

#### WELCOME TO THE CARVANSONS SPRING SUMMER 2025 /26 TREND PRESENTATION

#### **OUR INSPIRATION**

Our Fragrance Trend eBooks provide insights into the trends and consumer buying habits affecting products influenced by the fragrance market. We take inspiration from market research, fashion trends, current consumer buying habits and recent fragrance launches.

#### OUR EXPERIENCE

As an international fragrance manufacturer with over 80 years of experience, we continuously evaluate and analyse upcoming trends in fragrance and perfume creation. Our experience and knowledge help us advise our customers on fragrances that bring their brands and products to life.

Please note: The perfumes and products mentioned within this ebook are purely examples of market trends. As a result, the products mentioned in this article are for reference only. We do not receive any commission for affiliated links/advertising.



#### CONTENTS

TREND 1. WILD ORCHID ...sweet, floral, and musky with tropical accents

TREND 2. ZEST FOR LIFE
... bright and refreshing positivity

TREND 3. EARTH GIRL ...sweet, creamy, lactonic scents

TREND 4 . DARK VANILLA ...deep and smoky oud

TREND 5. SOFT FOCUS ...savoury, salty and airy is the new gourmand

TREND 6. DON'T MESS WITH THE CLASSICS ...unique and long-lasting scents

MARKET RESEARCH

REQUEST SAMPLES







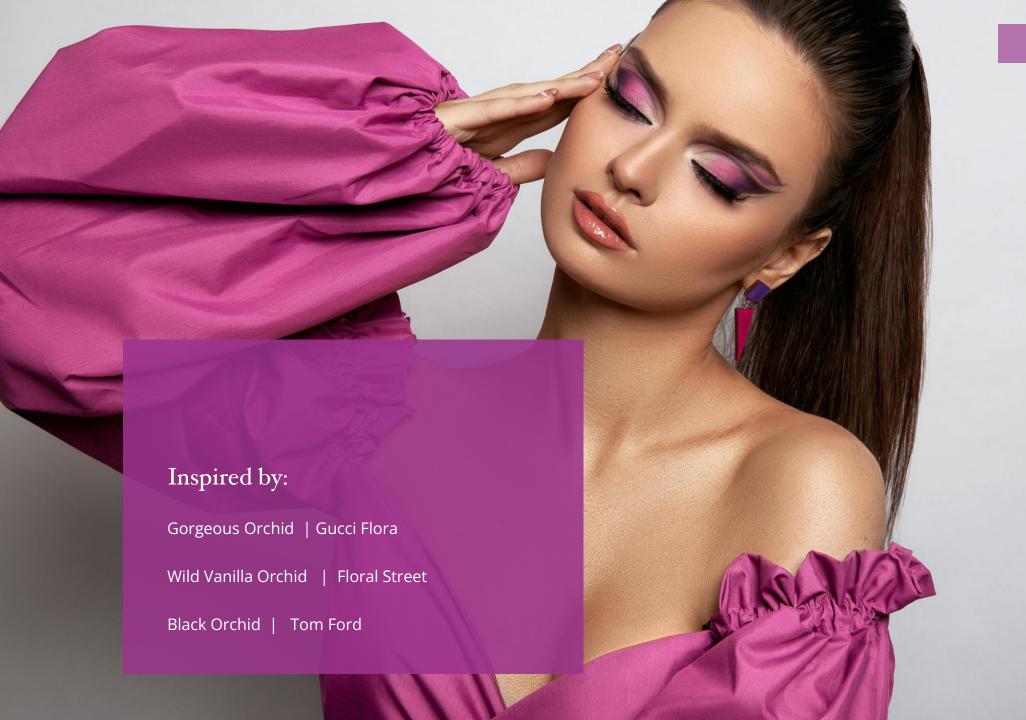
Orchids are said to symbolise beauty, luxury, strength, fertility, refinement and mature charm.

There are around 52 different species of wild orchids in the UK. Many of these species are incredibly rare and can often only be found on nature reserves.

Most orchids have a sweet and musky fragrance.

This fragrance is often likened to vanilla.



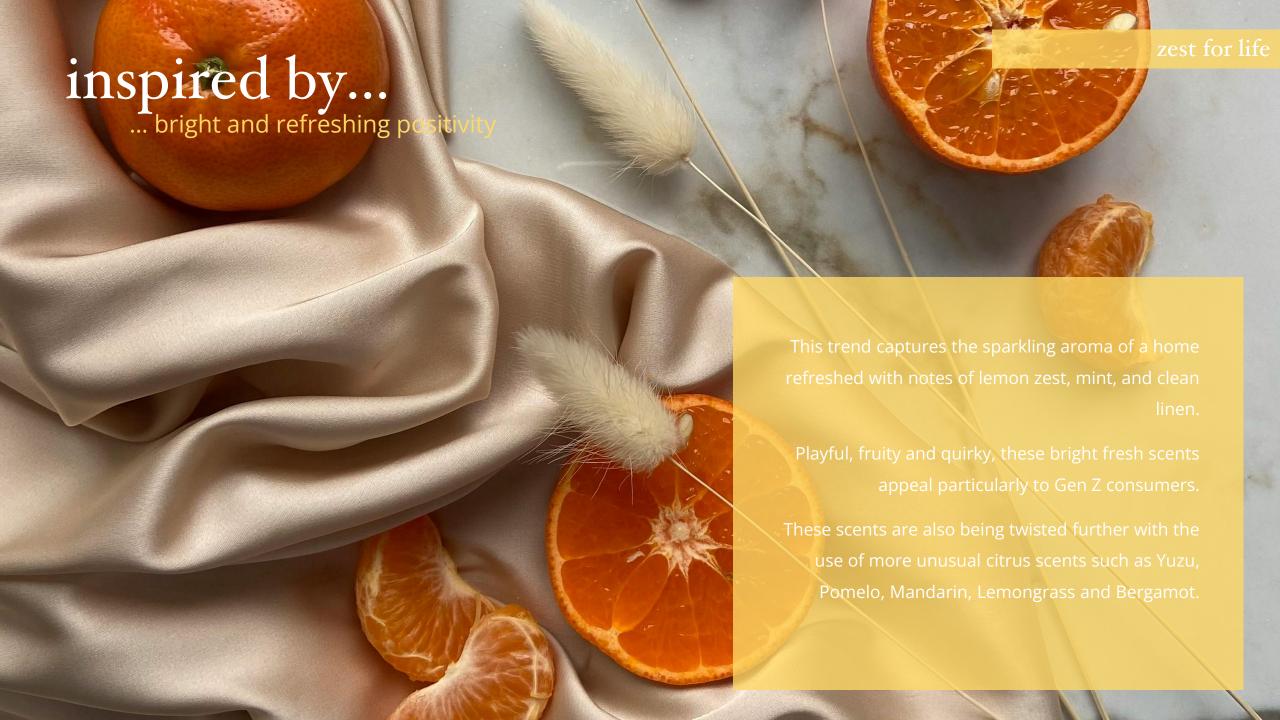


## fragrance directions

Ylang Orchid Amber Mimosa Tiare Vanilla Citrus













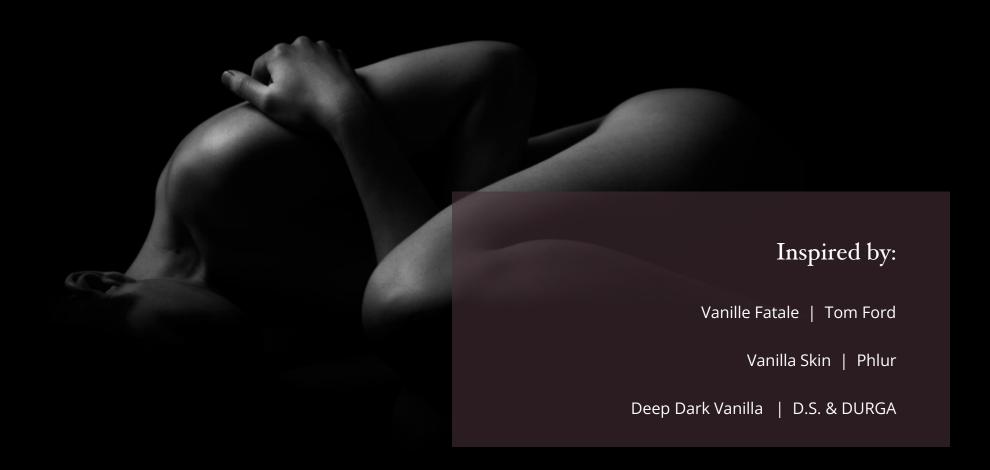


### inspired by... ... vanilla but not as you know it

Vanilla, a staple in the world of scents, undergoes a dark transformation this season, adopting darker, more complex notes.

Layers of black amber, leather and spice move away from the cloying sweet vanilla of the past. It's a call for high-quality ingredients and innovative pairings, appealing to those seeking a more expressive and emotional scent profile.





# fragrance directions

Vanilla

Tonka

Musk

Patchouli

Leather

Frankincense

Fig

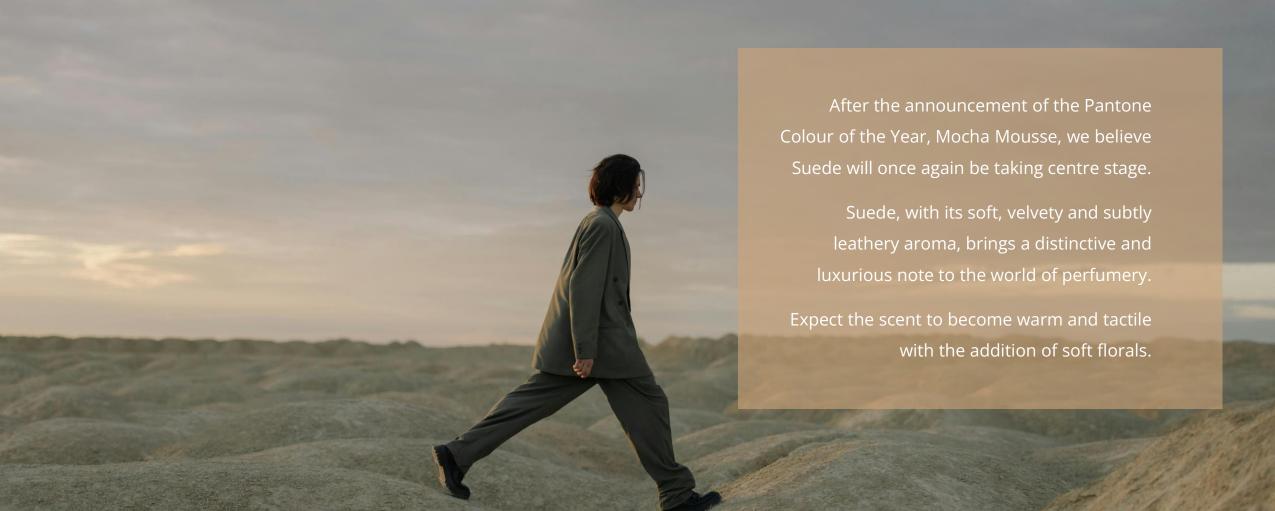
Coffee





### inspired by...

... soft leather, suede and soft florals







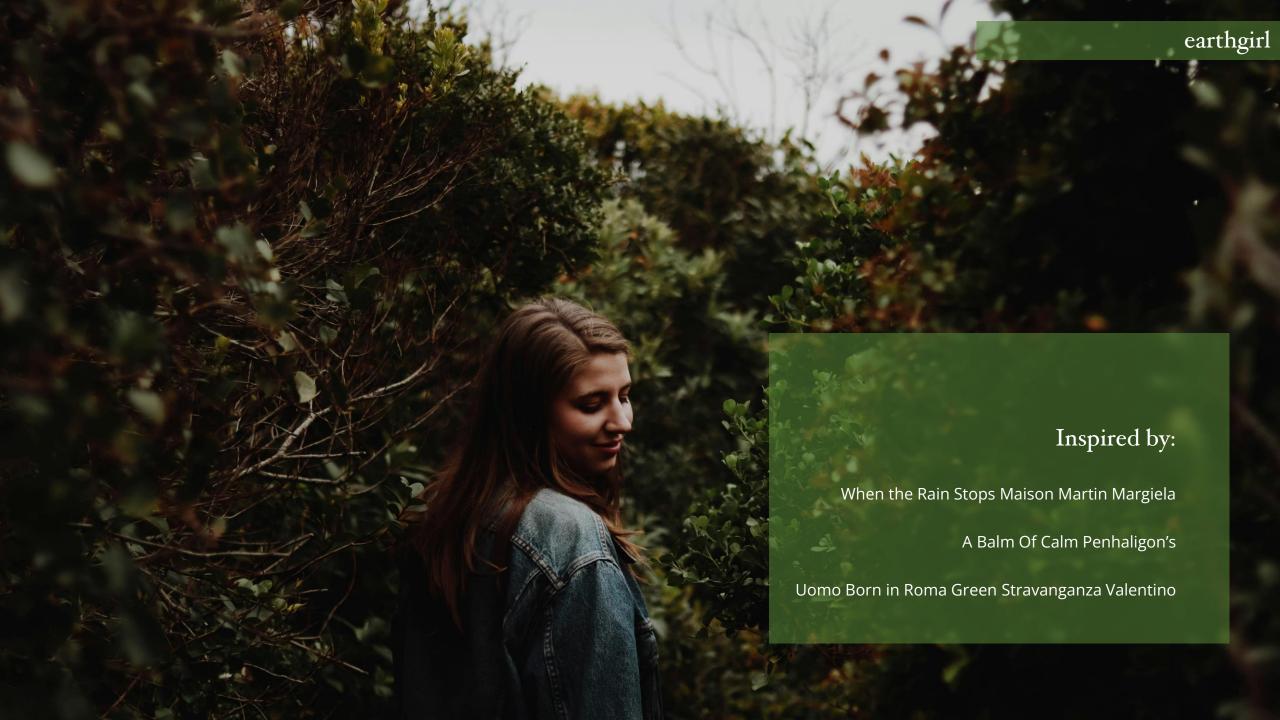
# fragrance

Suede Oakmoss Oud Leather Vanilla Musk Olibanum Amber



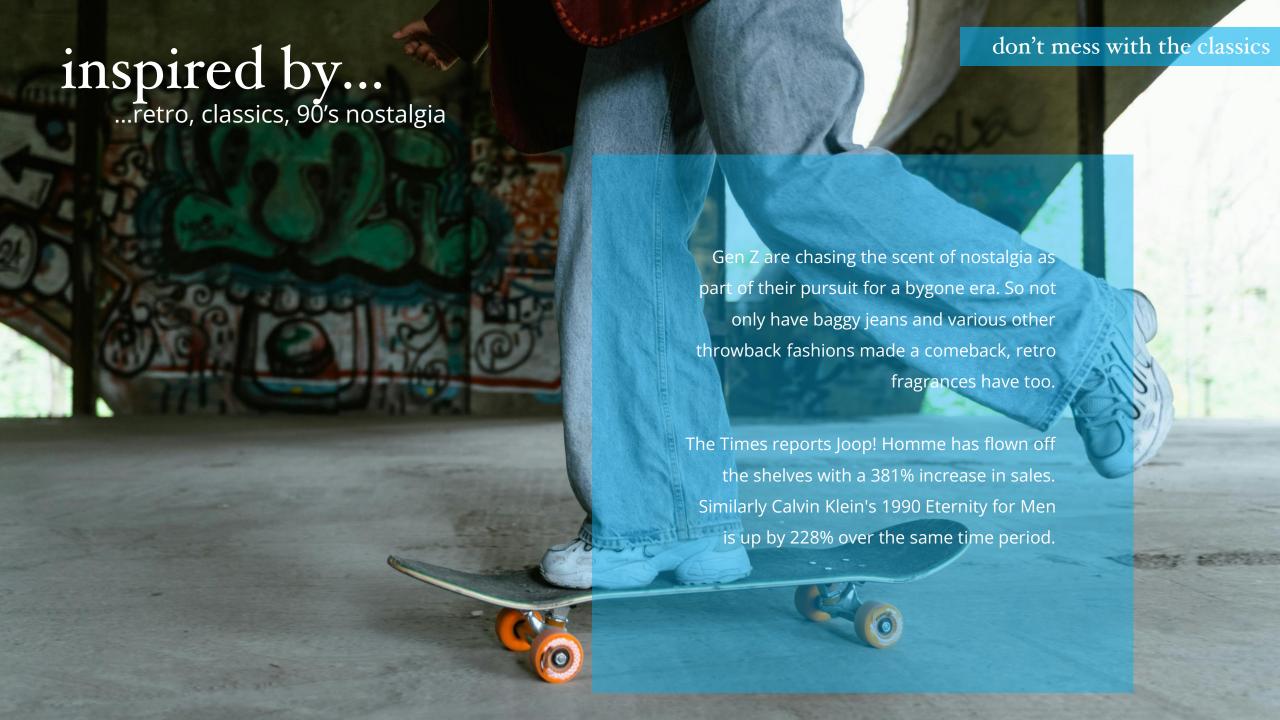




















Scan the QR code to request samples of our latest collection inspired by the Spring Summer Fragrance Trends







