



2023

FRAGRANCE
TRENDS

SPRING / SUMMER 2023



CARVANSONS

A World of Fragrance

GRECIAN
GODDESS



SPRING
SHIMMER

*Fragrance
Trends*



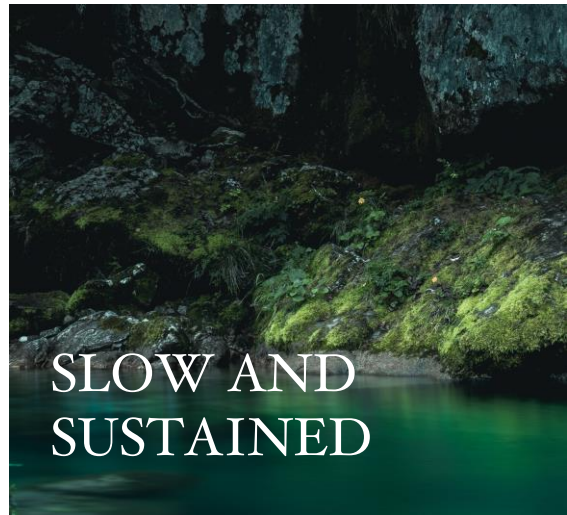
GOTHIC
TALES



OCEAN VIEW



FUSION
FUTURE



SLOW AND
SUSTAINED

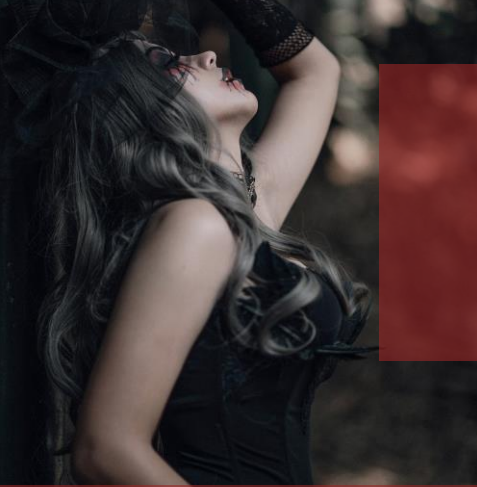
GOTHIC TALES



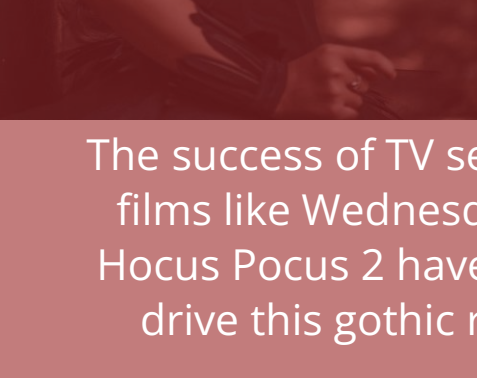
GOTHIC GLAM

DARK MATERIALS

DARK FOLKLORE



Gothic-Glam, Vampy Victorian and goth core are all being heralded as a vibe for 2023



The success of TV series and films like Wednesday and Hocus Pocus 2 have helped drive this gothic revival



Disney plans to release a Haunted House movie to cinemas based on their famous ride later in the year



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GOTHIC TALES



BURNING CHERRY
KAYALI



WET CHERRY LIQUOR
BOHOBOCO



SCANDAL BY NIGHT
JEAN PAUL GAULTIER

GOTHIC TALES



L:A BRUKET
DARK VANILLA
HAND & BODY WASH



RITUALS
WILD FIG
ROOM SPRAY



MIRROR WATER
INSPIRED BY FORESTS
BATH SALTS

Fragrance

Directions

Vanilla

Apple

Musk

Woods

Dark Cherry



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SAMPLES

SPRING SHIMMER

BRIGHT

SPARKLING

DELICATE BOTANICALS



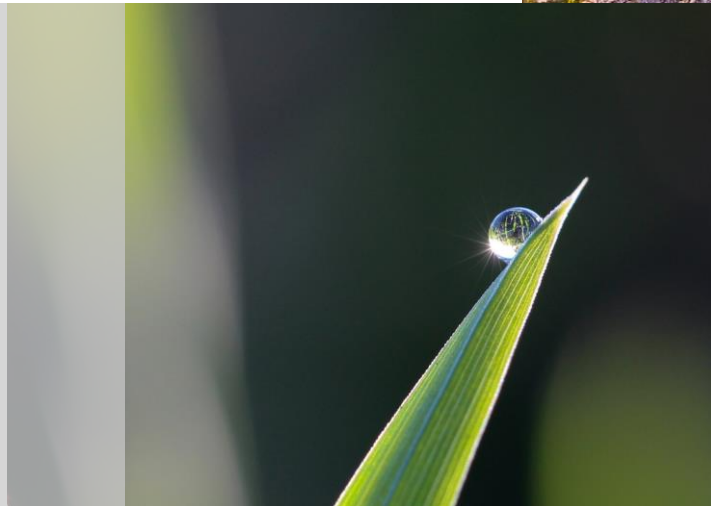
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The bright yet
simplistic beauty
of fresh floral
notes and green
hues



Beauty products
that create a
“dewy glow” are
big news



Embracing the
outdoors means we
are looking forward to
welcoming back crisp
and fresh notes into
our worlds



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SPRING SHIMMER



COACH DREAMS
COACH



SWEET MORPHINE
EX NIHILLO



MY BURBERRY BLUSH
BURBERRY

SPRING SHIMMER



HERBIVORE
MOON DEW



CHARLOTTE TILBURY
SUPERFUSION



LIZ EARLE
BOTANICAL BODY WASH

Fragrance

Directions

Jasmine

Lilac

Amber

Peach

Iris

Honeysuckle



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SAMPLES

FUSION FUTURE

NUCLEAR FUSION

MOLECULES

ENERGY



A major breakthrough recently in nuclear fusion could revolutionise how we get our energy

Scientists have recently discovered tiny molecules that could help reduce the likelihood of infants developing eczema, asthma and food allergies



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FUSION FUTURE



ESCENTRIC 02
ESCENTRIC MOLECULES



LUNA ROSSA
CARBON PRADA



COPPER
COMME DES
GARÇONS

FUSION FUTURE



ESCENTRIC 01
BODY WASH



CRYSTAL CLEAR
OXYGEN FACE POLISH



UBEAUTY
THE SUPER HYDRATOR

Fragrance

Directions

Citrus
Geranium
Lavender
Metallic
Mineral
Amber




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SAMPLES

SLOW AND SUSTAINED

QUALITY OVER QUANTITY

SOPHISTICATED SUSTAINABILITY

SLOW FASHION



Sustainable buying choices
have often felt in the past
like we were compromising
on luxury and quality

The phrase slow fashion
and quality over quantity
is also resonating with
new and younger
consumers

Synthetic and upcycled
fragrance ingredients are
being praised for their
potentially less detrimental
effect on the planet



CARVANSONS

SLOW AND SUSTAINED



SANTAL 33
LE LABO

EARTH
LOWE

I AM TRASH
LES FLEURS DU DÉCHET

SLOW AND SUSTAINED



ORIGINS
GINGER INCREDIBLE
SPREADABLE



JO LOVES
COBALT PATCHOULI
AND CEDAR



SHALOH
ROSE AND
SANDALWOOD SERUM

Fragrance

Directions

Ginger

Cedar

Rose

Patchouli

Sandalwood



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SAMPLES

OCEAN VIEW



AQUATIC

PURITY

FRESH



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Exhilarating water sports are bringing people back to the water as we try to get back to nature

Activities like stand-up paddleboarding, wild swimming and coasteering have grown in popularity in the last few years



The lure of the sea has always been strong but we are finding new ways to get our Vitamin Sea



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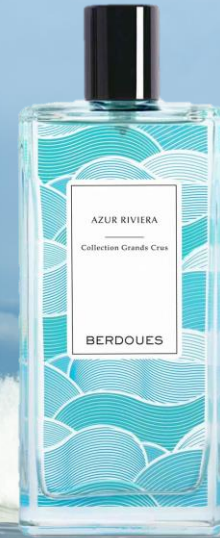
OCEAN VIEW



DOLCE GABBANA
LIGHT BLUE
FOREVER



MAISON MARGIELA
SAILING DAY



AZUR RIVIERA PARFUMS
BERDOUES

OCEAN VIEW



SEASALT
SALT & SEA AIR
REED DIFUSER



MOLTON BROWN
COASTAL CYPRESS
BODY WASH



MURDOCK
SEA SALT SPRAY
BODY SPRAY

Fragrance

Directions

Sea salt

Algae

Cypress

Seaweed

Driftwood

Water-Lily

Minerals



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SAMPLES

GRECIAN GODDESS

MYTHOLOGY

SERENITY

LUXE



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Greek Goddess fashion-
inspired styles are set to
flood the catwalks this
spring and summer

Listed as one of the top places to visit
in 2023, the Greek Island of Paros
offers a balance of the authentic
Greek traditional feel and luxury



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GRECIAN GODDESS



OLYMPEA
PACO RABANNE



PARADOXE
PRADA



VANILLA
KAYALI

GRECIAN GODDESS



SUEDE VANILLA
RITUALS



LILY & ROSE
SANCTUARY SPA



D'ORANGERIE
VERDEN

Fragrance

Directions

Cherry Blossom
Mandarin
Saffron
Honey
Fig



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CONSUMER BUYING TRENDS



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Market Research

EFFICACY | As the hunger for more efficient and potent products grows, consumers will look further and deeper to find proof that their money is being well-spent, particularly amid a cost of living crisis.

ADVANCED SELF-CARE | As we continue to hear about the cost of living crisis and increased costs people will find new and cost-effective ways to treat themselves.



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Market Research

TECHNOLOGY | Technological tools will continue to create personalisation of products and allow brands to pay much more attention to issues that consumers want to combat.

THE DIGITAL JOURNEY | The importance of community will continue to grow as people look to reconnect with like-minded individuals. The idea of community self-care will be on the rise.



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Market Research

IDENTITY | It's critical to ensure that all consumers feel seen and spoken to. Identity, representation and body positivity are changing the way we see ourselves but also the way we want to be marketed to. This will be a critical USP for younger demographics.

PERSONALISATION | Making the shopping experience engaging, fun and exciting will be driven by personalisation of products.



CARVANSONS

ABOUT CARVANSONS

Carvansons is a world-leading fragrance manufacturer. Our fragrances are used globally in the cosmetic, personal care, household and industrial product sectors.

Extensive market research and product development helps guide our fragrance creation process.

Our samples allow you to test a variety of scents with your product to ensure you select the right aroma to complement your market.



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For more information about our fragrances and our latest creations, contact us

hello@carvansons.co.uk | www.carvansons.co.uk



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