
2022
FRAGRANCE
TRENDS

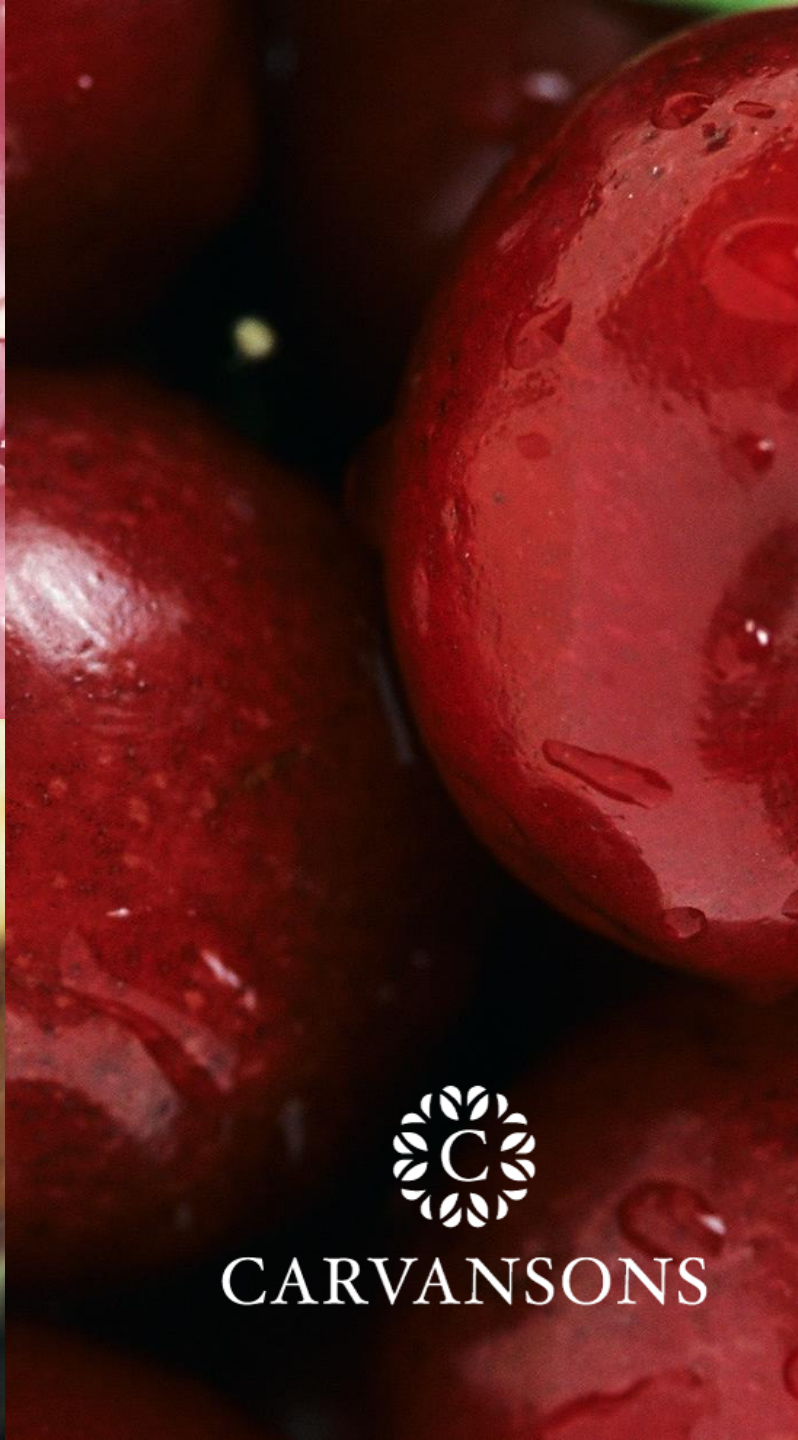
SPRING / SUMMER 2022



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FRAGRANCE
TRENDS



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FRAGRANCE TRENDS

ESCAPISM

Lime
Citrus
Pomegranate
Watermelon
Orange
Bergamot

EDIBLE FLOWERS

Pansy
Rose
Peony

FLIRTATIOUS FRUITS

Cherry
Raspberry
Blueberries
Blackcurrants

SUPERCHARGED SUPERFOODS

Kombucha
Goji Berries
Ginger
Pomegranate

DECADENT GOURMANDS

Milk and Honey
Shea butter
Chocolate

NATURALS

Clary Sage
Lavender



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ESCAPISM

TRAVEL

DESTINATION

EXOTIC



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Destination-led fragrances and themes are transporting our senses.

Escapism and travel are still strong themes especially, whilst travel restrictions still dominate many people's plans.



Pampering and at home spa-treatments are also linked to this escapism trend



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ESCAPISM



DOLCE GABBANA
LIGHT BLUE
FOREVER



ARQUISTE
VACATION



JO MALONE
LIME BASIL AND
MANDARIN

ESCAPISM



YES TO
COCONUT & PAPAYA
BODY WASH



FLOWER CHILD
ROSE & ORANGE
BLOSSOM
FACIAL CARE



MOR
GARDENIA
BODY WASH

Aquatic and tropical fragrances that transport us to another place are big news.

ESCAPISM

KEY FRAGRANCE NOTES

Papaya
Mango
Pineapple
Banana
Coconut
Sage
Pink Pepper
Tuberose
Ylang
Amber

Orange Blossom
Basil
Gardenia
Aquatic notes



EDIBLE FLORALS

FLORAL
UNEXPECTED
REFRESHING



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Nasturtium seeds were apparently used as a substitute for black pepper during WWII.

Pansy Cookies is just one example of edible flower recipes that provide an aromatic twist on a classic recipe.



Flowers are being used in salads and as dressings for gourmet meals.



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EDIBLE FLORALS



MARC JACOBS
PERFECT



PRADA
CANDY FLORALE



MANCERA
ROSES VANILLE

EDIBLE FLORALS



MAUI
HIBISCUS WATER
HAIR SHAMPOO



FLOWER CHILD
ROSE & ORANGE
BLOSSOM
FACIAL CARE



AVANT
PEONY AND CAVIAR
SERUM

Skincare and body care are once again seeing links to floral fragrances, but this time with a twist towards flowery cocktails. Violet and Lilac are also increasing in popularity.

EDIBLE FLORALS

KEY FRAGRANCE NOTES

Hibiscus
Honeysuckle
Dahlia
Magnolia
Pansy
Rose
Cape
Jasmine
Geranium
Peony
Lilac
Sunflower

Freesia
Fuchsia
Forget me Nots
Lavender
Violet
Chamomile
Elderflower



SUPERCARGED SUPERFOODS

PLANT-BASED DIETS
EATING AND LIVING CLEAN
NOURISHING



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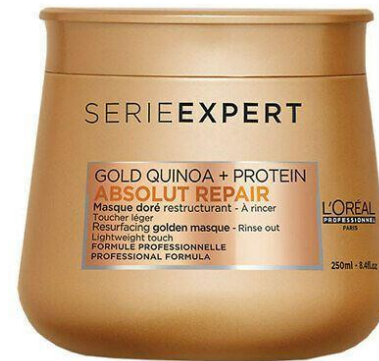
SUPERCHARGED SUPERFOODS



ELEMIS
DAY CREAM
MATCHA TEA



**LOVE BEAUTY &
PLANET**
ACAI BERRY



LOREAL
FACE CREAM
GOLD QUINOA

Superfoods are the big thing in skincare this year, especially within the high-end spa treatments and haircare. Functional fragrances are used to convey the power of the product ingredients.



The jewel-like seeds of the pomegranate are packed full of antioxidants.

Kombucha is a fermented tea rich in probiotics. Whereas Matcha is high in antioxidants and can help boost brain function



The high levels of phytonutrient citrulline contained in watermelon can have a Viagra-like effect on the body.



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SUPERCHARGED SUPERFOODS



THE NUE
FUNCTIONAL
FRAGRANCE



MALIN + GOETZ
STEM EAU DE PARFUM



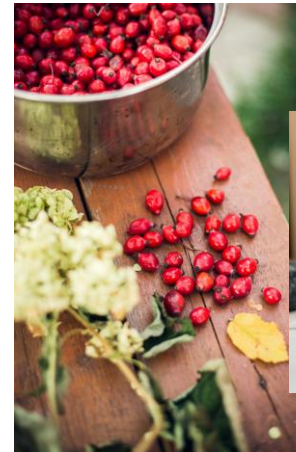
TEA TONIQUE
MILLER HARRIS

SUPERCHARGED SUPERFOODS

KEY FRAGRANCE NOTES

Açaí berry
Blueberry
Avocado
Kale
Spinach
Tomato
Tea
Chia

Turmeric
Quinoa
Goji
Ginger
Mint
Blackberry
Juniper



DECADENT GOURMANDS

INDULGENT MOMENTS

SPA AT HOME

EXPERIENCE



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Chocolate can be comforting, for celebrations or to escape the ordinary



Cocoa, tonka and almond are being taken to new realms, with luxury and empowerment at their heart



Vanilla is back. Vanilla, often used to describe something as basic or mundane, is re-emerging as decadent and dreamy



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DECADENT GOURMANDS



BODY SHOP
BODY MASK

NICARAGUAN COFFEE



TYOLOGY
SHOWER OIL

ALMOND



PALMOLIVE
SHOWER CREAM

MILK & HONEY



JO MALONE
BODY CREME

MYRRH AND
TONKA

We are seeing this trend filter through many different areas. From the functional bodywash through to the decadent body care treatments, these “good enough to eat” treats are definitely making a comeback.

DECADENT GOURMANDS



BEAUTY PIE
LUXURY SCENTED CANDLE
HOT CHOCOLATE &
PEPPERMINT



HOTEL CHOCOLAT
REED DIFFUSER
COCOA & VANILLA



FEBREEZE
AIR FRESHENER
VANILLA LATTE

This is definitely the trend that keeps giving as we are also seeing these decadent gourmand fragrances lines with candles, reed and homecare.

DECADENT GOURMANDS



KILIAN
LOVE DON'T BE SHY

VANILLA AND
MARSHMALLOWS



LE LABO
TONKA

TONKA



JEAN PAUL GAULTIER
LA BELLE

TONKA
AND VANILLA

DECADENT GOURMANDS

KEY FRAGRANCE NOTES

Honey & Chocolate
Red Wine & Sugar
Tonka
Truffle
Caramel
Almond Milk
Red Berries



FLIRTATIOUS FRUITS

FRUIT AS AN AFRODISIAC

ESCAPISM

EXOTIC SCENTS THAT
TANTILISE



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Cherries are highly nutritious and packed with fibre, vitamins, and minerals.

The Romans believed that these heart-shaped, passionately coloured fruits increased sexual appetite.



Flirtatious fruits, oriental woods and provocative flowers.



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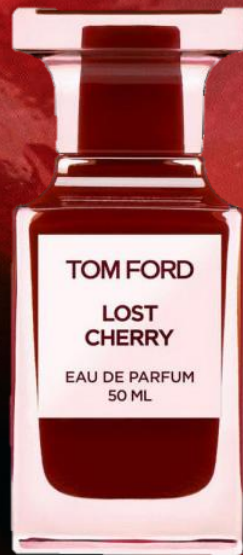
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FLIRTATIOUS FRUITS



DOLCE GABBANA
POUR FEMME

Neroli
Raspberry
Mandarin



TOM FORD
LOST CHERRY

Sour Cherry
Almond
Plum



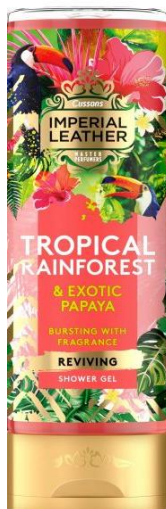
ESCADA
SORBETTO ROSSO

Watermelon
Strawberry
Pear

FLIRTATIIOUS FRUITS



TUTTI FRUTTI
CHERRY & CURRANT
SHOWER GEL



IMPERIAL LEATHER
TROPICAL
RAINFOREST



DI PALOMO
BLACK CHERRY
BODY WASH

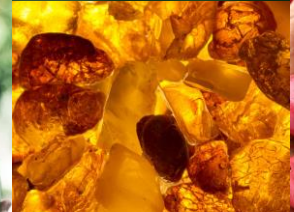
Tropical fragrances, bursting with life and exoticism. We are seeing more body washes and body lotions with these exotic and sensuous fruity scents.

FLIRTATIOUS FRUITS

KEY FRAGRANCE NOTES

Papaya
Mango
Pineapple
Cherry
Cardamom
Sage
Pink Pepper

Tuberose
Ylang
Amber
Orange Blossom
Basil
Gardenia



NATURAL

HARNESSING THE POWER OF NATURE

SMELLING AND DOING GOOD

WELLBEING

EMBRACING NATURE



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In a recent study, it was found that scent affects mood, concentration, memory recall and emotion.

Chamomile is heralded for its digestive and anti-inflammatory powers.



Extracted from the leaves and buds, clary sage has a clean, refreshing scent that can be used as a skin balm or in aromatherapy.



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NATURAL



MALIN + GOETZ
CANABIS



GOOD KIND PURE
WILD PEONY PERFUME



TOM FORD
EXTREME LAVENDER

NATURAL



SCENCE
CLARY SAGE
DEODORANT



AERY
PERSIAN THYME
LUXURY CANDLE



NUDDY
LAVENDER
SOAP BAR

Although this trend is a regularly featured one, the focus on wellbeing and relaxation doesn't seem to be stopping. We are seeing requests for more obscure scents and for use in a wide range of different applications.

NATURAL

KEY FRAGRANCE NOTES

Cannabis
Wheatgrass
Lavender
Lavandin
Clary Sage
Watermelon
Lemon Balm





CONSUMER
BUYING TRENDS

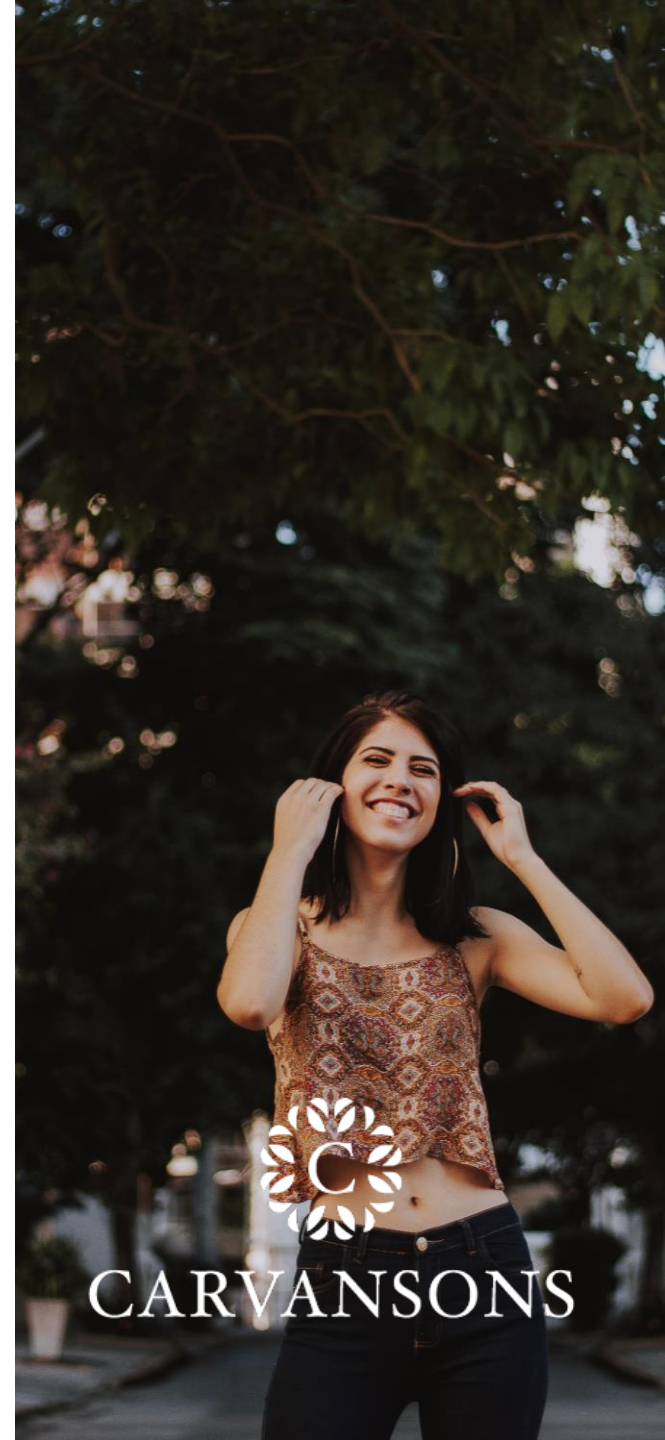


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CONSUMER BUYING TRENDS

BEAUTY ROUTINES | Brands that successfully highlight the use of beauty routines as a way to combat stress and anxiety and bring normality during uncertain times will drive long-term value for consumers,” states Mintel’s report.

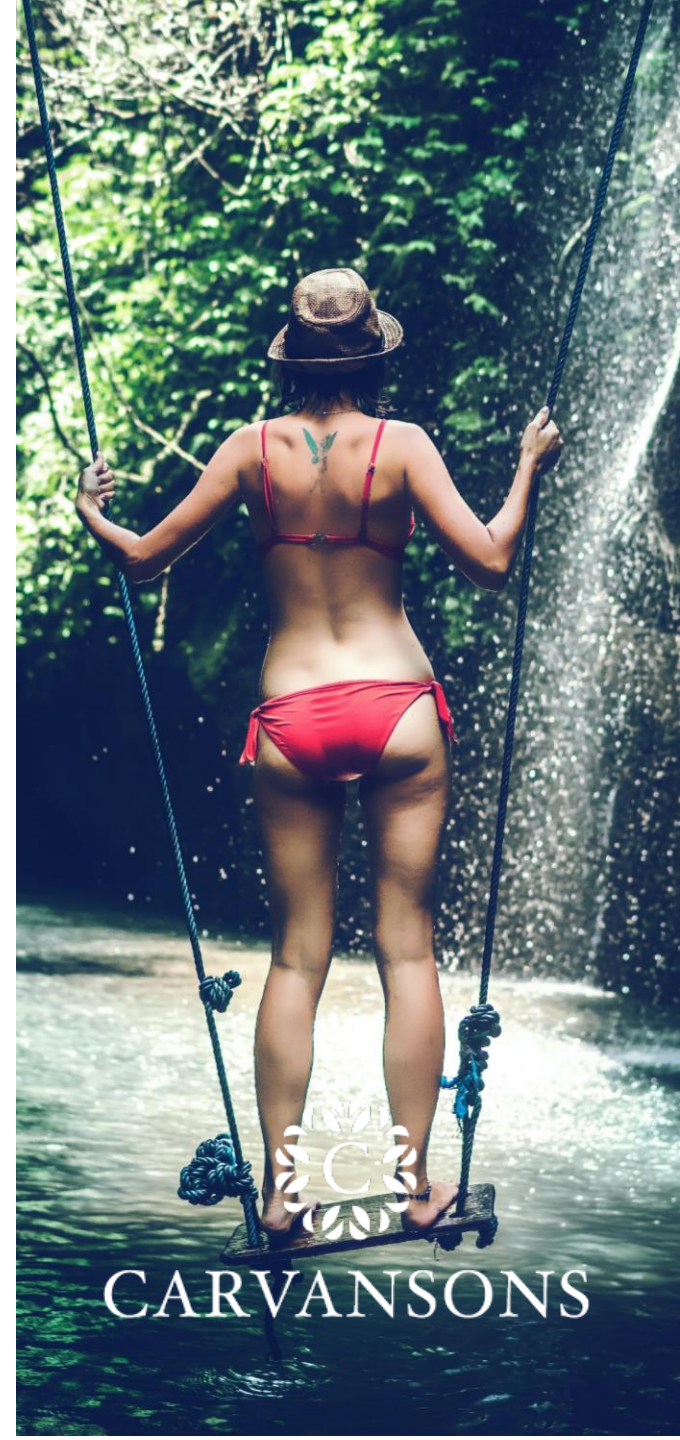
ADDED VALUE | Brands wishing to encourage consumers to trade-up will need to redefine value beyond just cost – through the impact of purchase, as well as convenience with an emphasis on quality.



CONSUMER BUYING TRENDS

AUTHENTICITY | Brands will need to develop strategies that drive commerce to own-brand sites that advocate authenticity, as well as challenge big marketplaces that have yet to provide clear supply chain transparency.

EFFICACY | The next evolution of 'clean' will be created by marrying ethics with safety to cater to the conscious and careful beauty consumer focused on avoiding undue risk inside and outside the box.



CONSUMER BUYING TRENDS

THE DIGITAL CUSTOMER JOURNEY |
Consumer buying decisions are continuing to be led by digital channels, reviews and social media

PERSONALISATION | Time-poor consumers expect quick solutions that meet their needs and aspirations

SUBSCRIPTION | The new form of brand loyalty, this trend is driven by ease of repurchase. Organisations can now surprise and delight their customers with thoughtful and personalised subscription-based products.



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CONSUMER BUYING TRENDS

DIRECT TO CONSUMER | By removing the middlemen (retailers and distributors) companies are connecting directly with the end consumer.

IMMERSIVE EXPERIENCES | Virtual reality and augmented reality technologies are driving customer engagement with immersive experiences, such as virtual dressing rooms and online make-up evaluations.

CONSCIOUS CONSUMPTION | The drive to become more conscious consumers sees customers seeking to understand the wider impact of purchasing habits and opting for more responsible alternatives.



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SECTOR SPECIFIC TRENDS

- Natural / Superfood Ingredient-led
- Functional fragrances - Eczema & Psoriasis
- Male Grooming / Unisex Brands/ beard oils
- Simplicity
- Hydrating / Brightening
- Solid Hair and body products
- Serums and peels



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2022 FRAGRANCE TRENDS

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

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



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