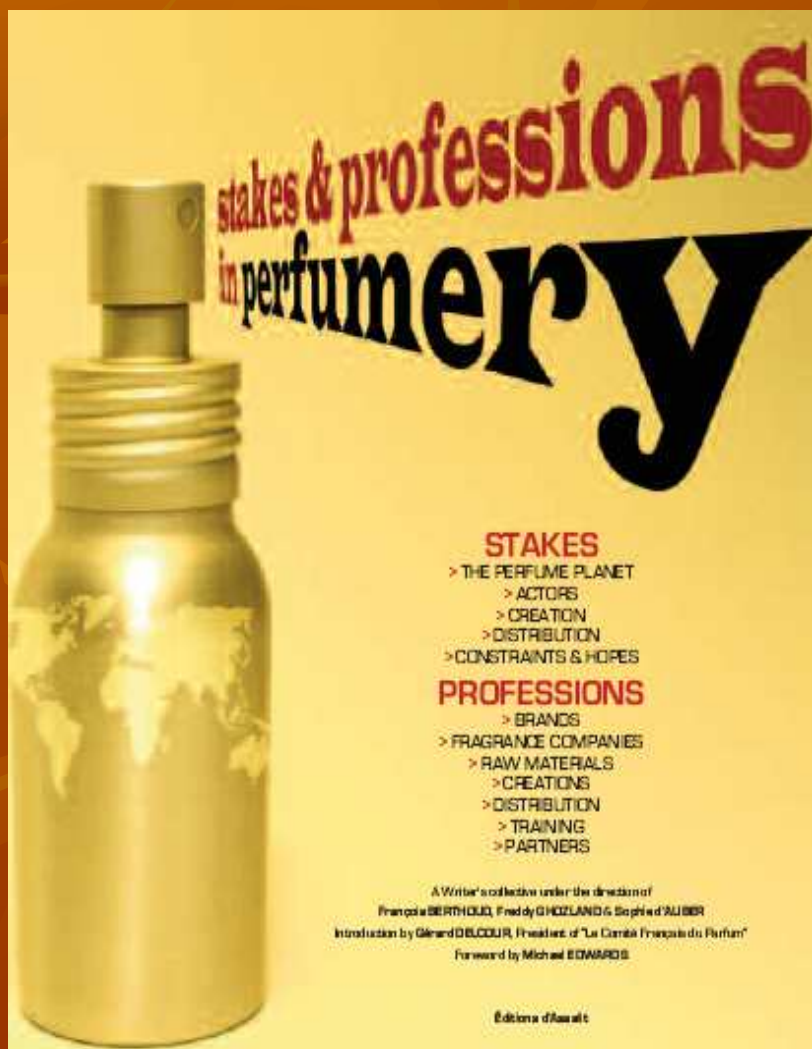


## LATEST WORK!



A limited Edition

Publication 2007

### **STAKES & PROFESSIONS IN PERFUMERY**

A **WRITERS' COLLECTIVE** under the direction of  
*François Berthoud, Freddy Ghozland & Sophie d'Auber*

**80 signatures**

**256 pages**  
**some 100 illustrations**

Introduction by **G rard DELCOUR**,  
President of "Le Comit  Franais du Parfum"

Foreword by **Michael EDWARDS**

# STAKES & PROFESSIONS IN PERFUMERY

A major contribution for a better understanding of the Fragrance industry today – and the future.

Underlining the significant changes in recent years:

globalization,  
reduction of the number of key players,  
changing distribution,  
too many launches,  
legal constraints,  
technical changes...

- **30 key players** give a global overview of the main world markets and the stakes to come.
- Some **50 interviews** conducted with professionals of interest for those working in this profession.

# The Perfume Planet: a *global analysis*

*We are in a golden age of perfumery. Never before have so many women been so interested in perfume. Never before have they tried so many different fragrances. Yet, what must product managers do to determine which fragrances will be successful in the market?...*

Michael Edwards

## **Introduction to the perfume market**

Every month, NPD *BeautyTrends* studies the performance of the Beauty Prestige (Perfumes, Skin Care, Make-up categories) in selective sales points in the United States, France and Italy...

*Total Beauty Prestige -U.S. Slow Growth because of a decline in perfumes....*

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## **A success model which has run out of breath?**

*The point of view of the market players...  
Reasons to be optimistic: beginnings of a new approach...*

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*A U-turn in perfume marketing*

Georges Léwi

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*A major event in perfumery*

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*A successful globalization  
"A Great Vintage", "A decisive contribution to the French economy"...*

Nathalie Charon

## **Great myths of perfume**

*"The Gods perspire" for the Egyptians or the Pharaonic era, the aromatic compositions also ensure, thanks to...*

Annick Le Guérer



# The Perfume Planet: *major markets*

## Middle-East Opportunities

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Benoît Rouquayrol de B.

## France: the economic pole of perfumery development: the Cosmetic Valley

Jean-Luc Ansel

## What future for Grasse?

Han-Paul Bodifée

## The USA: Freeze frame on the market

An overview of the present situation in New York during the Fragrance Week (October 16-21 2006), by Michèle Meyer together with key actors from *the Fragrance Foundation, IFF, Quest, Coty America, Bond N9, Barneys NY, WWD BeautyBiz...*

## Latin America: emergences

*Unrelentingly, the phenomenon of universalisation follows its course...*  
Luiz Seabra



## Russia: a market with an exceptional growth

*The Russian market enjoys one of the most important growth rates among the economies described as emergent. This comes primarily from...*  
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## China: the Asian Eldorado

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Pascale Elmalan

## The UK Premium Fine Fragrance Market

*A Time for Change?*  
John Ayres  
&  
Sumit Bhasin

## An olfactive voyage in South India

Patty Canac

## Japan: Empire of cosmetics

New openings...

# Stakes for tomorrow

The Nature & Chemistry of Synthesis

Francis Thibaudeau

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Marcel Botton

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Youth-like Perfume

J.P. Forestier

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André Holley

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The sense of smell and its language

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Marion Bonnefille

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Karine Lebret

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J.J. Le Pen

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REACH, Preparation of the Perfumery Industry

Robert Fellous

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- Sales & Export
- Agents & Distributors
- Duty-Free
- Consulting
- Communication
- Purchase
- Trade shows
- Photography
- Artistic Management
- Design
- Graphic creation
- Packaging
- Store architecture
- Perfume Creation
- Evaluation
- Production & Quality Control
- Training
- ...



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- Guerlain
- Thierry Mugler
- Lalique
- Serge Lutens
- Ulric de Varens
- Editions de Parfums Frédéric Malle
- Clarins
- Coty Prestige
- Jovoy
- Parfum d'Image
- Comptoir Sud Pacifique
- Nicolaï



## Fragrance Companies

- Robertet
- Takasago
- I.F.F.
- Firmenich
- Givaudan - Quest Int'l
- Symrise
- Biolandes



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- ...

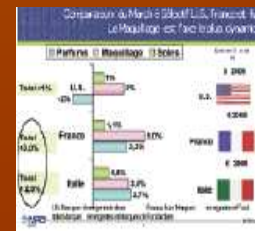


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- Pierre Dinand
- Dragon Rouge
- ABN Concept

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- Catherine Disdet Conseil
- FindinG
- SFP, ...



## Communication & Events

- CosmetiqueMag
- abc-luxe website
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- Luxe Pack

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