

# ISCOM



## ISCOM Nice France

# Summer School

from July 8<sup>th</sup> to July 12<sup>th</sup> 2024

## Nice,

located on the French Riviera, is a stunning city known for its Mediterranean charm, beautiful beaches, and vibrant culture.

Situated in the southeastern part of France, Nice boasts a rich history, evident in its charming Old Town (Vieux Nice). Here, narrow cobblestone streets lead to colorful buildings adorned with traditional shutters, bustling markets, and cozy cafes.

In addition to its natural beauty and cultural attractions, Nice is also a gateway to the stunning French Riviera, with easy access to charming coastal towns such as Cannes, Antibes, and Monaco.

Nice has a long and storied history in the perfume industry, earning its reputation as a center for fragrance creation and production. In recent years, there has been a resurgence of interest in artisanal and niche perfumes, with independent perfumers and boutique fragrance houses establishing themselves in the region. These smaller producers often draw inspiration from the natural beauty and rich history of the French Riviera, creating unique and sought-after fragrances.

## ISCOM

The Higher Institute for Communication and Advertising was founded in 1986 and is a leading higher education institution in the fields of communication, advertising, marketing, and media studies in France.

ISCOM offers a wide range of programs, on Bachelor's and Master's levels, tailored to meet the evolving needs of the industry. The curriculum emphasizes hands-on learning, creative thinking, and strategic communication planning. Students have the opportunity to work on real projects, collaborate with industry professionals, and participate in internships to gain practical insights and develop their professional networks.

ISCOM Nice benefits from a vibrant and dynamic environment that fosters creativity and innovation. The school's state-of-the-art facilities, modern teaching methods, and dedicated faculty ensure that students receive a comprehensive education that equips them with the skills and knowledge needed to succeed in their careers.

Perfumes at the French Riviera:  
from the field to the bottle!



# Programme

## MONDAY JULY 8<sup>TH</sup>

### Morning

Welcome activities

Briefing

Conference/course : Overview of the perfume sector in France (Marketing and Benchmark)

### Afternoon

Conference on the process of composition of a perfume (notes and scent, sens of smell, the work of a "nez" – "nose" is a term used in classical French perfumery to describe the people whose profession it is to compose perfume)

Shop visits (traditional perfumery, sustainable perfumery shop, department store, luxury mono brand shop...)

## TUESDAY JULY 9<sup>TH</sup>

### Morning

Visit to a flower farm

Visit to MIN – Nice International Market

### Afternoon

«Design sprint» workshop part 1: choose your target customer, describe this client + choose an atmosphere, a spirit and flower notes of your perfume

## WEDNESDAY JULY 10<sup>TH</sup>

### Morning

Conference/course: Sustainability in the perfume industry

Visit to a perfume factory (Fragonard in Grasse, world's perfume capital TBC)

### Afternoon

«Design sprint» workshop part 2 : sustainability in your perfume project

## THURSDAY JULY 11<sup>TH</sup>

### Morning

Shakebiz Agency / visit and conference: perfume advertising specifics

AI applied to perfume communication / visit and conference

Artificial intelligence analyzes consumer preferences, transforming data into unique and customized fragrances. This digital chapter in perfumery allows brands to fine-tune their harmony with individual customer desires, creating olfactory experiences that are truly personal.

### Afternoon

«Design sprint» workshop part 3: designing a perfume ad (print or film)

## FRIDAY JULY 12<sup>TH</sup>

### Morning

«Design sprint» final workshop: finalise your presentation !

### Afternoon

Projects' presentations

Wrap-up and programme closing ceremony

### DATES

July 8<sup>th</sup> to July 12<sup>th</sup> 2024

### COST

600€ activities, visits, courses, workshops

Transportation, accommodation and meals are not included

### CERTIFICATE

5 ECTS certificate from ISCOM

### GROUP

15 pax minimum, 25 pax maximum

### LANGUAGE OF INSTRUCTION

English

### ACCOMMODATION & CULTURAL VISITS

Advice and special offers on student's accommodation & additional cultural activities are provided by ISCOM



ISCOM Nice campus

## Contacts

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# GET AN IDEA ON VISITS AND MEETINGS THAT YOU CAN EXPECT (SUBJECT TO AVAILABILITY)

## Michèle Dulac Perfume Creation Workshop

Create your own perfume with a special selection of fragrances, before moving on to the marketing and communication stage.



## Ets Mane & Fils

MANE's international perfumers draw on over a century of know-how in fragrance creation and extraction technologies, to fulfil consumers' ever-evolving needs and desires.



## Fragonard, Perfume Factory

Timeless elegance meets French craftsmanship, offering exquisite fragrances inspired by the art, culture, and romance of Provence.



## Sandra Carole Biancalana, Flower Farm

Sandra Carole Biancalana's flower farm, a haven of biodiversity and sustainable cultivation. Through her passion, she cultivates vibrant blooms, fostering beauty, harmony, and environmental stewardship.



## Le Chaudron in Menton

Le Chaudron in Menton, a haven for herbal remedies and natural wellness. Curating a range of holistic products, it fosters health and vitality through traditional and innovative approaches.



## Lancôme : Domaine de La Rose

The Domaine de La Rose, Lancôme in Grasse, epitomizes the essence of luxury and innovation in perfumery. Here, tradition meets modernity, crafting exquisite scents of timeless elegance and allure.



## Jean-Claude Ellena, «Nose» of Hermès

Esteemed perfumer, renowned for minimalist yet evocative compositions. His creations transcend boundaries, embodying elegance, subtlety, and a unique olfactory poetry.



## Botanical Gardens in Nice

A verdant oasis in the heart of the city. Bursting with diverse flora from around the world, it offers serenity, education, and conservation in a stunning setting.



## Molinard Nice Perfume

Molinard Nice Perfume, a legacy of artisanal excellence since 1849. Located in the heart of Nice, it offers timeless fragrances crafted with meticulous attention to detail and French savoir-faire.



## Wakey by Méganne Monteillet

A boutique in Nice, dedicated to organic, natural, and vegan products. Offering a curated selection of skincare, cosmetics, and lifestyle items, promoting sustainability and mindful living.





# FIND YOUR ACCOMMODATION IN NICE

## Les Camélias

3 Rue Spitalieri  
06000 Nice

Contact: Mr Robin Genoux  
E-mail: [groupe.nice@france.org](mailto:groupe.nice@france.org)



## Auberge Pastoral Hotel

27 Rue Assalit  
06000 Nice



## Hotel OZZ

18 Rue Paganini  
06000 Nice



## Hotel SLD

20 Rue de Paris  
06000 Nice



## CLAJ SUD Relais Nice

26 Avenue Scudéri  
06100 Nice



## CROUS Nice

Students Accommodation available for international students during summer

22 Route de Turin  
06300 Nice  
Contact: Mrs Vanessa Tith  
E-mail: [vanessa.tith@crous-nice.fr](mailto:vanessa.tith@crous-nice.fr)



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