

2D perfumery: how Instagram culture is affecting fragrance design

Chair:

Eddie Bulliqi – fragrance journalist

Panel:

Marta De Leonardis – Italian Sales Director, Open Influence

Sarah Baker - artist and owner of Sarah Baker Perfumes

Alex Lee – perfumer at MANE

Andy Tauer – perfumer at Tauer Perfumes



Gram crackers

- 800 million monthly active users (Instagram Business)
- MAU to hit 1 billion in 2018 (eMarketer)
- 500 million active daily users (Omnnicore)
- 59% of Instagram users are 18 to 29 years old (Smart Insights)



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‘As neighbourhoods, restaurants and museums become more photogenic, are we experiencing an “Instagramization” of the world?’





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👁️. New York, United States 🇺🇸 📷
@themidwestismyoyster

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#designrestaurants #restaurantdesign
#newyork #unitedstates #restaurant
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#interiors #variety #details
#designrestaurants_newyork #instadaily
#instagood #instapic #instadecor #instalike
#life #architecture #arch #world #travel
#travelgram #food #vsco #vscocam
#seamores #designasyouseeit

michellecheri Another lovely photo from
@themidwestismyoyster! 🍷



706 likes

MARCH 27

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thepinkdiary • Follow
by CHLOE.

thepinkdiary <they need this in every city...
🍔🍟😋> #nyc #bychloe
#TPDwandersNYC

Load more comments

thepinkdiary @thechicette so a m a z i n g
👉

thepinkdiary @susyrubioofficial haha top is
quinoa taco bowl! 🍌

juliastevenss @emmabarudi the chloe place
is vegan 😊

emmabarudi @juliastevenss lmao lorna
already talked to me about going to food by
chloe HAH @lornarb

zifarrannisa.id Hallo kakk.....

eva.quitenice OMG so perfect 😍

delicategirl_ Bon appetit!!❤️👄

flobreezyy Yum 😊



10,052 likes

MARCH 17

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federicadinardo_ • Follow

sketch

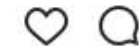
federicadinardo_: One of the most surreal places in London are the @sketchlondon toilets. It's like being out of the world, on a intergalactic spaceship traveling to the future! Surrounded by white the music is soft, and the pop of colors from the ceiling makes the atmosphere even more esoteric ❤️💙💜💛💖🌈🍀🌱🌿🌻

Shot with Samsung S8+
Thanks @lovegreatbritain_it and @tradegovuk_italy

#LoveGreatBritain_it #FashionisGREAT
#LuxuryisGREAT #BusinessisGREAT #travel
#travelgram #travelblog #traveling #london

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federicadinardo_ @simmicc_ Thank you



4,281 likes

2 DAYS AGO

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dailyfoodfeed • Follow

Bagels & Brew, Aliso Viejo

dailyfoodfeed UNICORN BAGELS DO EXIST! 🦄🌈🔍 This now available at @bagelsandbrew starting today along with some awesome newly cream cheese spreads like this Birthday Cake Cream Cheese 🍰😋 True bae-goals 🙌

📸: @dailyfoodfeed

📍: @bagelsandbrew

#: #dailyfoodfeed

📷: Snapchat dailyfoodfeed

👉 TAG YOUR FRIENDS 👈

Load more comments

moonchildmalia @marissaurus

@tat2ed_babydoll omg

tat2ed_babydoll @moonchildmalia 🐱🐱
🐱🐱🐱

minjabc @jana_stanisevska

silviaindah @mayadasungkar



13,643 likes

MARCH 19, 2016

Log in to like or comment.





killa_camzz • Follow

Getty Museum

killa_camzz We museum'd and walked and she helped revive my affinity for afternoon coffee. Miss you, sis! @paigehallchristy

alexis.slifer Sisters are the very best

starspangledb Damn y'all fun

killa_camzz @alexis.slifer and I got two!!

killa_camzz @starspangledb we're two wild and crazy gals

marnie_price cuties! Lovin your hair

killa_camzz @marnie_price just trying to get on your level of curl/volume/Bridget Bardot fantasy



46 likes

19 HOURS AGO

Log in to like or comment.



IG archetypes

- Strong architectonics
- Minimalist settings
- Few objects of interest
- Shallow monochromatic planes
- High definition digital
- Bright contrasting colours
- Compositional symmetry
- Emotional immediacy





alexisren  • Follow


Nassau, Bahamas

alexisren i've found that most important things in life aren't things at all

Load more comments

sebastiani_ @thatcolombian23 I never really New her but with this black hair gawd damn she beautiful

mariapereira94 Where is this bikini from? Someone? X.x

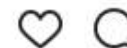
gastoryy Love this pic 

thatcolombian23 @sebastiani_ yo what?!?! This has BEEN my instagram snack, especially with her blonde 

anastasia_gls98 Wow the bikini is so nice

alexisrennyc GUYSSSS , IF YOU SEE THIS, CHECK OUT MY ACCOUNT. AND SHOW SOME LOVEEEEE  

delaneyw4 Wow 



1,164,193 likes

1 DAY AGO

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Visuality promotes...

- Objectivity
- Objectification
- Encapsulation
- Transparency
- Ownership





Olfaction promotes...

- Intimacy
- Sex
- Repulsion
- Nature
- Humanity
- Subjectivity



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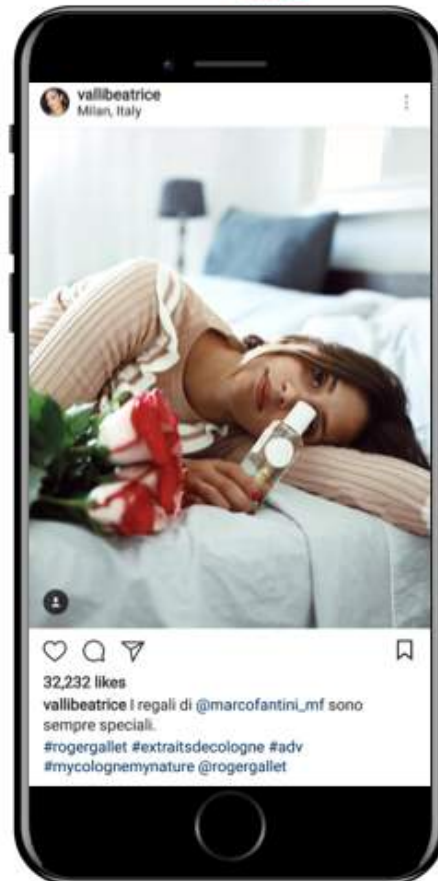
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Product Placement

Roger & Gallet



Brand Value Placement

Cartier

