

MEMBERSHIP BENEFITS

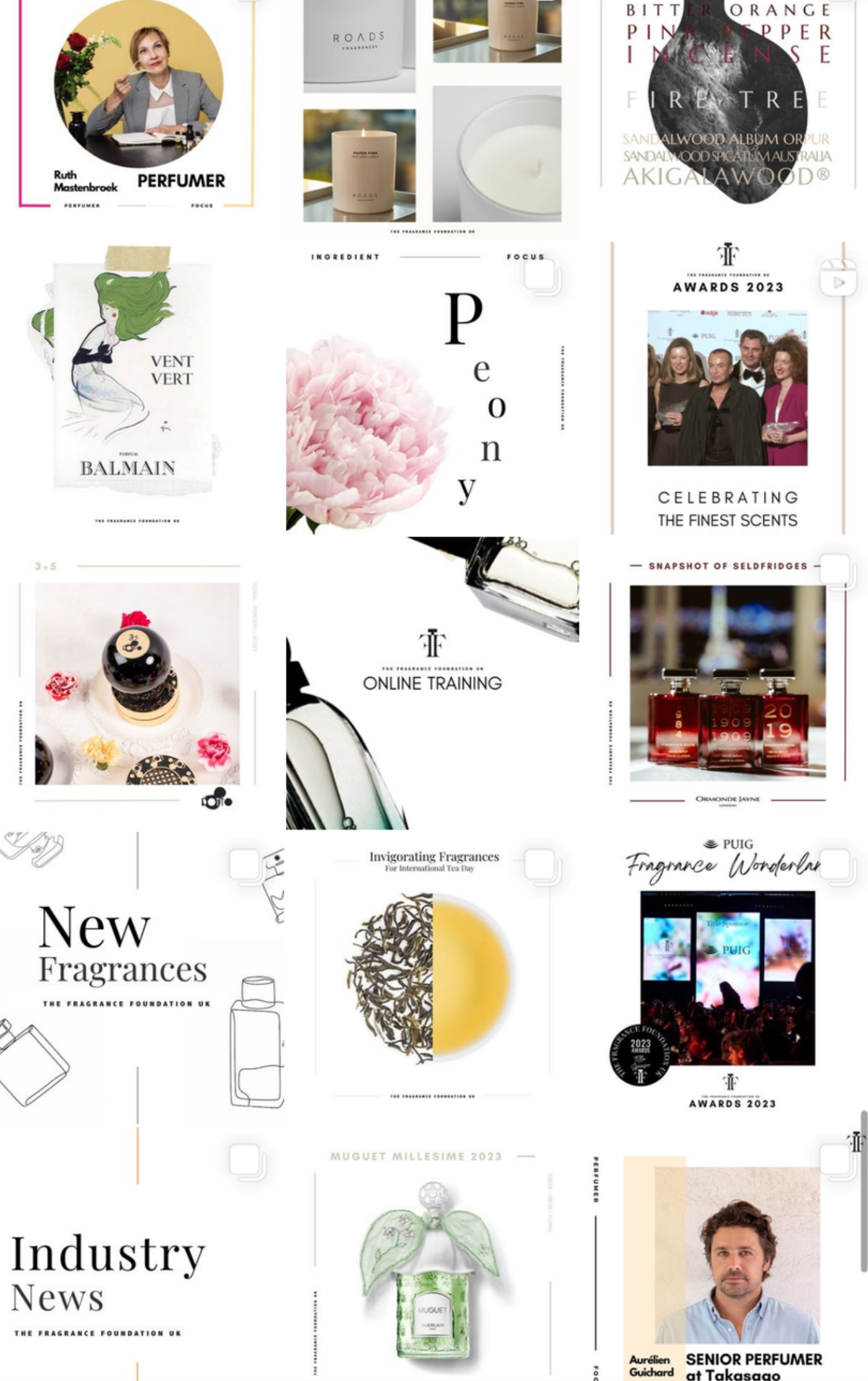
THE FRAGRANCE FOUNDATION UK

Social Media, Marketing & Events



Social Media

As a member, we will promote you across our social channels which has a collective audience of **over 80k**. We will promote new activities, events, launches, industry news and fragrance stories where appropriate across **Instagram, Facebook, LinkedIn, Twitter, Youtube, and TikTok**.

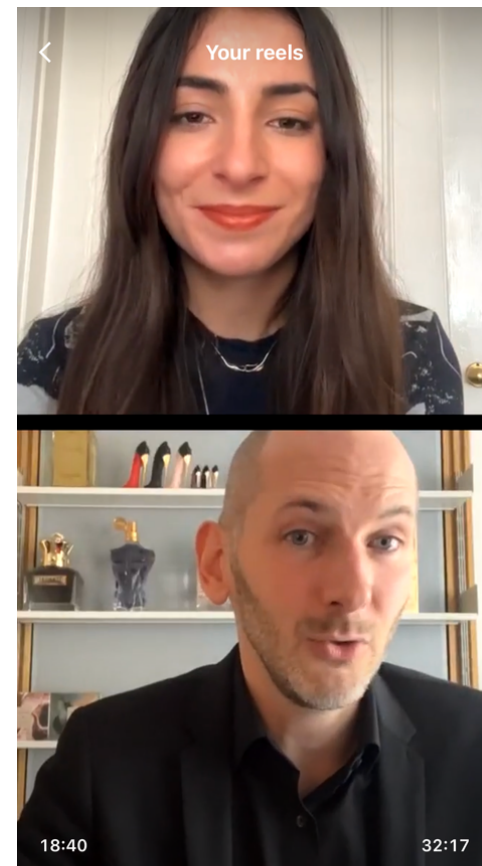


Live Sessions

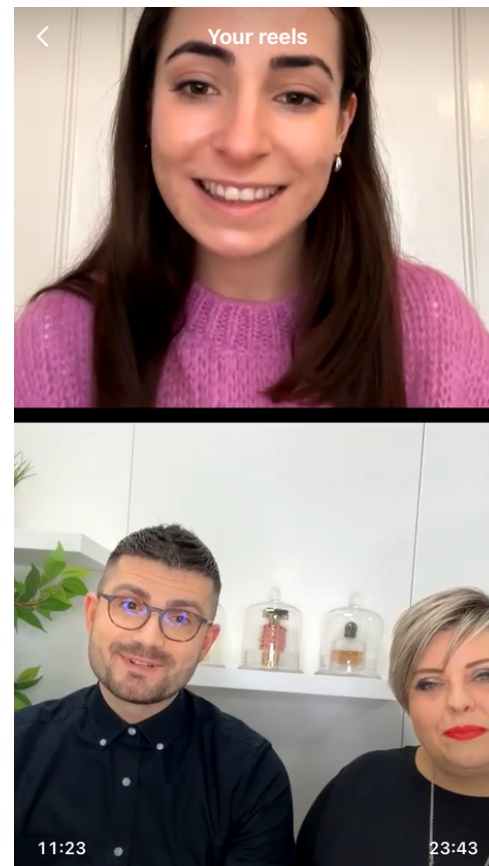
Take part in Instagram lives to connect with our audience of fragrance lovers. We encourage our members to use their work to **educate** and **inform** audiences about the industry, including the **behind the scenes stories of creations, career stories, and tips and tricks!** It is a useful way to update the fragrance industry in a quick and efficient way.



Live with Fragrance
Presenter Alice du Parcq



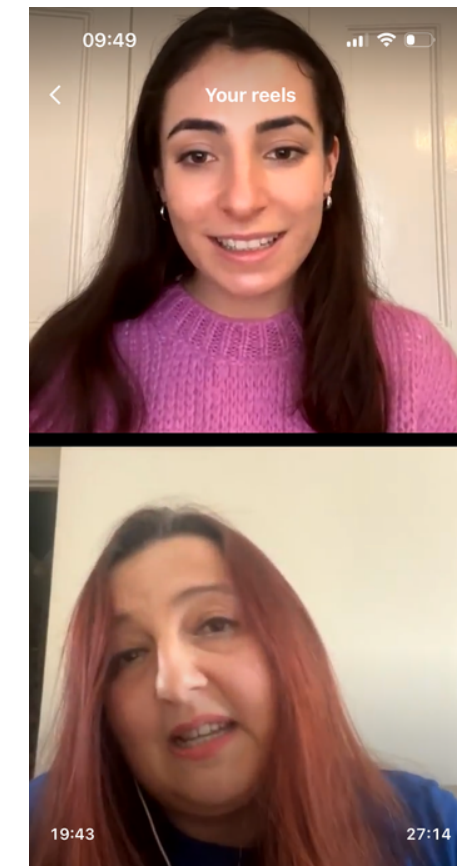
Live with Perfumer
Quentin Bisch



Live with The Perfume
Shop



Live with Maison Crivelli
Brand Founder



Live with Academic and
Perfumer Marina Barcenilla

Career Highlights

The Fragrance Foundation UK
8,185 followers
1mo · Edited ·

Bruno Jovanovic is a leading perfumer at Firmenich, and a visionary trend-setter in fragrance creation, capturing a perfumers' cultures and their aesthetics.

For the past decades, the French perfumer has set new standards for beloved worldwide bestsellers, setting new standards. What is your favourite fragrance by Bruno?

#perfumer #careerfocus #careerhighlight #fragrance #perfumery #fragrancelover #perfumers



Bruno Jovanovic
SENIOR PERFUMER
at Firmenich

EXPLORING THE WORLD OF SCENT & CULTURE:

An interview with DHRUVA CHANDRA DEEVANSHI

From a young age, Dhruva was immersed in the captivating world of perfumery, surrounded by the enchanting aromas of cosmetic products. Now, as a Junior Perfumer at Takasago India, Dhruva's passion for fragrance has only deepened. Drawing inspiration from the rich heritage of Indian cultures, Dhruva takes us on an exclusive journey into the perfumery industry, offering insights into the latest consumer trends and developments. With a background in fragrance evaluation, Dhruva has cultivated a unique sensibility for fragrance creation, skillfully blending the captivating power of scent with the rich artistic traditions of our industry.

How did you discover the power of scent, and when did you realise that you wanted to become a fine fragrance perfumer?

I am a tirelessly curious and sensitive person, and believe that these two qualities help me as a



CAREERS
Neuroscientist
in fine fragrance

with
Jérémié Topin
PhD in Theoretical Chemistry
and Professor at Institut

"Like other art pieces, a fragrance requires creativity, unique vision and patience. I compose my fragrance, I play with notes, so I guess a perfumer's work is close to a musician. The result must trigger emotions and develop itself like a symphony, with some loud notes and some which will only be heard."



"I never really had a clear idea on how to be part of the fragrance industry, it all started with a passion and a hobby; I started writing and creating content about perfumes on Instagram over 6 years ago - little did I know that the moment I opened my account would lead me to where I am now.

All I knew is that I immensely enjoy writing about fragrance - it is a creative outlet that elevates me and lets me connect with my inner drive for finding a respite. I found that refuge in perfume."

MARK TUKA
GLOBAL COMMUNITY MANAGER, AMOUGE

Indian Perfumer, how much of fragrance culture have on your perfumery and traditions are very important. We celebrate hundreds of festivals every day holds a new celebration. Perfumes display during those festivals and cultural motifs: from ornate idols to specific food dishes, dances and

NEXT IN FRAGRANCE Laia Selma Lago Junior Evaluator, Givaudan

For Laia, what started as a love for aromatherapy during childhood, quickly developed into a successful career: an ISIPCA graduate, the trained chemist discovered her vocation for fragrance evaluation by realising how strictly intertwined the role was with creativity, sales, communication and marketing.

A natural leader with a contagious positive attitude, Laia is now a Junior Evaluator for Givaudan, where she guides young perfumers in delivering the very best creations for the market.



From fragrance creation to fragrance development, from marketing and sales to management and operations, a variety of opportunities lie within the fragrance industry waiting to be discovered. The process that smoothly delivers a fragrance from the laboratory to bottle, through the factory, onto the shelf and into the hands of the consumer is an exciting and exhilarating process to be a part of. The career opportunities within and between each stage are extremely varied and sometimes unknown! Our aim is to highlight the opportunities available in this wonderful field through career stories.

Newsletters

Our **monthly newsletters** cover: events, fragrance spotlights, launches, scent memories, articles, specialists of the month, member updates and what you may have missed!

Our '**Fragrant Friday's**' newsletter is a perfect way to sum up the week with industry stories and notable information that you may have missed!

Both these newsletters give members the opportunity to promote fragrant activities, initiatives, and newsworthy pieces.

The TFF UK newsletters create a sense of a fragrance community allowing subscribers to broaden their networks within the industry while being educated and informed of the latest news and stories!

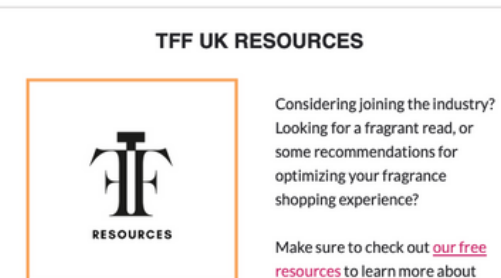


FRAGRANT EVENTS
17th June, 11-14BST
[PERFUME WALK IN MAYFAIR - FATHER'S DAY SPECIAL](#)
24th June, 1:30PM, Clayton Hotel, Cambridge
[THE APPRENTICE CLASS](#) by HAMDAAH LONDON

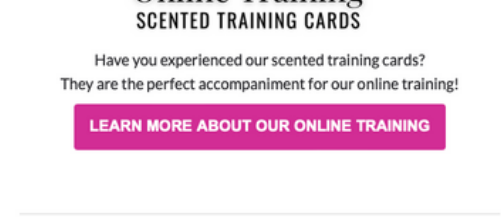


A special BSP 60th Anniversary event with Osmothèque
21st June: Manchester | 22nd June: London 6.30pm - 9pm
OSMOTHEQUE & BSP | A SPECIAL 60th ANNIVERSARY FRAGRANCE TOUR CELEBRATING SCENTS FROM THE ERA
[Manchester Tickets](#) | [London Tickets](#)

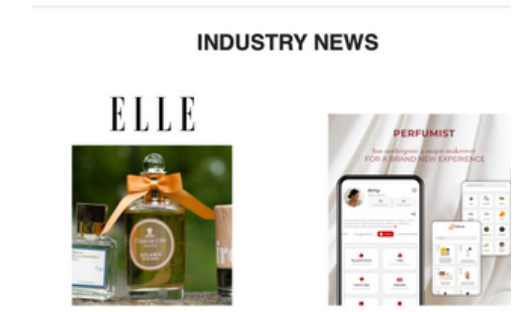
OUR INTERVIEWS WITH INDUSTRY PIONEERS



TFF UK RESOURCES
Considering joining the industry? Looking for a fragrant read, or some recommendations for optimizing your fragrance shopping experience?
Make sure to check out [our free resources](#) to learn more about the wonderful world of fragrance!
Online Training SCENTED TRAINING CARDS
Have you experienced our scented training cards? They are the perfect accompaniment for our online training!
[LEARN MORE ABOUT OUR ONLINE TRAINING](#)



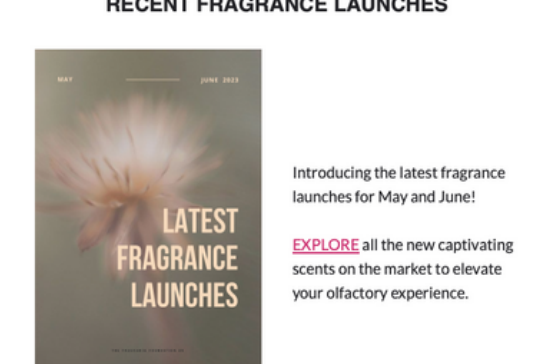
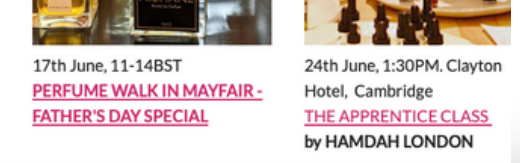
"A rather clever friend of mine gave me a 'Scent Library' from Penhalgons when I was a young teenager. That single product completely transformed my perception of scent and has informed the rest of my career."
-SAMUEL GEARING, CO-FOUNDER [FIOLE](#)
[DISCOVER THE POWER OF SCENT MEMORIES](#)



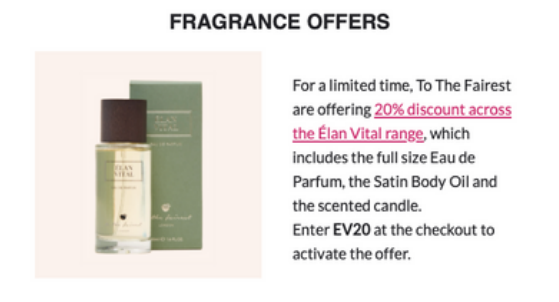
INDUSTRY NEWS
[ELLE'S 2023 FRAGRANCE NOTEWORTHY: 21 BEST PERFUME TRENDS 2023, ACCORDING TO BEAUTY EDITORS](#)
[PERFUMIST HAS UNDERGO A MAJOR MAKEOVER FOR A BRAND NEW EXPERIENCE! DOWNLOAD THE APP TO DISCOVER ALL THE NEW UPDATES](#)



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Introducing the latest fragrance launches for May and June!
[EXPLORE](#) all the new captivating scents on the market to elevate your olfactory experience.



For a limited time, To The Fairest are offering [20% discount across the Eian Vital range](#), which includes the full size Eau de Parfum, the Satin Body Oil and the scented candle. Enter EV20 at the checkout to activate the offer.



FRAGRANCE SPECIALIST OF THE MONTH:
Top Scorers are Georgia Lacey, [Harrods](#), and Joanna Adamczyk, [Kenneth Green Associates](#), 98% Specialist! Congratulations!



NEW MEMBERS:
[D'Orsay](#)
[Life Aromatherapy](#)
[Eduige](#)
[Prosody London](#)

Events & Training

Members receive discounts to our events and training.

Midday Masterclass

30 minute sessions with industry experts giving up to date guides, figures, and information regarding how best to engage consumers, the community, and the industry at large.



An Evening With...

Evenings hosted with industry one-of-a-kinds! Perfumers, scientists, experts. Find out about fascinating careers and experiences of some of the industries top players.



Hot off the Press

An annual event presenting analytical reviews of the fragrance industry over the last year. Presentations cover sales, press, and online marketing providing key insights to effectively navigate the upcoming market changes, trends, and sales



Academy: Fundamentals of Fragrance

An in-depth exploration into the world of fragrance with the one and only **Roja Dove**. The course looks at every aspect of perfumery and offers **practical, unbiased, jargon-free** information to attendees, which can easily be used in all areas of fragrance sales. Roja Dove, Perfumer, one of the world's most innovative fragrance creatives. Whether exposing the more risqué aspects of perfume, or revealing industry anecdotes that only he knows, Roja always mesmerises and conveys the mysteries of perfume with fervour and passion – he is the connoisseurs' connoisseur.



Online Training



The Fragrance Foundation UK Online Training Programme* is designed to broaden knowledge of all aspects of perfumery, from the **ingredient building blocks** that create fine fragrance to how fragrance can be expertly **sold in store**.

The Fragrance Foundation UK's exciting initiative of **scented training cards** to accompany the course and enhance your learning experience. The cards use encapsulated fragrance technology; millions of microscopic bubbles burst when touched and release each fragrance, enabling you to smell key ingredients from each fragrance facet.

In retail terms, this course will positively **impact your sales** and increase your success and performance in this unique and exciting industry.

The course focuses on ways to educate and assist you and your customers - helping to discover ideal fragrances and additional products, and by doing so **offering a true customer service experience**.

The course has been designed to reflect the **current UK market**, making it completely relevant and essential to anyone selling fragrance.

With accreditation to this programme, you will be expanding your expertise and enhancing your career growth potential whether that is on the sales floor direct with a consumer or in any other area of the fragrance world

The course is perfect for people all over the country as it can be accessed from anywhere, an estimated 15 hours of study across the 2 month period.



National Fragrance Week

The Fragrance Foundation UK is a non-profit organisation setting standards of excellence for the fragrance industry and is proud to be leading a national week of celebration.

The National Fragrance Week initiative from The Fragrance Foundation UK is designed to help bring the magic back to an industry filled with history, artistry and passion... And what better way to honour this than by bringing together the whole industry for a week long celebration!

Why are we celebrating?

- Raise the profile and reputation of the fragrance industry
- Showcase career opportunities within the industry
- Drive consumers into stores and create excitement around fragrance
- Promote the importance of the sense of smell and the art of perfumery
- Encourage consumers to create their own "Wardrobe of Fragrances"

Key Messages:

Appreciate the Power of Smell

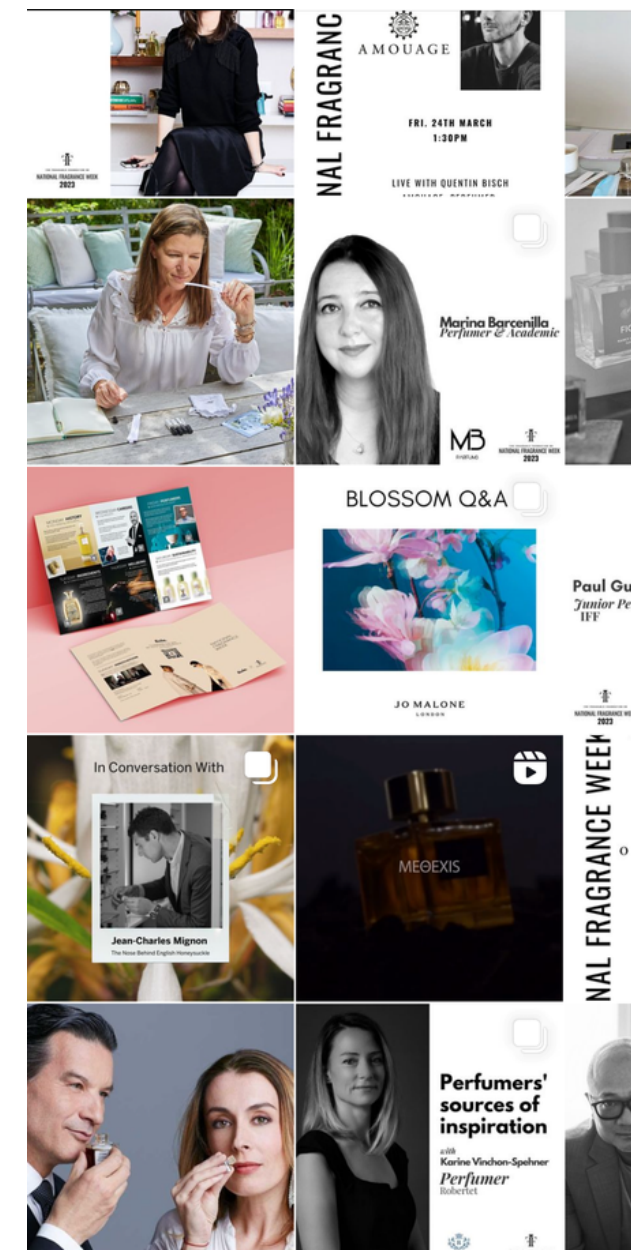
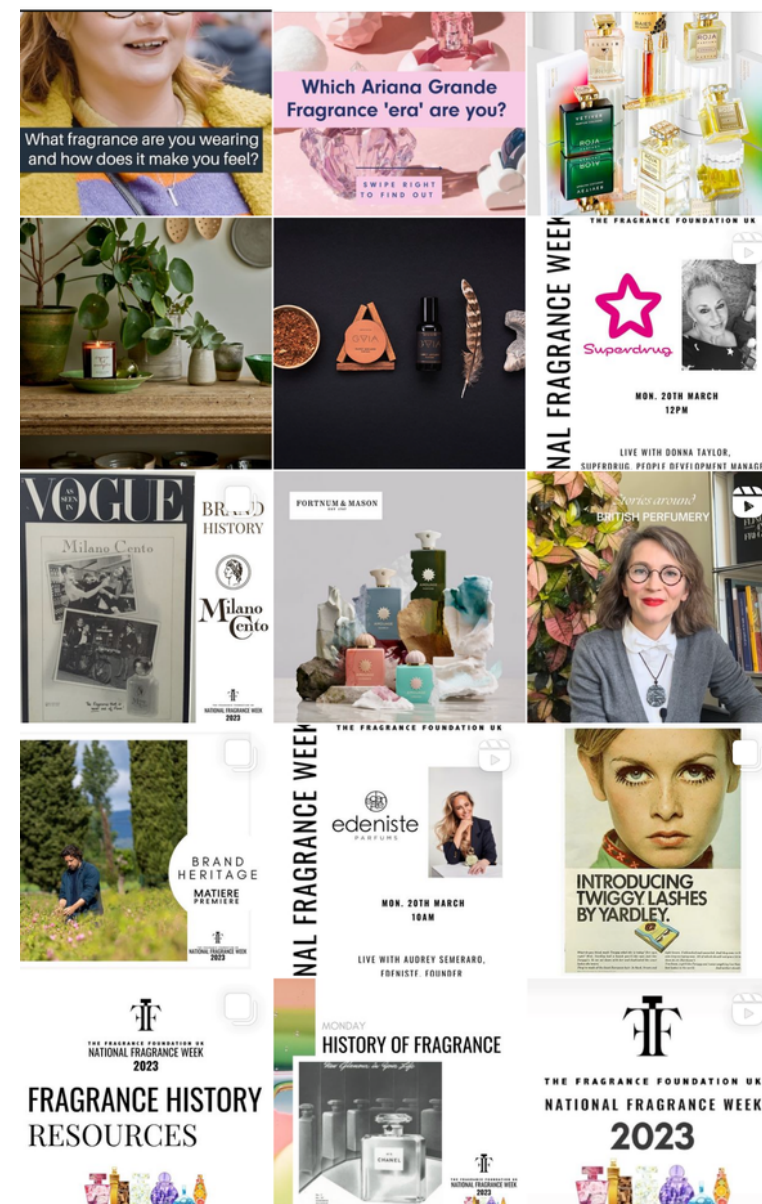
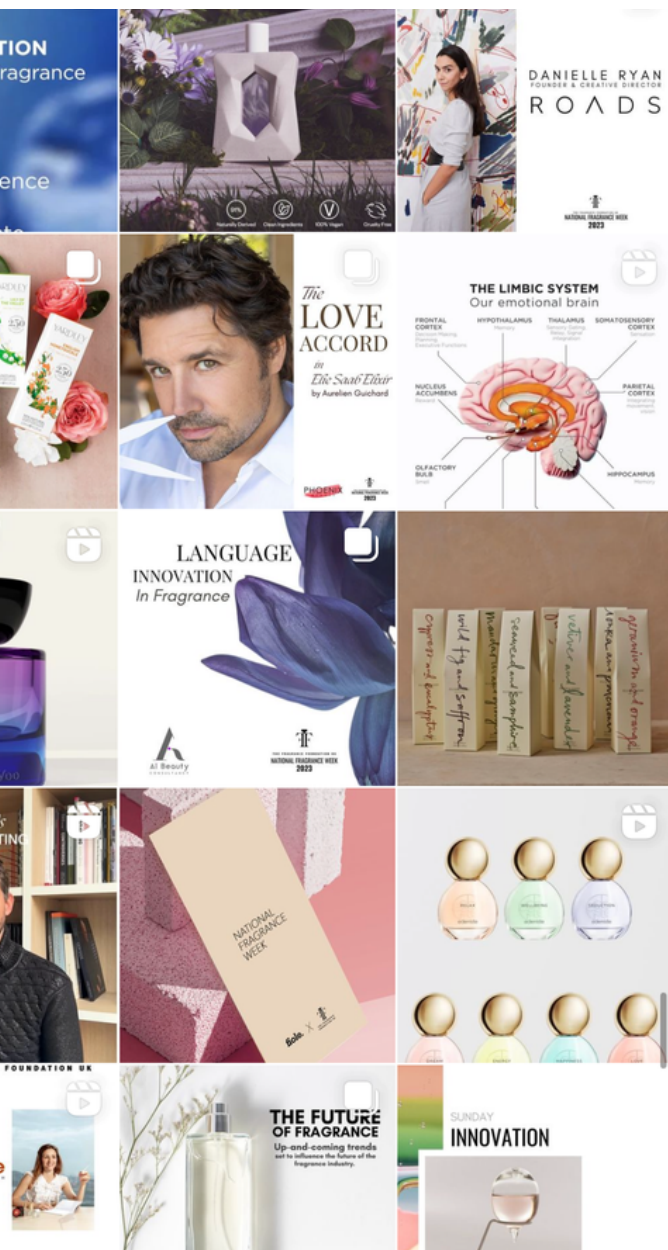
Understand the science of smell, engage consumers in their instinctive response to scent, promote the complex psychology to smelling & how it makes us feel.

Celebrate the Joy of Fragrance

Celebrate the complexity of the craft and skill of fragrance creation, showcase perfumers, appreciate the extraordinary notes and ingredients, encourage consumers to build a 'Wardrobe of Fragrance'.

Recognise the Opportunities within the Industry

Educate consumers about the complexities of perfumery and the skill involved, raise the profile of career opportunities available, benefit from the knowledge and experience of trained industry professionals.



The Fragrance Foundation UK Awards

Set up in the UK in 1992 and known as the 'Oscars' of the fragrance industry, these Awards **recognise excellence** within the fragrance arena, from Packaging, Advertising through to Best New Fragrance and Ultimate Launch. The event is held at The Brewery in the City of London, and attended by over 500 industry guests and celebrities have included Richard E Grant, Alesha Dixon, Natasha Kaplinsky, Paris Hilton, Rebecca Ferguson, Kim Kardashian and Kanye West. Coverage of the awards is **supported by the whole fragrance industry** including the press and retailer outlets engaging with consumers through advertising and promotional sites in store and online.

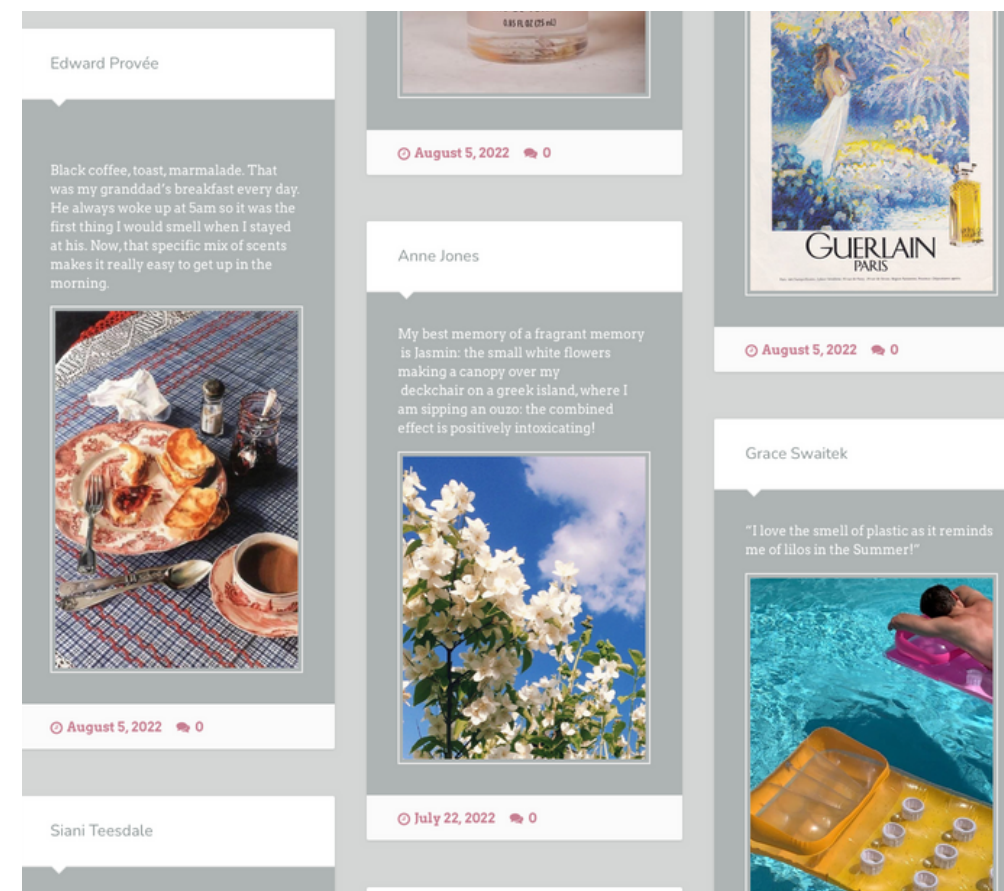
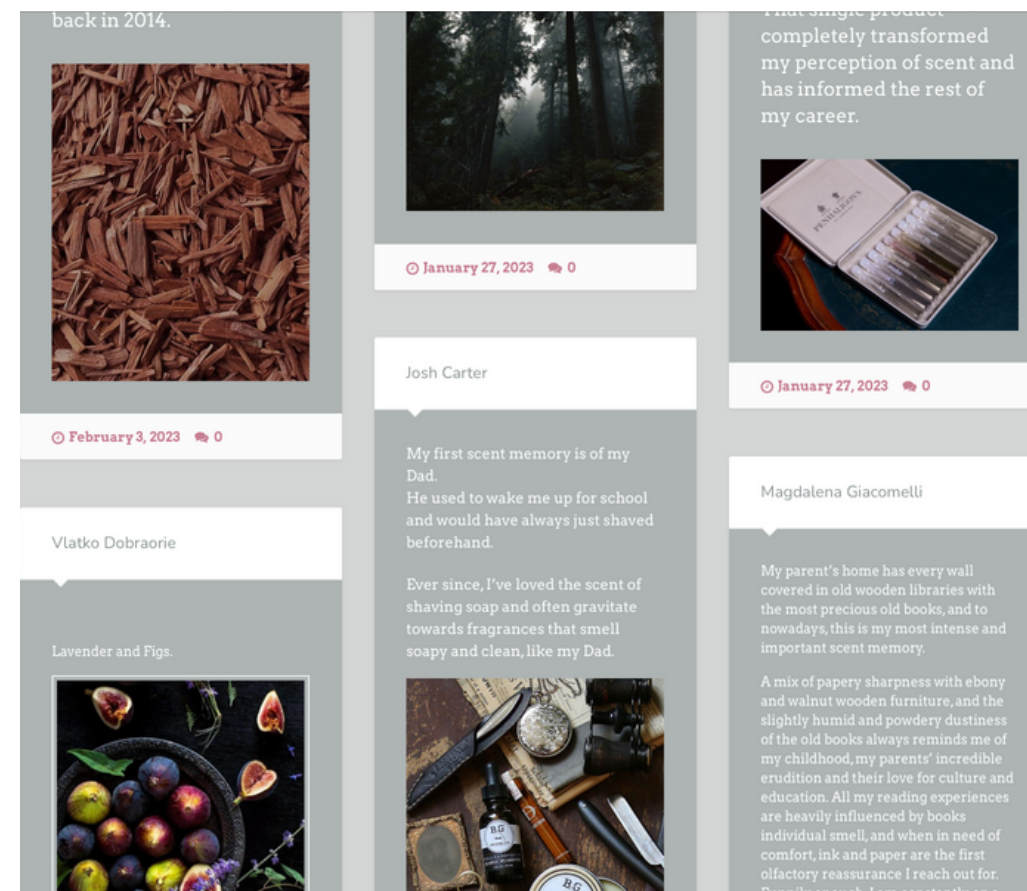
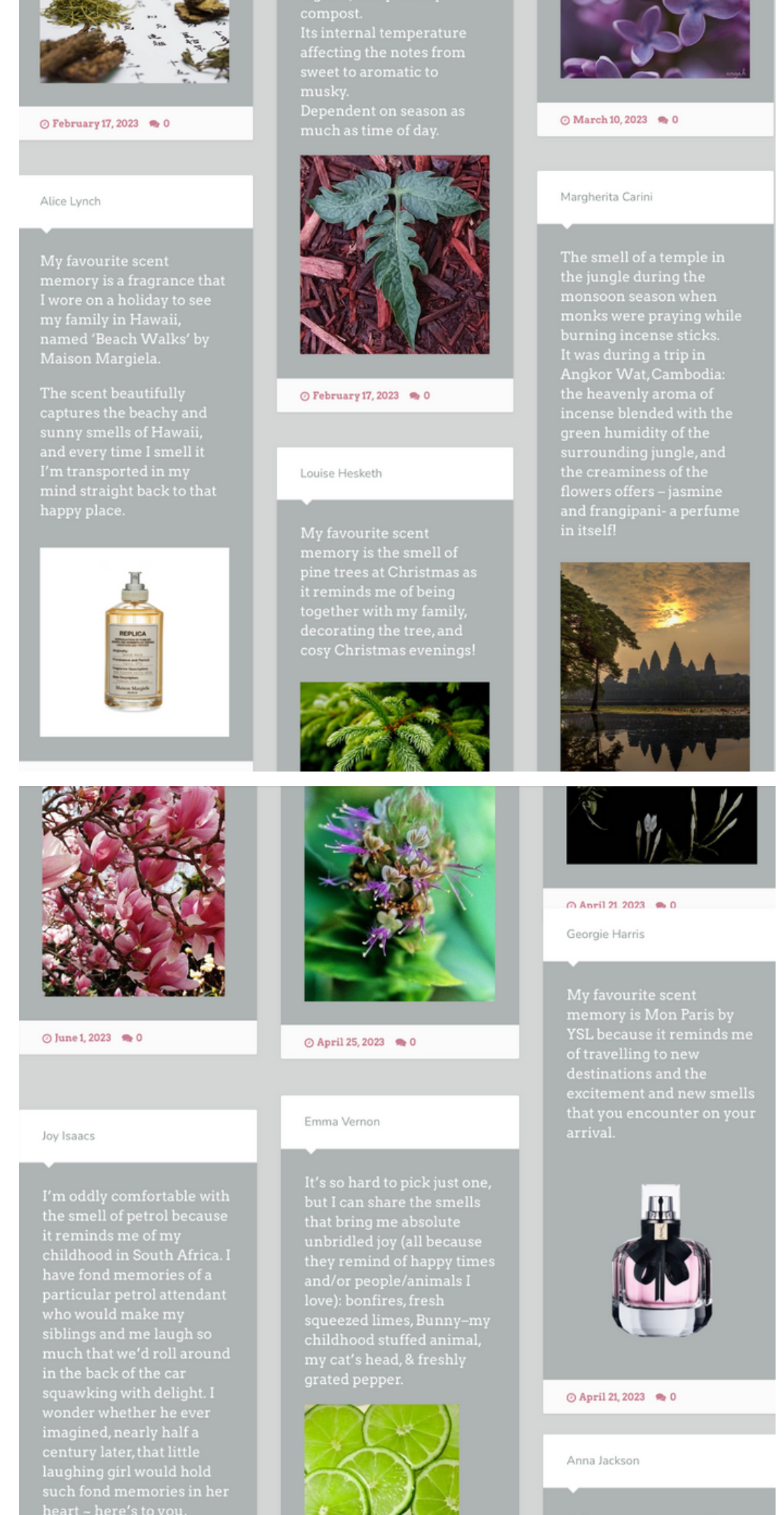


Scent Memories

Welcome to #ScentMemories!

The aim is to **expand the appreciation, use and sale of fragrances** amongst all people and create a community that understands the importance and value of our scent of smell.

This is a place to share memories involving the sense of smell – be it your first perfume or a nostalgic scent, we want to hear from you!



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