

3rd edition

FRAGRANCE INNOVATION SUMMIT

PARIS

7 NOVEMBER 2019

DESIGN - AI - PACKAGING - SOURCING
DIGITAL - RETAIL - TRENDS - EXPERIENCE
SUSTAINABILITY - CUSTOMIZATION

www.FragranceInnovation.com

en collaboration avec



THE FRAGRANCE FOUNDATION
FRANCE



LA REVUE OLFACTIVE



ID SCENT
OLFACTORY TECHNOLOGIES



08.30 - 9.00

Welcome coffee

09.00 - 9.05

Welcome speech by Sabine Chabbert | Associate Director | Fragrance Foundation France

SESSION 1 | AROUND THE WORLD

09.05 - 09.20

Selective perfumery around the world : current situation and prospect

Mathilde Lion | The NPD group

09.20 - 09.35

A world tour of fragrances innovations

Vincent Gallon | Premium Beauty News

SESSION 2 | ULTRA TECHNO, ULTRA DATA : NEW CREATION

09.30 - 09.45

AI serving emotion : optimise the impact of fragrance creation

Muriel Jacquot | Myrissi

09.45 - 10.00

Case Study : the perfumer assistant Philyra and Brazilian « millennials »

Claire Viola | Symrise

SESSION 3 | ULTRA NATURAL, ULTRA ETHICAL, ULTRA AUTHENTIC : ULTRA COMMITTED FRAGRANCE?

10.00 - 10.15

Natural, ethical, transparent, committed : will perfume follow the same revolution as other beauty segments ?

Pascale Brousse | Trendsourcing

10.15 - 10.30

Case study: towards 'clean perfumery' ?

Camille Le Feuvre | pH fragrances

10.30 - 10.45

Bee Respect : Guerlain's transparency commitment

Sandrine Sommer | Guerlain

10.45 - 11.05

COFFEE BREAK

SESSION 4 | BEYOND NATURAL : BIOTECH REVOLUTION

- 11.05 - 11.20** Creating from a 100% natural palette
Maxime Gransart & Irène Farmachidi | Technicoflor
- 11.20 - 11.35** Biodiversity, sustainability, Nagoya - Natural materials under tension?
Stéphane Piquart | Behave Sourcing
- 11.35 - 11.50** Wood and biotech : towards an eco-innovative and re-localised perfumery
Marie-Gabrielle Jouan | BGene Genetics

SESSION 5 | KEYNOTE SPEAKER

- 11.50 - 12.25** Societal expectations in innovation and human progress
European Institute for Creative Strategies and Innovation (EICSI) | Club de Paris des Directeurs de l'Innovation
- 12.25 - 12.35** Questions | Debate
- 12.35 - 13.45** **LUNCH BREAK**

SESSION 6 | DESIRES, PLEASURES, AFFIRMATION: RECONNECT WITH CONSUMERS

- 13.45 - 14.00** Fragrances house, how to (keep) engaging on social networks?
Wilfried Klucsar | Dix Sept Paris
- 14.00 - 14.15** The revival challenge of heritage brands
Marielle Belin | La Marque & la Manière
- 14.15 - 14.30** "Fragrance desillusion" / "fragrance recession" : consumers rebellion
Michelle Algazi | Dynvibe
- 14.30 - 14.45** Case study: testing fragrances on Instagram
Carl Allain | Arcade Beauty Europe

SESSION 7 | INVITED GUEST SPEAKER

14.45 - 15.00

Get inspiration from the past to draw the future. The view of a great Lady of the perfume world.

Chantal Roos | Roos&Roos

SESSION 8 | PACKAGING PARADOX : ULTRA TECHNO, ULTRA LUXE, ZERO PACK

15.00 - 15.15

A snapshot on packaging innovations at Luxe Pack 2019

Kristel Milet | Premium Beauty News

15.15 - 15.30

Personnalisation, small series, agility : how to cater to the new needs of the brands

Bruno Diepois | Coverpla & Jonathan Mihy | MR Cartonnage Numérique

15.30 - 16.00

Panel: Recycling, upcycling, zero waste, circular economy
Packaging and the environmental challenge

Olivier de Saignes | Aptar - Federico Montali | Bormioli Luigi - Pierre Dehe | Groupe Pochet
Astrid Dulau-Vuillet | Verescence - Cécile Tuil | Albéa - Gerald Martines | In-Signes

16.00-16.20

PAUSE CAFÉ

SESSION 9 | PERFUME METAMORPHOSIS

16.20 - 16.35

Psychophysiology and fragrance creation

Edith Filaire | Greentech

16.35 - 16.50

Scent branding & polysensorial experiences : the case of spirit brands.

Cécile Zarokian | Perfumer

SESSION 10 | RETAIL : RENCHANTED EXPERIENCES ... OR NOT ?

16.50 - 17.05

Renewal of the perfume testing

Maxime Caffon | iDscnt

17.05 - 17.20

Technology & digital innovation: new sources of value for perfumes

Joël Palix | Palix Unlimited

17.20 - 17;35

The dynamique model of an industrial / retailer

Nicolas Dewitte | Groupe Bogart

17.35 - 17.50

Customer experience at point of sale : the recurring challenge of staff training

Nathalie Pichard | toPNotes

CONCLUSION

17.50 - 18.00

Questions and debates

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