

Company news

Geneva, 3 June 2025

Givaudan to unveil the future of fragrance and flavour at VivaTech 2025: Reinventing olfactive 'story-smelling' in a digital era

Givaudan, the global leader in fragrance and flavour creation, is thrilled to announce its participation in VivaTech 2025, taking place in Paris from 11-14 June. For the very first time at this tradeshow, Givaudan will delve into the transformative theme of reinventing olfactive 'story-smelling' in the fragrance industry, highlighting how its latest digital advancements are reshaping the way fragrance brands interact with consumers.

Several innovations related to the digitalisation of the flavour industry will also be presented such as **Myromi™** and **Customer Foresight**. Indeed, Givaudan invests in digital tools translating consumer insights into actionable findings to create food and beverage products enabling speedier product development and increasing the potential of commercial success.

Gilles Andrier, Givaudan's CEO, said: "We are proud to be at VivaTech 2025, where we can showcase our latest digital innovations for the fragrance and flavour industry. Our presence reflects our dedication to exploring new ways to connect with consumers, leveraging technology to enhance their olfactory experiences. We believe that by reinventing the way we talk about perfumes and tastes, we can create a more meaningful dialogue between brands and consumers."

David Kunau, Givaudan Head of Global IT adds: "As we navigate the digital landscape, our focus is on harnessing technology to enhance creativity and innovation in the fragrance and flavour industry. At VivaTech 2025, we aim to showcase how digital tools can empower consumers to connect with scents and tastes in unprecedented ways, ultimately transforming their sensory journey into an engaging and interactive experience."

The digitalisation of story-smelling in the fragrance category is crucial for its future. With the explosive rise of social shopping, influencer marketing, digital-native brands, and vibrant fragrance communities on platforms like TikTok, a significant portion of interactions between brands and consumers – especially Gen Z and the emerging Gen Alpha – will occur in the digital realm.



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Givaudan will showcase its innovative project, **Guardians of Memories**, a Givaudan scented odyssey, launched in January 2025. This pioneering initiative invites participants to engage with the intricate art of perfume creation, allowing them to explore the emotional connections tied to scents. Through interactive experiences, attendees will learn how to articulate their fragrance preferences and stories, fostering a deeper understanding of olfactory art. The project aims to bridge the gap between scent and storytelling, enabling consumers to experience fragrances in a new, immersive way – without the need for traditional smelling.

In addition to Guardians of Memories, Givaudan will present the **Scent Piano**, the exclusive solution designed to elevate the fragrance retail experience. This interactive device merges technology and scent, allowing consumers to explore a symphony of fragrances through a playful interface. By playing notes on the mini piano, users can unlock unique scent combinations, transforming the way they discover and engage with fragrances. This innovative approach not only enhances consumer interaction but also creates memorable experiences that resonate with the emotional power of scent.

Join Givaudan at VivaTech 2025, booth D54, to discover how we are shaping the future of fragrance and flavour through digital innovation and creativity. Attendees will have the opportunity to participate in live and immersive demonstrations, engage with our experts, and experience firsthand the exciting developments in olfactory storytelling.

About Givaudan

Givaudan is a global leader in Fragrance & Beauty and Taste & Wellbeing. We celebrate the beauty of human experience by creating for happier, healthier lives with love for nature. Together with our customers we deliver food experiences, craft inspired fragrances and develop beauty and wellbeing solutions that make people look and feel good. In 2024, Givaudan employed over 16,900 people worldwide and achieved CHF 7.4 billion in sales with a free cash flow of 15.6%. With a heritage that stretches back over 250 years, we are committed to driving long-term, purpose-led growth by improving people's health and happiness and increasing our positive impact on nature. This is Givaudan. Human by nature. Discover more at: www.givaudan.com.

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