

Company news

Shanghai, 14 October 2022

‘Creatogether’: Givaudan collaborates with TMIC to launch fragrance industry’s first AI-powered fragrance co-creation service in China

Givaudan, a global leader in fragrance & beauty creation, has launched its unique human-machine co-creation service powered by artificial intelligence (AI) in collaboration with the Tmall Innovation Centre (TMIC), enabling customers to realise their olfactory vision with unsurpassed sampling speed in China’s unique e-commerce market.

Since June 2021, Givaudan has been working in a partnership with Tmall, the Alibaba group’s open business-to-consumer (B2C) platform, to combine its creative fragrance solutions and production capabilities with the consumer behaviour data capabilities of the T-Lab innovation laboratory. ‘Creatogether’ leverages the newly updated version of TLAB 2.0, using data from TMIC’s olfactory culture map and Givaudan’s own AI-powered fragrance assistant, Carto.

Yaling Li, Head of Fragrances Greater China & Korea, said: “Our unique co-creation model allows brands to get deeply involved in the fragrance creation process. Thanks to a visual touch screen, customers are able to quickly realise their olfactory vision. The interactive process is carried out in close collaboration with our perfumers, harnessing the latest data insights from TMIC and the infinite creative capacities of Carto.”

Tian Qi, Head of Tmall Innovation Centre, said: “We are proud to support Givaudan in developing this exciting new co-creation service for the fragrance industry. Our common goal is to bring agile solutions to the market by connecting consumer insights with industry knowledge and expertise, so as to provide users with instant, accurate and personalised fragrance products.”

‘Creatogether’ enables Givaudan to offer customers in China human-machine fragrance co-creation in just five steps: creative ideation phase including in-depth research and analysis, olfactive visual exploration, digital fragrance co-creation with AI instant sampling technology, commercialised fragrance submission and finally, new product validation, launch strategy and marketing plan.



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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 2021, Givaudan employed over 16,800 people worldwide and achieved CHF 6.7 billion in sales with a free cash flow of 12.6%. 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.

About Givaudan Fragrance & Beauty

Givaudan Fragrance & Beauty craft inspired fragrances to perfume lives and memories, and develop innovative beauty and wellbeing solutions that make people look and feel good all over the world. Nature is both our responsibility and our most precious muse. We are just as committed to sustainability as we are to creating innovative products that satisfy consumer needs and anticipate their desires. With a collaborative approach that favours co-creation, we have built a diverse portfolio across personal care, fabric care, hygiene, home care, fine fragrances, and beauty, reflecting our multidisciplinary expertise. This is Givaudan. Human by nature. Learn more at www.givaudan.com/fragrance-beauty.

About Tmall/Alibaba Group

Alibaba Group's mission is to make it easy to do business anywhere. The company aims to build the future infrastructure of commerce. It envisions that its customers will meet, work and live at Alibaba, and that it will be a good company that lasts for 102 years.

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