

# International Perfumer Meeting: Enhancing the Recognition of Perfumery Worldwide

The first meeting of the international societies of perfumers, held at the 2014 *World Perfumery Congress*, addressed global cooperation to support perfumery.

Preserving the profession, status and knowhow of the perfumer-creator was the focus of the first global perfumer society meeting, which was held on June 10 during the *World Perfumery Congress*. Featuring representatives of the Société Française des Parfumeurs (SFP), Deutsche Gesellschaft der Parfümeure in der SEPAWA (DGP), British Society of Perfumers (BSP) and American Society of Perfumers (ASP), the event presented a historic opportunity for global cooperation among perfumers.

During the meeting, the participants discussed a global structure for cooperation, including standardized perfumer-creator qualification expectations and universal training and knowledge criteria, in addition to key services for these professionals in corporate, regulatory and legal settings. Standardization of perfumer competencies will guarantee quality, the groups say, but also sustain the image of perfumer-creators worldwide. The criteria and global structure have been drafted and are currently under consideration by the perfumery societies.

In recent years perfumer-creators have faced an environment in which many self-proclaimed perfumers are operating with no training or official status, diluting the name “perfumer-creator.” Protecting the art and profession of perfumery is, thus, of paramount interest to perfumer societies around the world. A collective effort will allow the various groups to promote a unified philosophy and identity and, overall, raise perfumer-creators’ profiles.

With the support of its membership, the SFP has already taken steps to form its *Cercle* program, which has led to the official recognition of five perfumers by the French minister of culture.

During a presentation by SFP representatives on June 10, the participating perfumery society representatives reportedly responded enthusiastically, and proposals for next steps were considered. A follow-up meeting is expected to take place in France in the early autumn.

“We wanted to share the joy of seeing this project [progress] ... which will formalize and promote the business of perfumer-creator ... and so create a framework and a recognized qualification,” said Sylvie Jourdet, president of the SFP, in an official statement (translated from the original French).

During a cocktail reception celebrating the initial meeting and future cooperation, Chris Diianno, president of the ASP and perfumer at drom, highlighted the importance of alignment and collaboration internationally. In a follow-up phone call, Diianno noted that a focus on the art of perfumery and bringing it to the fore will prevent its commodification.

“I think perfumers across the globe feel this way, that there’s some erosion of the perfumer’s contribution to the actual



From left: Vincent Kuczinski (ASP; Mane), Jim Krivda (ASP; Mane), Peter Whipples (BSP), Kate Williams (BSP; Seven Scent) and John Bailey (BSP).



Pictured at the ASP perfumer cocktail party on the WPC exhibition floor were, from left: Rafael Trujillo (P&G), Ashley Wilberding (Mane), and Jose Maria Velazquez, Philip Porter and Miguel Alemañy (all P&G).



From left: Wolfgang Krause (DGP; BASF), Anneliese Wilsch-Irrgang (DGP; Henkel) and Jim Fassold (ASP; Robertet).



Foreground: Sylvie Jourdet (SFP; Créassence); background: Raymond Chaillan (SFP).



From left: Patrick Saint-Yves (SFP) and Maurice Roucel (SFP; Symrise).



From left: John Gamba (ASP; Givaudan) and Chris Diienzo (ASP; drom).

industry,” he explained. “Perfumery is the total fragrance, not the sum of the individual ingredients.”

Bringing the “genius” of perfumery into the spotlight and building consumer understanding of the perfumer’s role, while aligning society philosophies, will ensure the longevity and integrity of the art and industry of fragrance, Diienzo explained.

He added, “It’s about having our industry come back to an understanding and ... exposing perfumery as the art it is, the science used for artistry.”

For more information, visit [www.perfumers.org](http://www.perfumers.org) or [www.parfumeurs-createurs.org](http://www.parfumeurs-createurs.org).

To purchase a copy of this article or others,  
visit [www.PerfumerFlavorist.com/magazine](http://www.PerfumerFlavorist.com/magazine). 