ISCOM X

ISCOM Nice France Summer School

from July 8th to July 12th 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 8TH

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 9TH

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 10TH

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 11TH

Morning

Shakebiz Agency / visit and conference: perfume advertising specifics

Al 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 12TH

Morning

«Design sprint» final workshop: finalise your presentation!

Afternoon

Projects' presentations Wrap-up and programme closing ceremony

DATES

July 8th to July 12th 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

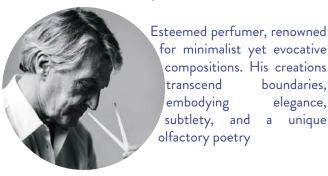
Le Chaudron in Menton, a haven for herbal remedies and natural wellness. Curating a range of holistic products, it fosters health and vitality through traditional and innovative approaches.



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



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 savoirfaire.

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 ACCOMODATION IN NICE

Les Camélias

3 Rue Spitalieri 06000 Nice

Contact: Mr Robin Genoux E-mail: groupe.nice@france.org

Auberge Pastoral Hotel

27 Rue Assalit 06000 Nice

Hotel OZZ

18 Rue Paganini 06000 Nice

Hotel SLO

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

Students House in Nice (Maison de l'étudiant) 5 Av. François Mitterrand 06300 Nice

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