

ISCOM 40
IN COMMUNICATION WE TRUST

1986 - 2026
ANS D'AUDACE

SUMMER SCHOOL

PERFUMES IN THE FRENCH RIVIERA: FROM THE FIELD TO THE BOTTLE

JULY 6TH TO JULY 10TH

NICE - FRANCE



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

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 enjoys a privileged location between the azure waters of the Mediterranean Sea and the rugged hills of the Alpes-Maritimes.

The city is famous for its Promenade des Anglais, a picturesque promenade stretching along the coastline, offering panoramic views of the sea and lined with palm trees. 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, and Italy.

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.



PROGRAMME HIGHLIGHTS

THE PERFUME ORGAN

The perfume organ is the instrument of perfume creators.

This piece of furniture, poetically named «perfume organ,» is used by «noses»—the creators in laboratories—to assist in the birth of a fragrance.

It consists of an array of bottles containing various raw materials needed to compose a perfume. The perfumer, known as the «nose,» searches on their «organ» for the notes that harmonize best.

The concept of the perfume organ was born in 1884 from the pen of novelist Joris-Karl Huysmans. In his book *À rebours*, he describes the adventures of Jean des Esseintes, a true anti-hero who chooses a secluded life dedicated to studies, gardens, and perfume creation over the pleasures of high society.

The author imagines a dedicated piece of furniture for his character's perfume-making, which he names «perfume organ.» The book's success was such that the idea was adopted by perfumers of the time, who commissioned the finest cabinetmakers to design this unique laboratory-furniture.



BERLIN PACKAGING EMEA

Berlin Packaging EMEA is part of Berlin Packaging.

With over 100 years in the packaging industry, more than 2,100 packaging professionals, and a global network of suppliers and warehouses, they provide outstanding packaging solutions to their customers.

Sustainability is not only a moral and social imperative; it is an opportunity to redefine what is possible. As we navigate an ever-evolving global landscape, one truth remains clear: sustainability and business growth are not at odds. Sustainability is key to succeeding in society today and in the future

Bill Hayes

CEO and President of Berlin Packaging – Global



CAP 3000

CAP3000 was named «Best Shopping Center» in the world at the 2022 MIPIM Awards!

Located just five minutes from Nice Airport, CAP3000 is a seaside shopping center featuring 300 boutiques, 50 restaurants, 15 seaside dining options, and over 45 premium, luxury, and designer brands within the Corso shopping experience. These include Rolex, Cartier, Zadig & Voltaire, Boss, Maison Christian Dior, Maison Ladurée, Le Chocolat Alain Ducasse, Joseph Restaurant, and many more!

CAP3000 is also home to the Metropolitan Sport Club & Spa, a wellness center with a sea-view pool, spa, restaurant, and work center. More than just a shopping mall, CAP3000 is a vibrant place where you can experience a variety of events and unexpected experiences.

At CAP3000, you can enjoy seaside restaurants that embody the relaxed lifestyle of the French Riviera, such as L'Évasion, featured in the renowned Gault & Millau culinary guide. Iconic brands at CAP3000 include Victoria's Secret, Lego, Apple Store, Boardriders, Abercrombie & Fitch, and even the largest pharmacy in Europe.



GRASSE

In the Middle Ages, Grasse was not known for its perfumes but for its leather. The town had numerous tanneries and produced high-quality leather. Nobles enjoyed wearing leather gloves but often complained about their unpleasant smell. At the time, tanners used urine and animal waste, which contained ammonia, as part of the tanning process—resulting in well-made but foul-smelling gloves.

In the 16th century, a glove maker in Grasse had the idea of perfuming the gloves by soaking them in floral baths. Catherine de' Medici, a fan of these scented gloves, turned them into a fashion trend at the French court and among the nobility.

This led to the growth of the perfume industry in Grasse, whose mild, sunny climate was ideal for flower cultivation. The town began growing roses, jasmine, lavender, and tuberose. By the 17th century, the Guild of Glove Makers and Perfumers was officially recognized. However, during the French Revolution, the guild was abolished, and the perfume industry overtook the leather trade in Grasse.

In the 19th century, many perfume houses were founded, and Grasse became surrounded by vast fields of flowers cultivated for their delicate scents. Over the next century, perfumes from Grasse attracted an international clientele, earning the city its nickname: the world's perfume capital.



The Programme

(subject to availability)

D1

MONDAY

AN IMMERSION INTO THE WORLD OF PERFUME

Discover fragrances and the different olfactory families in a masterclass. You will learn to recognize scents, identify top, heart, and base notes, and determine which ones appeal to you the most.

This workshop is led by Michèle DULAC, a professor, lecturer, facilitator, and creator of creative perfume workshops, as well as a perfumer (“nez”) with over 30 years of experience. Using her «Perfume Organ,» Michèle DULAC will guide you in selecting fragrances for your own project.

D2

TUESDAY

FROM CONTENT TO CONTAINER

In the early 20th century, jeweler René Lalique partnered with French perfumer Coty to create an iconic perfume bottle. The result was an unforgettable molded glass bottle, embodying the luxury of haute “joaillerie”.

Perfume packaging, in its entirety, is associated with a brand’s values, materials, and imagery. Choosing one packaging over another means being drawn into a universe—selecting a highly personal product where the olfactory dimension may sometimes take a back seat to the overall story crafted by the brand.

Inspired by a visit to Berlin Packaging, located right next to the ISCOM Nice campus, you will dedicate this day to designing the bottle and packaging for your perfume project.

D3

WEDNESDAY

SHOPPING EXPERIENCE AT THE LARGEST SEASIDE SHOPPING MALL IN EUROPE – CAP 3000

Every marketing project relies on a solid store check. Cap 3000 is the ideal place for this field exercise, gathering luxury boutiques, beauty, and perfume brands.

A guided tour of the Dior boutique and its exclusive Private Collection of perfumes will offer insight into fragrances that combine exquisite materials and distinctive signatures, creating unique olfactory silhouettes.

Back at the ISCOM Nice campus, you will challenge your own project during a workshop.

D4

THURSDAY

A DAY IN GRASSE – THE WORLD CAPITAL OF PERFUME, RECOGNIZED BY UNESCO FOR ITS EXPERTISE

Early in the morning, before the sun alters the aromas, you will explore the fragrant alleys of Domaine de Manon—where Dior sources its «exceptional flowers.» Manon will unveil the secrets of cultivating roses and jasmine, as well as the key to her success.

Domaine de Sainte Blanche will be our setting for lunch. This «Accords & Parfums» venue, designed for contemporary creators, was once the workplace of the renowned perfumer Edmond Roudnitska, one of the greatest noses of the 20th century.

A stroll through the enchanting scents of this magical garden will follow. A visit to the Perfume Museum is a must to understand the history of perfume from antiquity to the present day and explore the botanical garden's plantations.

Finally, Fragonard will reveal «some» of its perfume-making secrets during a guided tour. Once a simple manufacturer, Fragonard has grown over nine decades into an entire universe, now comprising three factories, six museums, and twenty-four boutiques.

D5

FRIDAY

BACK TO ISCOM NICE CAMPUS

To finalize projects and presentations.
Closing of the Summer School.

End of the journey !

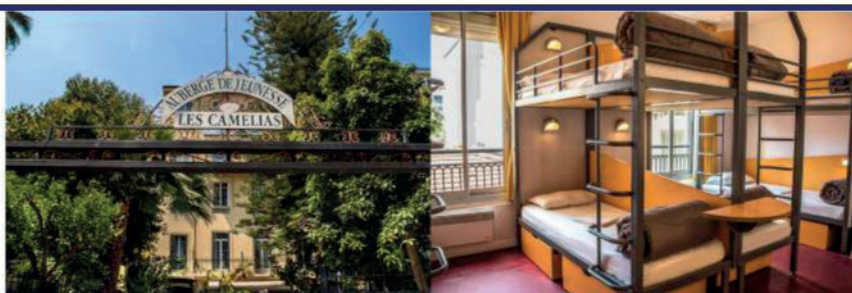


FIND YOUR ACCOMMODATION IN NICE!

Les CAMÉLIAS

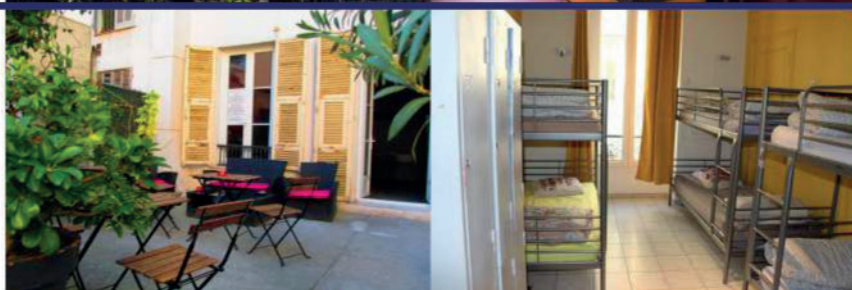
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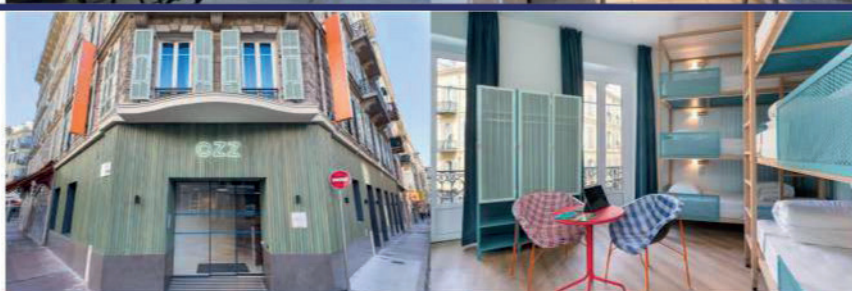
Auberge Pastoral Hotel

27 Rue Assalit
06000 Nice



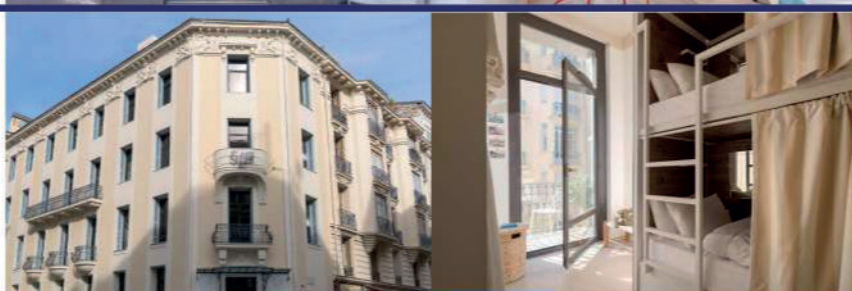
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18 Rue Paganini
06000



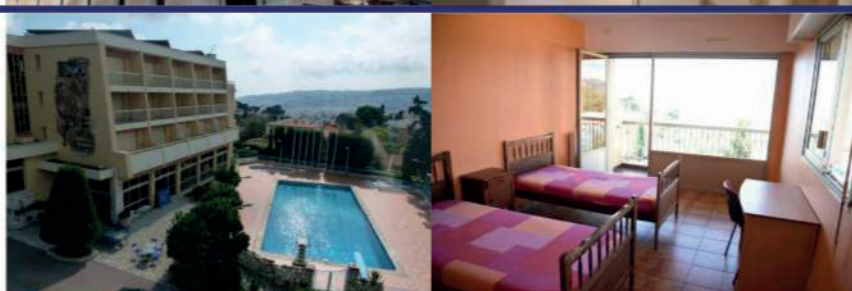
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06000 Nice



CLAJ SUD Relais Nice

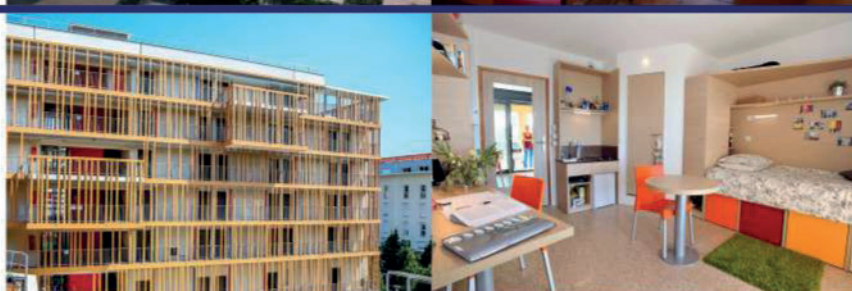
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Student House in Nice

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ISCOM

DATES

July 6th to July 10th 2026

The week can be combined with your Yachting Summer School

COST

650€ per week for external students / 20% off per week for current ISCOM students

For activities, visits, courses and workshops.

Accommodation, transportation and meals are not included.

CERTIFICATE

3 ECTS

(European Credit Transfer System) credits are earned per week

GROUP

15 pax (minimum) & 30 pax (maximum)

PUBLIC TRANSPORTATION & CULTURAL VISITS

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

(It's required to purchase a 1 week pass for Ligne d'Azur app)

REGISTER NOW



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SUMMER SCHOOL

JULY 20TH TO JULY 24TH 2026

SAIL BETWEEN PRESTIGE AND DISCOVERY
THE AZURE COASTS AWAITS YOU



NICE-FRANCE



Yachting Excellence on the French Riviera!

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 enjoys a privileged location between the azure waters of the Mediterranean Sea and the rugged hills of the Alpes-Maritimes.

The city is famous for its Promenade des Anglais, a picturesque promenade stretching along the coastline, offering panoramic views of the sea and lined with palm trees. 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.

Nice is also at the heart of the thriving yachting industry on the French Riviera, a global hub for luxury maritime experiences. The region is home to some of the world's most prestigious yacht manufacturers, brokers, and events, including the renowned Cannes Yachting Festival and Monaco Yacht Show.

This thriving sector is supported by an advanced communication and marketing ecosystem designed to appeal to high-net-worth individuals.

Through a mix of innovation and tradition, the French Riviera continues to shine as a symbol of luxury and elegance, attracting clients from around the globe who seek the ultimate maritime lifestyle.



The Programme

(subject to availability)

D1

MONDAY

A DIVE INTO THE WORLD OF YACHTING

Your journey begins with a warm welcome at ISCOM Nice, where an exclusive briefing session will provide you with a panoramic view of the prestigious yachting industry.

In the afternoon, step into the breathtaking world of luxury as you explore one of the Mediterranean's most stunning harbors: Antibes and its legendary Quai des Milliardaires, home to some of the world's most extraordinary yachts.

D2

TUESDAY

THE YACHTING MAGIC OF MONACO

Welcome to Monaco, the beating heart of high-end yachting events.

Sébastien will unveil the secrets behind the construction of yachts and superyachts, engineering marvels of the sea.

Enjoy an exclusive reception at the Yacht Club of Monaco, where you'll gain insights into the Marina and its most prestigious annual events.

Later, immerse yourself in the beauty of Port Hercule, a deep-water natural harbor nestled beneath Monaco's iconic Rock.

D3

WEDNESDAY

CREATIVITY AND INNOVATION AT ISCOM NICE

A full day dedicated to workshops at the ISCOM Nice campus!

Under the guidance of an event industry expert, you'll craft a cutting-edge communication project, drawing inspiration from your immersive experiences and interactions with top professionals.

D4

THURSDAY

THE GLAMOUR OF ST. TROPEZ

Live the legend of St. Tropez in the heart of summer!

Set sail from Cannes on a spectacular cruise and dock at the world-famous St. Tropez port, an iconic setting that has graced countless international films.

The stunning alignment of luxury yachts will leave you in awe, offering a glimpse into the elite world of this Mediterranean hotspot. Wander through the charming village and dive into the exclusive luxury shopping scene that defines this extraordinary destination.

D5

FRIDAY

THE GRAND FINALE AT ISCOM NICE

A final day to perfect your projects and deliver captivating presentations.

With a closing ceremony to wrap up this unforgettable journey, your yachting dream week comes to an end.

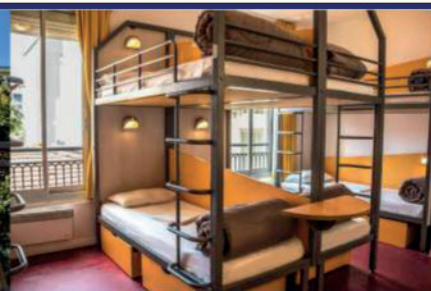
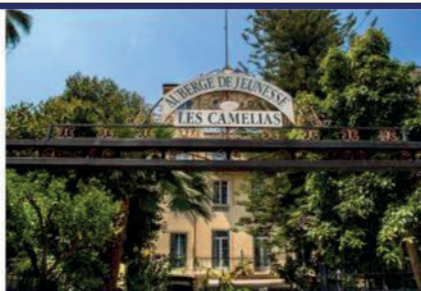
Bon voyage – until we meet again!

FIND YOUR ACCOMMODATION IN NICE!

Les CAMÉLIAS

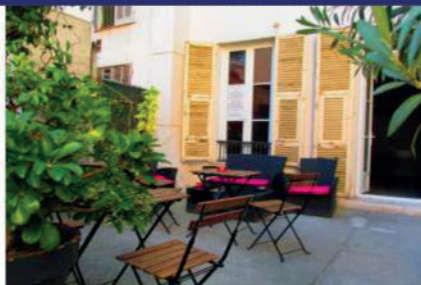
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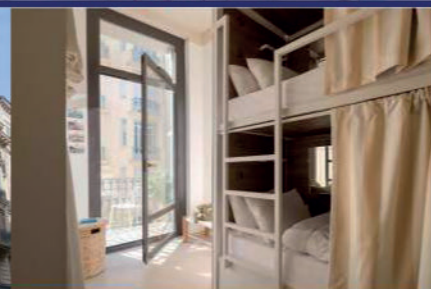
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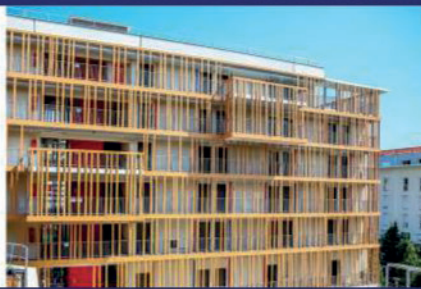
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LA
MAISON
DE
L'ÉTUDIANT

PROGRAMME HIGHLIGHT

PORT VAUBAN – ANTIBES, THE JEWEL OF THE RIVIERA

Port Vauban is the largest marina in Europe in terms of tonnage, covering an area of 25 hectares with 1,501 berths. It is one of the most beautiful marinas in Europe, featuring Quai Camille Rayon, also known as the «Billionaires' Quay» (Grande Plaisance Quay), which can accommodate 19 large yachts ranging from 70m to 165m in length. It brings together some of the most luxurious yachts in the world, just a few meters from the old town of Antibes.



MONACO YACHT CLUB – WHERE PRESTIGE MEETS THE SEA

Founded in 1953 by Prince Rainier and presided over since 1984 by H.S.H. Prince Sovereign Albert II, the Yacht Club de Monaco brings together 2,500 members from 81 nationalities. Through its initiatives, the club showcases its dynamism in both sport yachting and luxury yachting.

As a prestigious home port for superyachts, the club also serves as a key hub for numerous industry professionals within the «Yachting Monaco» Cluster. The Principality of Monaco has always been an essential stop in the world of yachting.



SAINT-TROPEZ HARBOR – THE GLAMOROUS ESCAPE

The port has a capacity of 734 moorings and is located in the heart of Saint-Tropez. This picturesque harbor, lined with cafés and boutiques, is a favorite stopover for sailboats and luxury yachts.

Major maritime events take place here, including the 52 Super Series, Rolex Giraglia, Trophée Bailli de Suffren, Les Voiles de Saint-Tropez, and the international SailGP circuit.

The harbor master's office, always living up to the port's prestigious reputation, is modern and functional, offering five-star maritime services along with a lounge club featuring a reception hall and terrace bar.



DATES

July 20th to July 24th 2026

The week can be combined with your Perfume Summer School

COST

750€ per week for external students / 20% off per week for current ISCOM students

For activities, visits, courses and workshops.

Accommodation, transportation and meals are not included

CERTIFICATE

3 ECTS

(European Credit Transfer System) credits are earned per week

GROUP

15 pax (minimum) & 30 pax (maximum)

PUBLIC TRANSPORTATION & CULTURAL VISITS

Advice and special offers on student's accommodation and additional cultural activities are provided by ISCOM. It's required to purchase a 1 week pass for Ligne d'Azur app.



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