creativity** but also deep knowledge of customers needs and consumers preferences, whatever their location in the whole world.

The activity of the Symrise group is divided into 3 segments: "Flavor", "Nutrition" and "Scent & Care". Inside Scent & Care is located the Fine Fragrance department with several sites in more than 30 countries and selling around 15 000 products in 135 countries. Perfumers combine aromatic raw materials (artificial flavour and essential oils) to create complex assemblies. (Fine Fragrance), Beauty Care and Home Care products.

Among Symrise's clients of Fine Fragrance in the perfume area, we can

find famous brands as Artisan Parfumeur, Givenchy, Kenzo, Jo Malone, Marc Jacobs, Davidoff, Le Labo, Frédéric Malle, Cartier, Giorgio Armani, Christian Dior, etc.

« We exist to deliver better living through scent »: is the motto of the Scent & Care division. This is the representation of Symrise's vision **to bring the perfume to a new creation level.** Through these words, Symrise highlights the heritage from more than

220 years of fine perfumery and an interdisciplinary collaboration which is unique.

Always on the innovation research, Symrise has built the first olfactive language of the perfume industry: the

genealogy. This is a classification tool of famous perfumes, considered as the oldest of the industry and the most precise.

Symrise is proud to be the 18th sponsor of the Grasse Institute of Perfumery.

“ We exist
to deliver
better li-
ving through scent

Interview of Symrise's team

Why Symrise decided to be the 2019 class' sponsor?

Symrise has always been committed of the growing future of the perfume industry. Since 2007, we have been training the young perfumer generation to be able to shine in the industry, with a solid training according to our expertise. For 10 years, the internal perfumery school of Symrise had allowed 31 talents to realise their dreams of becoming perfu-

mer. Supporting the GIP is also a way to sustain our industry and to spread our vision and values to the 12 young students of the class 2019.

shortages & price fluctuation. The problem is even more difficult because the demand for Naturals is increasing. Although historical innovations such as synthetics molecules discovery or nowadays AI, of which Symrise is a pioneer in the industry, allow us to relieve these issues, naturals will be a part of a perfume forever. Aware of this, Symrise is committed from the beginning in sustainable development and responsible

sourcing to protect the essentials resources needed for making perfumes. Moreover, in several countries by different vertical integration programme, Symrise push and support farmers in their agricultural activities, working on the soil, to durably extract

rare & expensive essences which enhance tomorrow's perfumes. The next perfumer generations have to be aware of the industry issues and formulate using this knowledge.

What are you expectations for the new perfumer generation?

We are witness to an increasing exhaustion of natural raw materials in general. Demographic pressure, climatic changes, consuming society and profit research have been making the access to the naturals harder. The perfume industry industry have to face this situation leading to multiple

creations is a requirement. A perfumer must be perseverant because the perfume development is often long. Finally, a perfumer has to know perfectly the market with its issues and to be aware of the production process.

As a company, what are your expectations concerning a perfumery school?

We expect a proximity with the reality of the perfumery profession, as the GIP school is close to the industry by having qualified lecturers, internships or part-time internships. These experiences are essential because nothing is as educational as the experience of the reality. Ultimately it is important to stay in touch with market needs in order to fit their course and programs on it.

After the closing ceremony, how do you see the relation with the students' class?

At the end of the course, Symrise is going to hire a few students for 6 months depending on our needs and resources. We will continue to advise them in order to develop their career.

What are the qualities required for a perfumer to success?

Nowadays, a perfumer has to mix creativity, curiosity, imagination and poetry. A perfumer must understand the customers expectations, to fit his creation and to be resilient to reach a compromise. Having a mind for being more efficient and impactful in his

“Symrise is committed from the beginning in sustainable development and responsible sourcing to protect the essentials resources needed for making perfumes”




*Symrise is proud to be the 18th sponsor of the
Grasse Institute of Perfumery.*



4

Final project: vulnérable raw
materials





The 2019 topic is highlighting the **vulnerable natural raw materials** in perfumery. Symrise has chosen this topic for an interesting reason: “we decided to give this topic to prepare the students for the current issues in the natural supply chain and its availability in the long term. Nowadays, the subject of naturals is important for consumers and our clients too, who put it as an important condition of their compositions.

On this project, Symrise's requirements are for the focus to be on the information selection and the capacity of students' **to find a solution for each supply chain in danger**. The jury is waiting to find a perfume composed of a vulnerable raw material which has been created with all the technical creativity of students as well as the entire knowledge that the school taught them during the year.

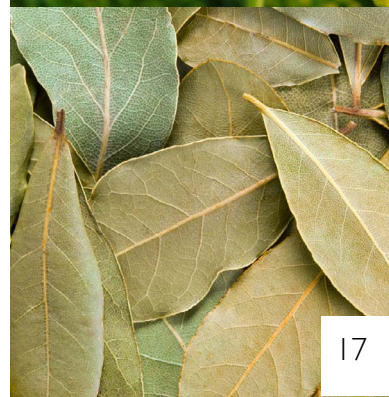
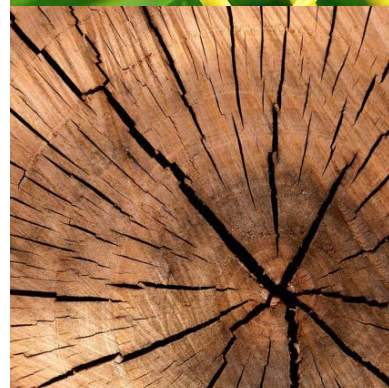
The composition will be judged by 4 Symrise representatives:

- Béatrice Favre-Bulle, SVP Perfumery Excellence & Sustainability in charge of The Symrise Perfumery School

- Suzy Le Helley, Perfumer GFIM
- Solene Homo, Project Manager Perfumery Excellence & Sustainability
- A Senior Perfumer

“ *vulnerable
natural raw
materials
for perfumery*

The project has been organised in 4 parts aiming to deepen students' knowledge concerning 6 vulnerable natural raw materials: **Saint Thomas Bay, Ylang Ylang, Galbanum, Styrax, Sandalwood and Peru Balsam.**





1

Research and analysis
of natural raw materials

In 6 groups of pairs, the students do a research project on their vulnerable raw materials in order to have a better understanding of the product which has been given to them. The research is about the location of their product's growing, the process of transformation and difficulties concerning procurement of these products.

At the time of this research, the students have to be able to understand why these products are considered as vulnerable and identify if it relates to climate issues, natural disasters, an unstable political situation of the country or a new law etc.

This first part is an essential step because the student has to create a composition around their material. Each group has to present their analysis in addition to their solutions which is judged interesting by Symrise.



2

Brief

Guided by the sponsor's recommendations, the student starts to work on the brief by focussing the research on the current market trends. Then, creating the niche perfume universe dedicated to the luxury industry. The universe includes the packaging, branding represented also by a moodboard expressing the general idea and the ambience of the perfume. Symrise has requested the students to be creative, original and respectful of IFRA standards as well as keeping within a budget of 50 € per Kg.



3

Fragrance creation

Consistent with the established brief, students must create a fragrance with their chosen vulnerable raw material now eliminated. To face the difficulties by the perfumers working on these vulnerable products, students have to think about a solution for the product's replacement in case of shortage, but it's mandatory to keep the exact scent of the first creation.

Students are free to use their full creativity in the final presentation to impress the jury to highlight as much as they can their compositions' universe.



4

Tests

In accordance with the professional reality and with the goal of Symrise to prepare the future of the industry, Symrise has decided to use a method - often used to test a fragrance. Students have to test their fragrance on 10 people minimum to evaluate the potential of their product in the market by asking 3 questions:

Do you like the smell of the perfume? Is it accorded to the concept? Would you like to buy it?

At the end of these tests, the fragrances, unique and exclusive, will be presented during the closing ceremony. The guests will be lucky to discover the first creation of these young perfumers/evaluators. The project which wins over the jury by enchanting their noses will be announced during the ceremony.



5

Closing Ceremony

On **December, 12th 2019** the **closing ceremony of the Grasse Institute of Perfumery will be held at The International Museum of Perfumery**. It signals the end of one year of an intensive training for these perfumers / evaluators who will show their first creation and discover the selected composition by the jury of Symrise. This is also the beginning of a new year with the official announcement of the class 2020 sponsor.





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