



Berner Fachhochschule  
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# Anforderungen in Designprozessen - Einsichten aus Briefingsituationen in Artistic Perfumery

Swiss Requirements Night 2013  
Bern, 4. September 2013

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## Briefing situation in mainstream perfumery

We want something for women. It should make them feel more feminine, but strong, and competent, but not too much...

and it should work well in Europe, but also in the US, but also especially in the Asian market, and it should be new but it should be classic, and young women should love it, but older women should love it too....

And it should smell like that Armini thing from two years ago that did 12 million dollars in the first quarter in Europe but also like the Givenchy that sold well in China...

Chandler Burr: The Perfect Scent. New York 2007.

The designer's job is 'to produce the unexpected. No brief of itself ever produced an unexpected market leader. Success lies in finding the chinks in the specifications and reaching through to the concealed plums. (Kenneth Grange).

Cross, N. 2011. *Design thinking: understanding how designers think and work*. Oxford; New York: Berg.



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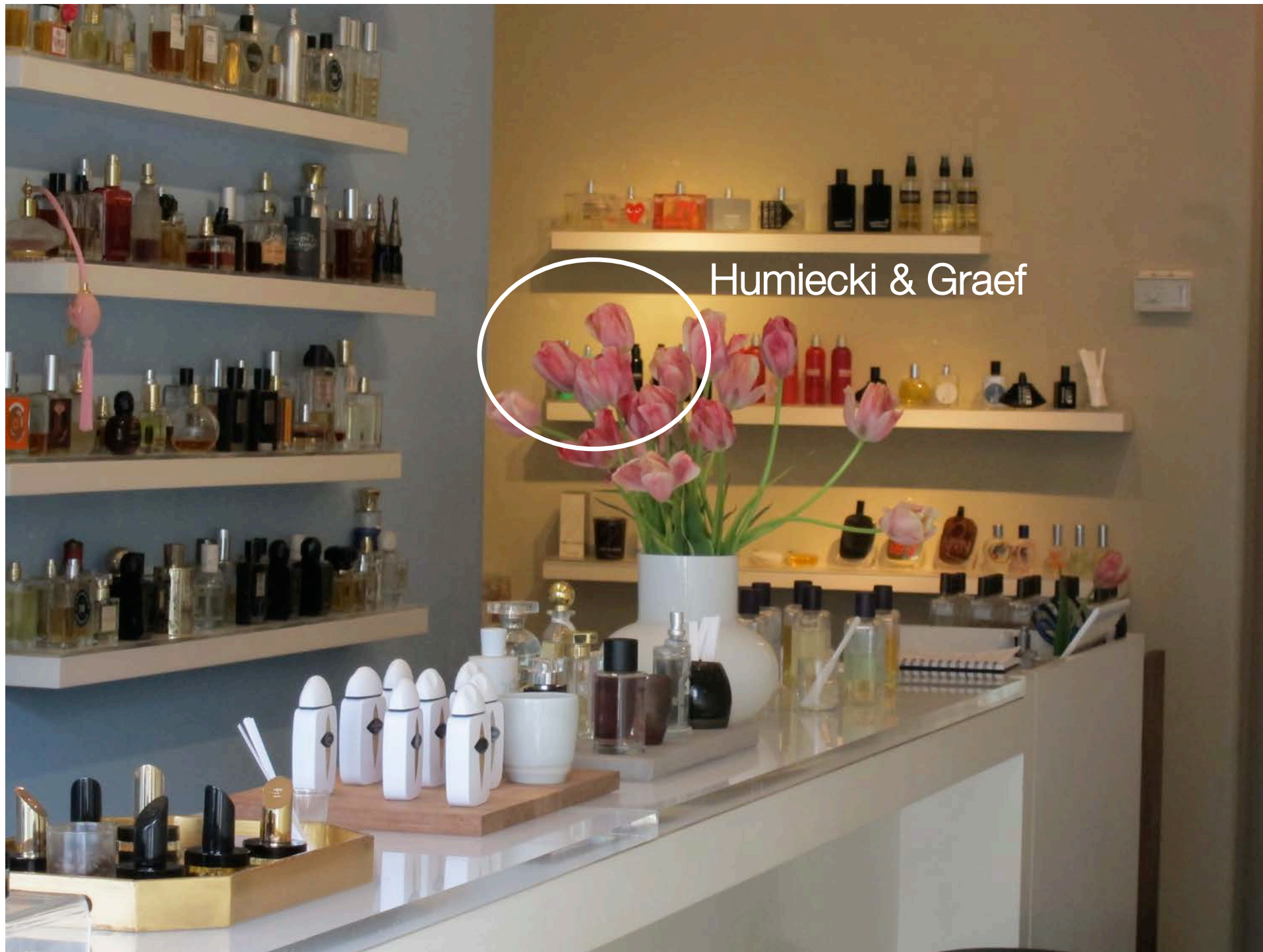
  
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Humiecki & Graef

# Humiecki & Graef: Artistic perfumery

