

Selected Experience in the Fragrance Industry

- Conducted sniff tests with mall intercepts in New York, Los Angeles and in Chicago
- Conducted new product usage tests with hand cream and skin lotion new products
- Conducted conjoint analysis of price/value trade off analysis of specific toilet water and perfume products
- Conducted new product testing for men's cologne products
- Conducted logo testing for women's fragrance products
- Conducted focus groups in China for women's fragrance products
- Conducted study with business travelers purchase of fragrance products in duty-free shops in airports

Sample of Current and Past Clients in the Fragrance Industry

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- Armani
- Avon
- Calvin Klein
- Chanel
- Dior
- Estee Lauder
- Givenchy
- Gucci
- Helene Rubinstein
- Versace