

#PerfumerMindset

MAINSTREAM & LIKABLE
OR
UNIQUE & ARTISTIC?

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IT DEPENDS!

**YES, YOU ARE AN ARTIST,
BUT IF YOU WORK FOR AN
ORGANIZATION,
YOU HAVE TO HELP IT
GENERATE INCOME.**

**YES, YOU WANT TO EXPRESS
YOURSELF, YOUR FEELINGS &
EMOTIONS,
BUT YOUR COMPANY WANTS
A HIGH ROI AND LIFE-TIME-VALUE.**

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MY ADVICE IS:

DO BOTH
CHOOSE YOUR FIGHTS



**WHAT'S GOOD ABOUT A
DIFFICULT (SPECIFIC-TASTE)
SCENT THAT DOESN'T SELL A
LOT FOR A HIGH-SALES CENTRIC
FIRM?
& SO GENERIC SCENT FOR A
LUXURY-NOBEL BRAND?**

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**GO SO ARTISTIC IF THE BRIEF
SAYS THIS & THE BRAND IS SO
NICHE.**

**NEVER EVER DO THIS FOR A
MAINSTREAM BRAND.**

**THIS WILL BE A PERFECT TIME-&- RESOURCES
BURNING MACHINE.**

**IF YOUR ORGANIZATION DOESN'T
APPRECIATE ARTISTIC PROJECTS,
SO DO IT FOR YOURSELF.**

**MAKE A SMALL BRAND, SELL YOUR
ART PIECES TO FAMILY AND
FRIENDS, OR EVEN GIFT THEM TO
PEOPLE YOU LOVE. ❤️**

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**"DON'T GIVE UP DOING WHAT YOU
FEEL HAPPY WITH"**

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