



**SANDIP**  
UNIVERSITY  
— UGC Recognised —

## School of Design

**Flavors and Fragrances in Design: Pathways to Creative Careers**

**Name of Guide: Ms. Akrutl Awlnasho**

**Date: 24th February 2024**

**Time: 10 Am Onwards**

**Venue: School of Design**

### **PATHONS**

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2024

Date: 21th February

## CIRCULAR

### Flavours and Fragrances in Design: Pathways to Creative Careers

This is to inform all the students of the School Beauty Cosmetology there is an Eminent Guest Lecture on Flavours and Fragrances in Design: Pathways to Creative Careers

Attendance is compulsory.

Event Name: Eminent Guest Workshop on Flavours and Fragrances in Design: Pathways to Creative Careers

Name of Guide: Ms.Akruti Awinashe

Date: 24thFebruary 2024

Time: 10 Am Onwards

Venue: School of Fashion Design, Beauty Cosmetology & Interior Design

Sign. of HOD

*Vibhakar*





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#### SCHOOL OF DESIGN

#### **Flavours and Fragrances in Design: Pathways to Creative Careers**

**Date of Lecture:** 24th February 2024

**Venue:** School of Design

**Speaker:** Ms. Akruti Avinashe

On 24th February 2024, the School of Design hosted an enriching and engaging Flavours and Fragrances in Design: Pathways to Creative Careers led by the eminent expert Ms. Akruti Avinashe. The workshop aimed to provide students with an in-depth understanding of the fascinating world of flavours and fragrances, focusing on how these sensory elements are used in design, product development, and the beauty industry. Ms. Avinashe shared her extensive knowledge of how scents and tastes impact human emotions, behaviors, and overall experiences.

The goal of the workshop was to explore the complex relationship between flavours, fragrances, and design, and to provide students with hands-on knowledge of how they can incorporate these sensory elements into their creative processes. The workshop aimed to enhance students' understanding of how to craft memorable experiences using aromas and flavors, especially within the context of cosmetic science, product design, and branding.

Ms. Akruti Avinashe's Flavours and Fragrances in Design: Pathways to Creative Careers was a highly informative and creative session that provided students with valuable insights into the powerful role that sensory elements—flavours and fragrances—play in design and product development. The workshop not only equipped students with the knowledge of how these sensory experiences influence emotions and consumer behavior but also allowed them to apply this knowledge through a hands-on, interactive exercise.

By the end of the session, students were inspired to explore the concept of sensory design

*Vibhalepant*



further and consider how they can integrate fragrances and flavours into their future work, particularly in the beauty, wellness, and product design industries. This workshop also opened up a wide array of career opportunities, including roles such as flavourist, fragrance developer, sensory branding specialist, product innovation consultant, cosmetic formulator, and R&D professional in food and beauty industries. Additionally, students may pursue paths in olfactory design, aroma therapy, and even experience design for hospitality and retail sectors—where sensory elements are key to enhancing customer engagement and brand identity.

*Vibhakar Patel*





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**School of Fashion Design, Beauty Cosmetology & Interior Design**

**Attendance list**

Sr No.	Name of Students	PRN	Signature
1.	KUTUR MALLIKA BHUPESH	210109061001	<i>mallika</i>
2.	PARISHI KARANJIT	210109061002	<i>Parishikaranjit</i>
3.	RUSHIKESH BAPU PAWAR	210109061003	<i>Rpawar</i>
4.	RANI AJAY RAI	210109061004	<i>Rrai</i>
5.	RANE RASEEKA RAVINDRANATH	210109061005	<i>Rss</i>
6.	KAPSE NEHA VASANT	210109061006	<i>neha</i>
7.	YASH UTTAM JAGTAP	210109061007	<i>yash</i>
8.	ZAINAB BURHANUDDIN EZZY	210109061008	<i>Zezzy</i>
9.	MADHURA ANANDA SHIRKE	210109061010	<i>madhura</i>
10.	RUPALI SANJAY NATHE	210109061011	<i>Rupali</i>



*Vibhalepoo*

