

IVAN PERFUMERIE



PERFUME BRAND CREATION



Business process of creating perfume brand

1

BRIEF

The very beginning of the exciting and challenging road. We will be gathering ideas, thoughts, emotions, memories, moods, inspirations and visions to be put on paper and form structure to bring identity to our Brand. We will define Objectives, Attitude, Competitive background, Target audience, General feel&look

2

MOOD BOARD

It is a time to translate our Brief into visual and emotional perception to form more solid idea about Brand Concept, Story, Design and Positioning.

3

CONCEPT DESIGN

It is the final step in forming Concept Design and Brand Story. We will sharpen all raw edges of the Design and start Technical Drawings.

4

PERFUME

Exciting and very emotional step. We will brief Parfumeurs and will be participating in constant refining and fine-tuning the scents until they become perfect and ready to become a part of the Brand heritage.

5

PACKAGING

At this meticulous and responsible step we will choose suppliers for Glass, Packaging and accessories. Depending on the complexity of the packaging, suppliers may be from Europe, Asia, Middle East, and other regions.

6

FILLING & PACKING

Final step before ready products will be shipped to the end-consumers. This step includes Maceration (3-4 weeks). At this stage we will consult you about Distribution, Marketing and Brand Strategy.

