

2020 CLASS



# End of year ceremony, a digital event

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Grasse  
Institute of  
Perfumery





# Introduction

This year, the traditional graduation project of the 20th year of the Grasse Institute of Perfumery, presented by Bordas, is certain to be a cultural experience full of originality!

The young perfumers had to work on a composition that was both technical and creative and inspired by spanish culture. The objective was to create an olfactive identity influenced by the cultural history and character traits of a famous spanish personality.

This complex but original subject was an opportunity for our futur perfumers to develop and demonstrate all the knowledge and skills acquired during their intensive year of training.

Each student will have the opportunity to present their work before an internal jury appointed by BORDAS, at the annual graduation ceremony.



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SUMMARY

# Grasse Institute of Perfumery

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*Villa Margherita*





## THE CREATION OF A WORLD-RENOWNED SCHOOL...

The Grasse Institute of Perfumery was founded in 2002 by ASFO Grasse and Prodarom (Union of the perfume industry) dedicated to the training of student perfumers and/or evaluators for the global perfume industry.

The idea of creating this school came from the desire to transmit the living heritage of perfumery to enthusiasts from all over the world.

It was established on two main themes: passion and experience.

Today, the Grasse Institute of Perfumery is a world-renowned school with the ambition to continue to spread the art of perfumery to people who are eager to learn...

## THE QUALITY OF LECTURERS

The training is not academic: each lecturer is a professional who has worked in the industry for many years.

They are carefully selected to offer an education that meets the requirements of a constantly evolving industry.

At the Grasse Institute of Perfumery, the choice of trainers plays a major role in what makes the school world famous today.



## A PROFESSIONAL TRAINING

The school offers a one-year intensive training programme in creation and evaluation in perfumery, mainly aimed at an international audience.

During their one year of training, the future perfumers/evaluators at GIP discover hundreds of natural and synthetic raw materials, learn how to create accords, develop fragrances and even evaluate different alcoholic perfumes and perfumed applications on the market (shampoos, soaps, etc).

At the end of the training, students have the opportunity to do a 6-month internship to complete their apprenticeship in a professional context.

Throughout the year, students work on different projects set by the school to put into practice all of the knowledge and skills acquired.

“***Bringing the art of perfumery to the forefront for enthusiasts.***”

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## A WORD FROM THE DIRECTOR ALAIN FERRO - DIRECTOR OF ASFO GRASSE

The Grasse Institute of Perfumery was founded at the start of the century under the impetus of Han-Paul Bodifée, then President of Prodaron, the National Union of Perfume Industries and yours truly, already Director of ASFO Grasse.

After 2 years of reflection and consultation with perfumery experts and managers of local perfume houses, the project became a reality in January 2002 with our first class of 8 students from the 4 corners of the world.

The idea was to create a school that was different from those already present in France without compromising on existing standards and quality.

One of our main ideas was to give non French speaking foreign students access to long term, high quality training, which would allow them access to the technical professions of the international perfume industry (perfumers, perfume analysts, evaluators...).

Furthermore we wanted to provide opportunities in the industry to candidates without a scientific background.





Teaching at the GIP differs from that of other perfumes schools on several points:

Teaching is in English to enable students from all over the world to apply.

Selection is not based on degrees and scientific knowledge but on the candidate's profile and motivations.

It also favours the mixing of nationalities.

The number of students is limited to 12 in order to encourage active participation and individual follow-ups.

The trainers are all experienced professionals from the fragrance industry.

The lessons are strongly oriented towards individual practice and project management.

Each class benefits from the active support of a sponsoring company from the perfume industry's international leaders (Givaudan, IFF, Firmenich, Symrise, Takasago, Dior...) or companies from the Grasse region (Charabot, Mane, Robertet, Argeville, Expressions Parfumées. SFA Romani...).

The technical teams of these companies regularly work with the students, particularly concerning their final project.

With the completion of our twentieth year of graduates, sponsored by Bordas, we will have seen a particularly difficult year with COVID19. Our graduates will join the companies in the sector, as nearly 200 students before them have already done, including Lucia and Lucas who are now perfumers at Bordas and members of the jury.

A big thank you to Bordas and its staff for their commitment to our students throughout a very challenging year. Like the sponsors who have preceded them, they have managed to instill in our students the desire and creativity to surpass themselves which are essential qualities for their future success.



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# Class 2020

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Christopher  
PICKEL

United-States



Fanny  
GINOLIN

France



Wei-te  
PENG

Taiwan





Armelle  
CUGNOD

France



Mashu  
ABE

Japan



Ameera  
KHAN

India



Yaroslav  
SIMONOV

Russia





Julie  
BARRETTA

Switzerland



Sushant  
WARANG

India



Elena  
PEREZ DIEZ

Spain



# Bordas, 2020 sponsor





Bordas is a Spanish company founded in 1922 in Seville. It specialises in the food and chemical industries.

Today, the company produces natural ingredients and develops synthetic molecules and creative fragrances for all kinds of applications.

Bordas is continuously expanding and has developed its business in both the food and feed ingredients sectors, as well as the pharmaceutical and nutraceutical industries, exporting its products worldwide!

With almost 100 years of experience, Bordas has become one of the leaders in the Spanish perfume industry, whose creations are recognised by customers all over the world.

As a fragrance designer, the company creates customised perfumes from certified natural raw materials and synthetic ingredients of the highest quality, which can be used in any type of application and guarantee the sustainability and ethical production procedures of their perfumes. It creates innovative fragrances for all kinds of product families such as fine fragrances, toiletries and cosmetics.

Each application is developed by a team of designers, specialised in the technical and regulatory aspects of the industry, who consistently strive to achieve the best possible quality, performance and stability of their creations.

The evaluation of fragrances are carried out by an internal panel of perfumers, project managers and marketing personnel in order to service their customers in the best possible way.

Bordas is the leading exporter of bitter oranges from Seville and has factories in Cadiz, Lisbon, Brazil and Peru, taking up the challenge to meet international demand.

**“ [...]**one of the **leaders in the Spanish perfume industry.**



**Why did you choose Spanish culture as the subject for the end-of-year project?**

We wanted to celebrate the importance of cultural heritage.

Given the current health context, it was not possible for the students to make their end-of-year trip to Spain, so they did not have direct experience of our country and its scents. We wanted to help the students take an imaginary journey, discovering the culture, artists and well-known Spanish raw materials.

Each character comes from different regions and historical periods, giving students the opportunity to research and discover the diversity of Spanish culture and flora.

After all, it is the story behind the perfume and the personal vision of the creator, that gives a perfume its soul.

We hope that the students will be able to identify with the characters we have chosen, expressing their lives and their universe in a perfume.

“ ***As a company [...] we expect students to learn our business in depth.*** ”





**As a company, what are your expectations of a perfumery school?**

We believe that the Grasse Institute of Perfumery is an extraordinary experience for students, where they learn not only how to create fragrances, but also have the opportunity to share their passion for scents, their knowledge, and their personal experience.

As a company specialising in this field, we expect students to learn in depth about our profession: the raw materials, the accords and the history and genealogy of perfumery. Monitoring and forecasting the evolution and trends of the market, as well as the ability to adapt a good perfume at a pre-established price and in different applications, are real challenges that the industry has to face on a daily basis.

We have no doubt that the GIP is one of the best perfumery schools in the world and we are convinced that it will transmit both know-how and interpersonal skills to its students, which are essential elements for success.

**What do you think of the new generation of perfumers?**

Just as the characters we have chosen represent times of great change, in today's world the "new" perfumers face many challenges too. Profiles and backgrounds are more diverse, which can make our industry richer and more representative of the real world which is therefore better.

**In your opinion, what are the qualities required for the success of a perfumer?**

A perfumer must be passionate about his or her job. They will then be able to transmit this spark to their creations.

More importantly, a good perfumer is a storyteller, a magician that captures emotions and sensations in a bottle. In a highly competitive environment, they must be able to read and understand the customer's needs and bring to the table something that not only fits the purpose, but is also sublimated.

On the other hand, students will have to understand that they are only one part of the complex mechanism of the perfume industry, and that it is therefore very important to be able to work well in a team.

In addition, and highlighting the situation we are living in at the moment, we would like to stress that success is not easy to achieve and moreover, it is even more difficult to stay at the top for a long period of time. Therefore resilience and the ability to adapt quickly are essential for success.





## GIP 2020 CHALLENGE



# Final project

“the universe of  
spanish  
personalities”





## THE UNIVERSE OF SPANISH PERSONALITIES

The theme of the 2020 project of the Grasse Institute of Perfumery highlights Spanish culture in its different aspects!

The future perfumers will have to call upon their creativity and curiosity as well as their experience.

Indeed, if Spain is known for its sunny holidays, parties and good food, it is also associated with passion and individuality. This is what Bordas has chosen to emphasise.

Spanish culture is represented through different great personalities who have all had, in their own way, a strong impact on the culture. The lives of each of these characters embodies different facets of what the Spanish spirit is all about.

The aim is to succeed in creating a perfume that will best define the olfactory expression of the character's world, his or her era, personality and heritage.

The composition will be judged by a jury composed of eight representatives from Bordas :

- Emilio VALEROS : Senior perfumer
- Ángeles FERNÁNDEZ : Senior perfumer and external consulting
- Theo TEN PIERIK : Senior perfumer
- Miguel MATOS : Fragrantica journaliste, perfumer and perfume critic
- Lucía SANZ : Perfumer at Bordas
- Lucas GRACIA : Perfumer at Bordas
- Blanca MENCOS : Project manager at Bordas
- Beatriz CARMONA : Marketing manager at Bordas



Students will have to choose a personality from among those proposed. They will then have to research it in order to better understand the celebrity they are working on.

Each student will have to make a marketing presentation to express the concept of their creation.

This should contain a moodboard, the general idea, the atmosphere of the fragrance, everything that will ultimately help the client understand the creation and fall in love with the fragrance.

Throughout their research, the students will present their analyses to the sponsor so that the latter can judge its relevance. With the recommendations obtained, the future perfumers will be able to continue to develop their work until the final date.

Bordas expects students to be creative and original, but above all to express their personality as an artist, while following the cost restrictions of the composition, which must not exceed 80€/kg and must include at least one Spanish raw material: rosemary, lemon, lavender, bigarade or labdanum.

At the end of the project, the five best fragrances will be chosen by Bordas. The five selected students will then work in duo with the five remaining students to create a hand gel formula.

**The Grasse Institute of Perfumery's students have yet again been faced with another formidable challenge!**





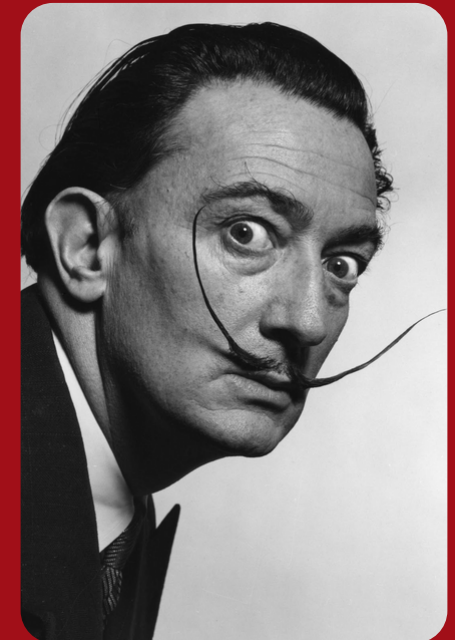
## WHO ARE THESE SPANISH PERSONALITIES?

**Lola FLORES** : nicknamed "la Faraone", an Andalusian celebrity. Dancer, actress and singer. She had an irresistible charisma and a strong personality. She reinvented flamenco music and made it pop! She is the ambassador of gypsy culture.



Lola FLORES

**Salvador DALI** : The eccentric genius of surrealism. Painter, sculptor and filmmaker, his creations reflect a bizarre and dreamlike universe. Imbued with deep symbolism.



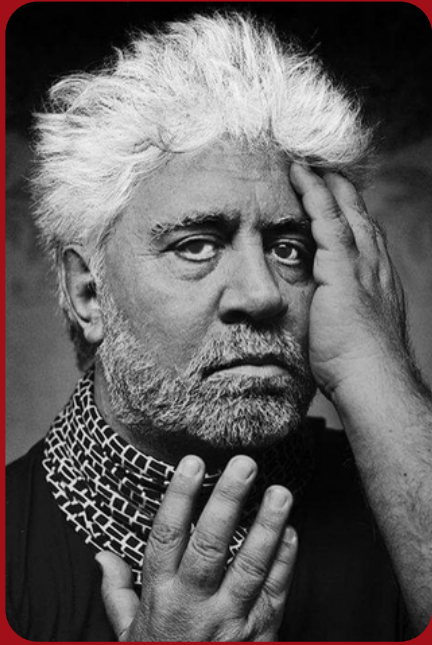
Salvador DALI

**Santa Teresa DE JESUS** : Catholic nun from the 16th century. She was a poet, reformer, rebel and founder of the Carmelite order.



Santa Teresa DE JESUS





Pedro ALMODÓVAR

Pedro ALMODÓVAR : A great Spanish film director. He is the ambassador of Spanish pop culture. Known as the voice of women and the LGBTQ+, he has a striking visual style and dark humour.

Duchesse Cayetana de Alba



Duchesse Cayetana De Alba (María Teresa de Silva) : muse of the painter Francisco de Goya. The duchess had real political influence, an aristocrat with a free spirit for her time.



Rafael NADAL

Rafael NADAL : A famous Spanish tennis player of the 21st century. He has established himself as one of the game's greatest competitors and one of the world's best players.



# Closing ceremony



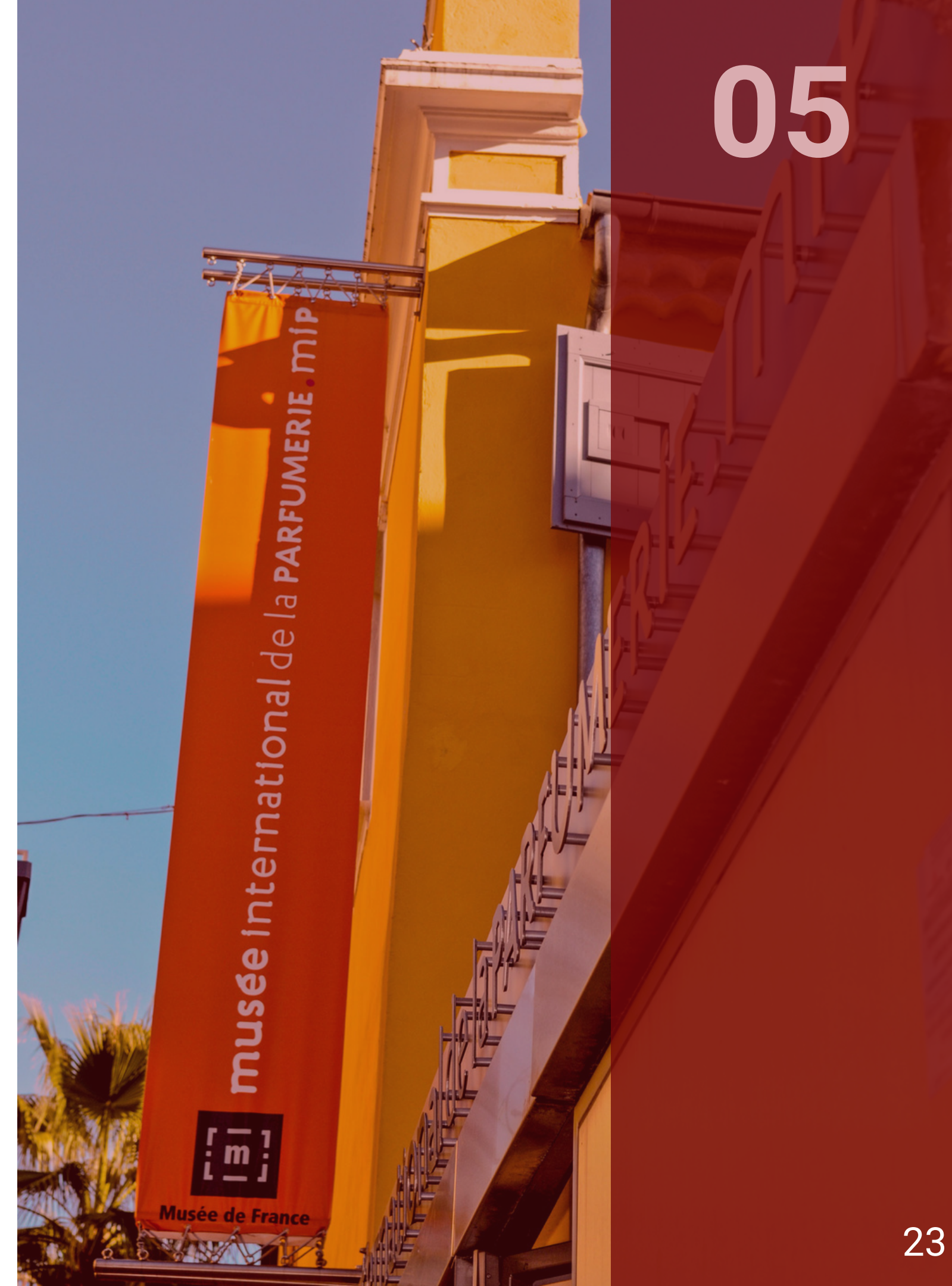


THE CEREMONY WILL BE HELD ON  
MARCH 2, 2021  
BY VIDEOCONFERENCE

Due to the current health context, the annual event of the Grasse Institute of Perfumery will be held by videoconference.

The circumstances in which the event will take place in no way detract from the great determination and motivation shown by our future perfumers. Each will present the fruit of the year's intensive work. The members of the Bordas jury will evaluate the creations presented and one of them will be selected.

During the ceremony, the president of the school, Mr Philippe Massé, will announce the sponsor for the 2021 class, which will mark the beginning of a new year!





## CONTACTS



[www.bordas-sa.com](http://www.bordas-sa.com)



## CONTACTS

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