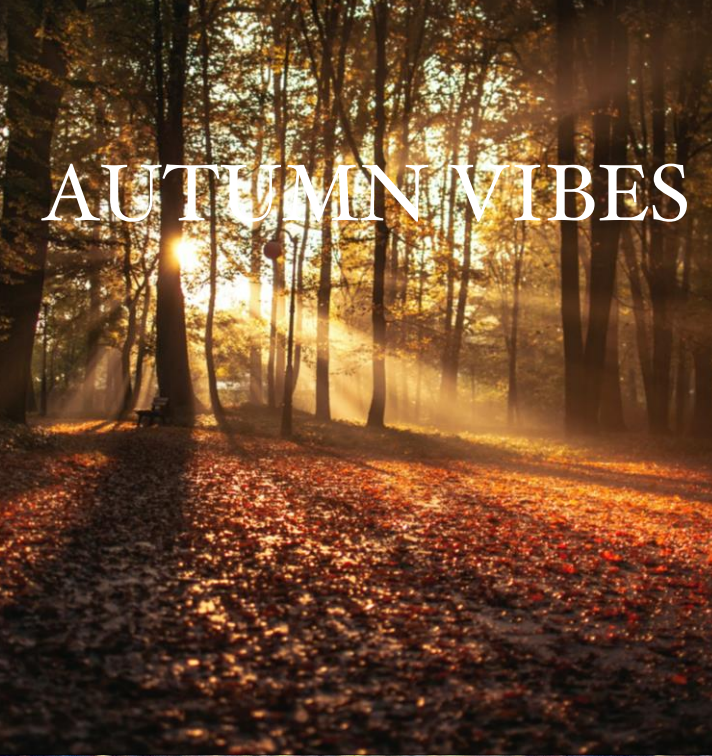

2022
FRAGRANCE
TRENDS

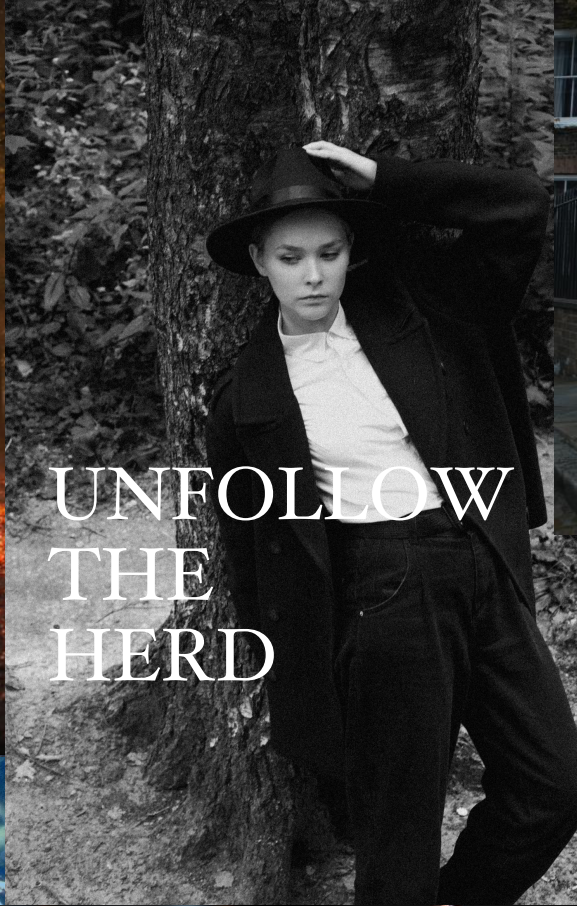
AUTUMN / WINTER 2022



CARVANSONS



AUTUMN VIBES



UNFOLLOW
THE
HERD



THE
TRADITIONAL
TWIST



THE 90'S
ARE BACK



TEXTURE &
GLOW



ANYTHING
BUT ANIMAL

AUTUMN VIBES

COSY

LAI D BACK

SOPHISTICATED



CARVANSONS



Simple chic
and relaxed
vibes are big
for this
Autumn.

Woody, Amber and
Vanilla notes give a
sense of warmth and
comfort



Aquatic notes are also
big for this season as
we get outside enjoy
the last drops of
summer and explore
nature in all its
splendour



CARVANSONS

AUTUMN VIBES



MAISON MARGIELA
AUTUMN VIBES



FRANCESCO
BIANCHI
STICKY FINGERS



KILIAN
ANGELS' SHARE

AUTUMN VIBES



MOLTON BROWN
MUDDLED PLUM
BODY WASH



FAITH IN NATURE
BLUE CEDAR
BODY WASH



RITUALS
PRECIOUS AMBER
HAND BALM

AUTUMN VIBES

KEY FRAGRANCE NOTES

Oriental
Wood
Amber
Vanilla
Moss
Leather
Coffee
Plum
Saffron

Oak
Chestnut
Cognac



UN-FOLLOW THE HERD

INDIVIDUALITY

BODY-POSITIVITY

EMBRACING THE UNIQUE

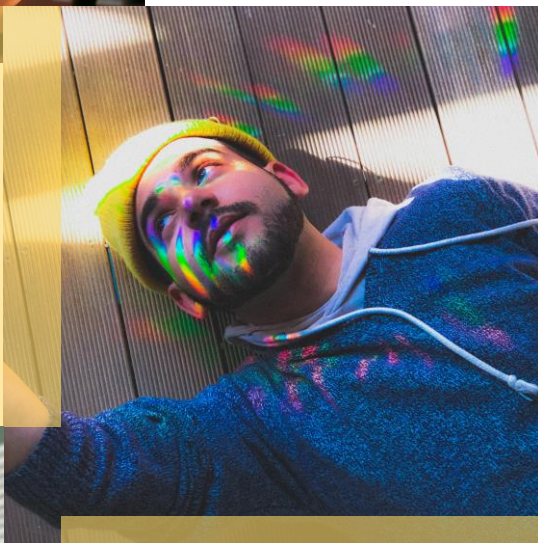


CARVANSONS



Unisex fragrances are on the rise again with autumnal notes that work for all genders.

The term gender fluid is a form of gender identity, rather than a sexual orientation.



Androgynous fragrances that have both masculine and feminine characteristics are increasing in popularity



CARVANSONS

UN-FOLLOW THE HERD



TOM FORD
NOIR



GIORGIO ARMANI
ACQUA DI GIÒ EAU DE
PARFUM



MAISON FRANCIS
KURKDJIAN
AMYRIS HOMME

UN-FOLLOW THE HERD



MALIN + GOETZ
GRAPEFRUIT
FACE MOISTURISER



MAAPILIM
BERGAMOT &
CEDARWOOD
HAND WASH



AESOP
VETIVER
DEODORANT

UN-FOLLOW THE HERD

KEY FRAGRANCE NOTES

Vetiver
Thyme
Moss
Marine notes
Bergamot
Tonka
Juniper berry
Ginger
Coriander
Musk

Leather
Cypress pine
Pink pepper
Cedarwood



THE 90'S ARE BACK

BIG AND BOLD FRAGRANCES

RETRO VIBES

COLOURFUL AND VIBRANT



CARVANSONS



The resurgence of 90's music, fashion and cult TV programmes like Karate kid, Ghostbusters and Barbie mean we are all ready to go on a trip back to the 90's.

The 90's nostalgia is appealing to a new generation.



The 90's was a time to be bold, whether rocking double-denim or a combat look.




CARVANSONS

THE 90'S ARE BACK



MOSCHINO
TOY 2 BUBBLEGUM

TOMMY HILFIGER
TOMMY GIRL SUMMER
OCEAN WAVE

CALVIN KLEIN
CK1 PALACE

THE 90'S ARE BACK



FENTY SKIN
CHERRY TREAT LIP
CONDITIONER



SOAP AND GLORY
BODY WASH
LEMON AND
NEROLI



LUSH

THE 90'S ARE BACK



KEY FRAGRANCE NOTES

- | | |
|---------------|--------------------|
| Apple Blossom | Warm amber |
| Camelia | Red pepper |
| Mandarin | Jasmine |
| Orange | Lily of the valley |
| Blackcurrant | |
| Honeysuckle | |
| Rose | |
| Grapefruit | |
| Water Lily | |
| Tangerine | |
| Lavender | |
| Vanilla | |



TEXTURE AND GLOW

HIBERNATION
PREPARING FOR WINTER
WARMTH AND COMFORT



CARVANSONS

This Autumn we are finding new ways to bring texture and warmth into the home.



Whilst it isn't possible for humans to hibernate, during the winter months, many of us are drawn toward preserving and recharging our energy.



Warming but spicy fragrance notes lift our spirits whilst also reassuring us and holding us close.



CARVANSONS

TEXTURE AND GLOW



LABORATORIO OLFATTIVO
TONKADE

CHANEL
DE LION

HERMES
H24

TEXTURE AND GLOW



OLE HENRIKSEN
BEAMCREAM
CITRUS AND COFFEE



HEART AND HOME
CASHMERE VANILLA
AND BLONDE
WOODS



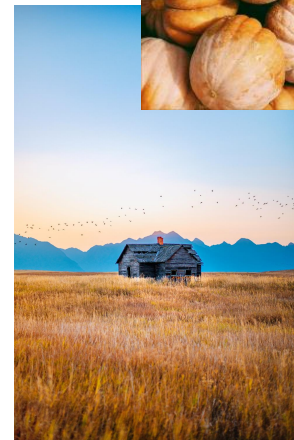
MOLTON BROWN
NEON AMBER
MANDARIN AND
CEDARWOOD

TEXTURE AND GLOW



KEY FRAGRANCE NOTES

Tangerine
Spiced Pear
Violet
Magnolia
Musk
Amber
Champagne
Berries
Juniper
Cashmere
Vanilla
Cedarwood



THE TRADITIONAL TWIST

OLD MONEY AESTHETIC

CLASSIC STYLE

BRITISH



CARVANSONS



The trend started out on TikTok, centered around classic but affluent style.

Often referred to as "quiet luxury," the trend is preppy but luxurious.



Brands like Burberry, Hermes and Armani have long been associated with this.



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THE TRADITIONAL TWIST



VAN CLEEF & ARPELS
SANTAL BLANC



MANCERA
ROSES VANILLE



DIOR
GRIS MONTAIGNE



CAROLINA
HERRERA
AMETHYST HAZE

THE TRADITIONAL TWIST



KIEHL'S
TURMERIC &
CRANBERRY



MILLER HARRIS
SECRET GARDENIA



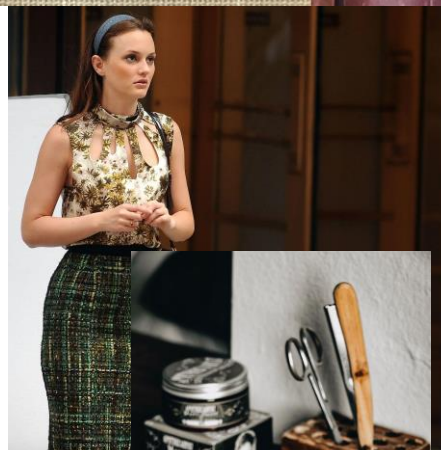
LA ROCHE-POSAY
B5 PURE
HYALURONIC ACID
SERUM

THE TRADITIONAL TWIST

KEY FRAGRANCE NOTES

Petitgrain
Grapefruit
Ginger
Green pepper
Gardenia
Violet
Sage

Labdanum
Sandalwood
Musk
Gaiac wood
Vetiver
Tweed
Tobacco



ANYTHING BUT ANIMAL

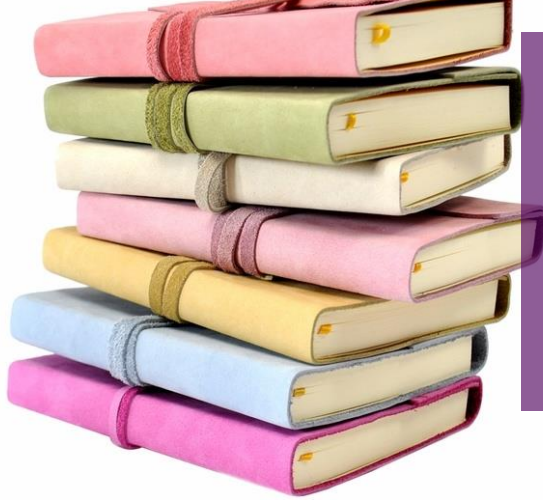
FAUX LEATHER

BIKER CHIC

LEATHER LOOK



CARVANSONS

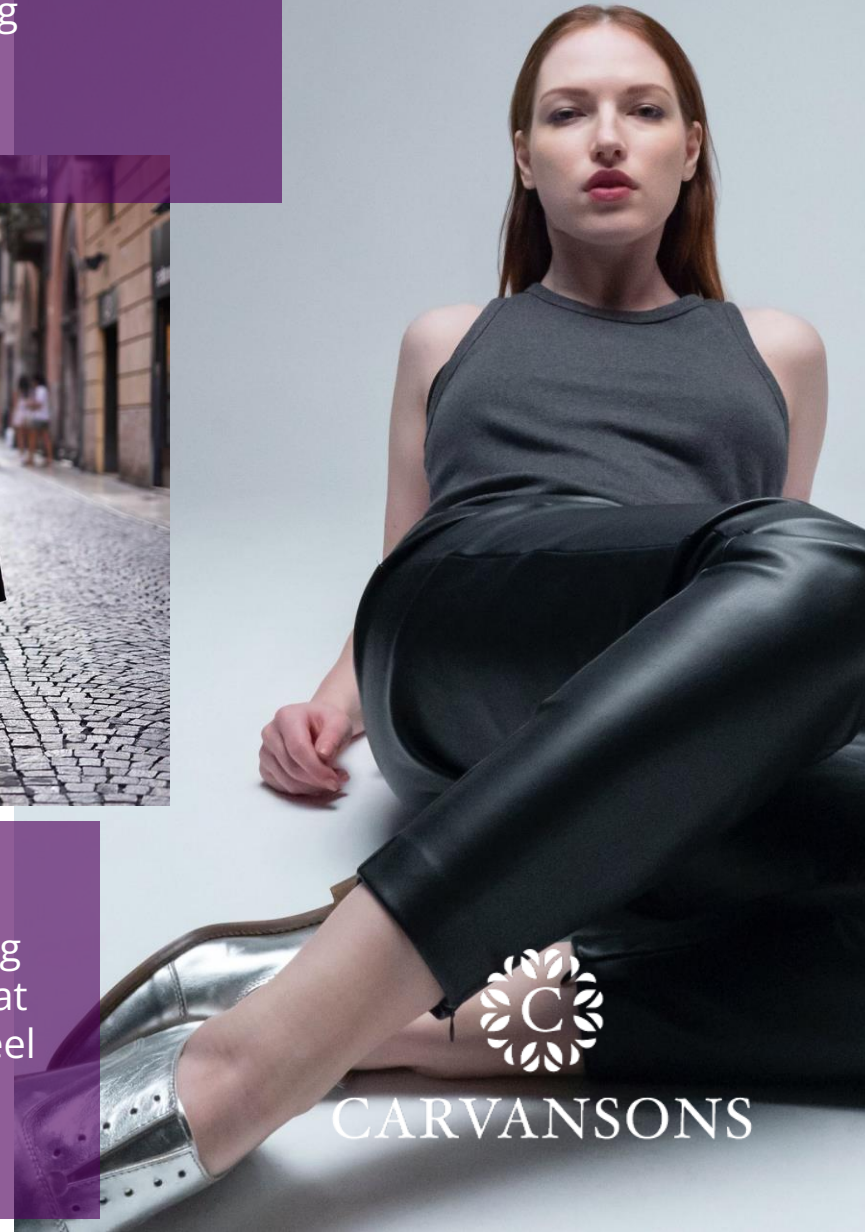


We love leather but the desire for vegan leather alternatives is becoming big news.

Grapes, Palm Leaves, Cactus and pineapple leaves are all being used as an alternative to man-made plastic leathers.



These semi-synthetic leathers are now changing our attitudes towards what leather should look like, feel like and smell like.



CARVANSONS

ANYTHING BUT ANIMAL



CAROLINE
HERRERA
LE BAD BOY

JO LOVES
SMOKED PLUM
AND LEATHER

MEMO
OCEAN LEATHER

ANYTHING BUT ANIMAL



URBAN DECAY
ALL NIGHTERY FACIAL
SPRAY

CACTUS



IRENE FORTE
ORANGE BLOSSOM
FACE OIL

ORANGE BLOSSOM



CAUDALIE
GRAPE
FACE OIL

GRAPE & HIBISCUS

ANYTHING BUT ANIMAL

KEY FRAGRANCE NOTES

Leather
Vetiver
Amber
Cedarwood
Vanilla
Patchouli
Benzoin
Orange Blossom
Cactus
Apple
Grape
Pineapple
Palm





CONSUMER
BUYING TRENDS

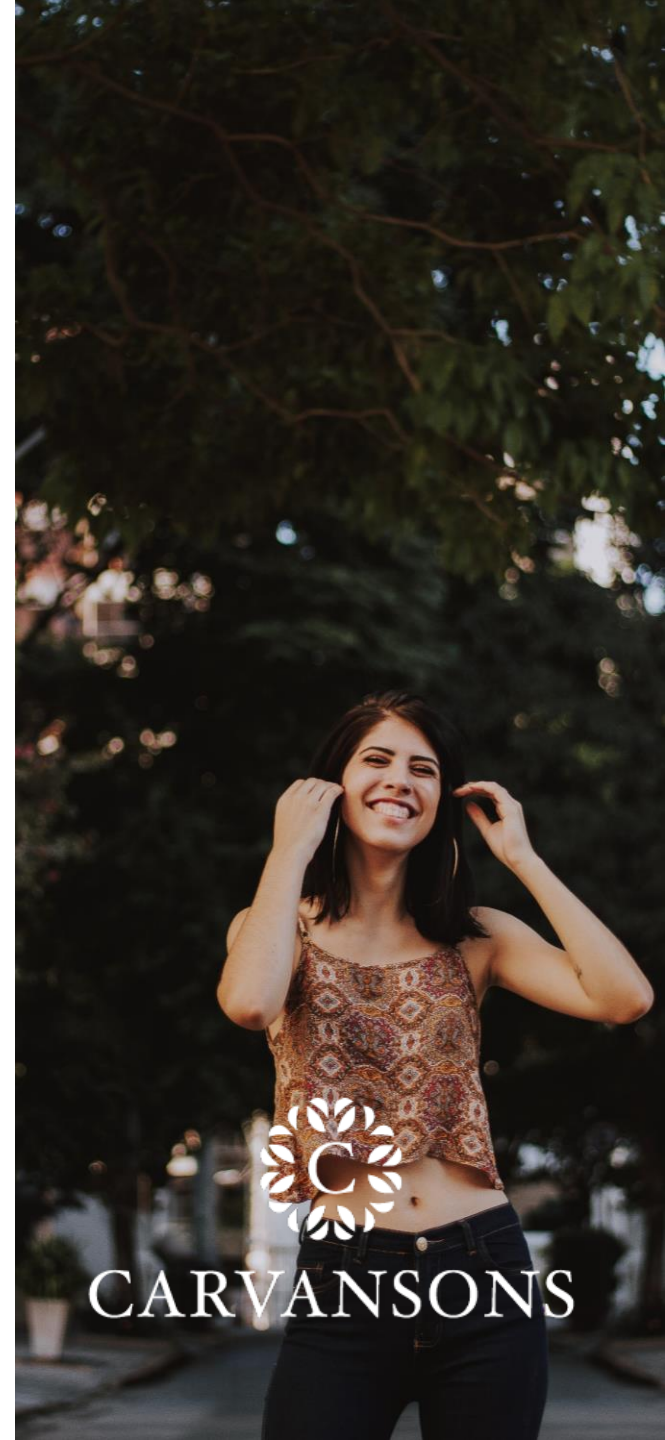


CARVANSONS

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.

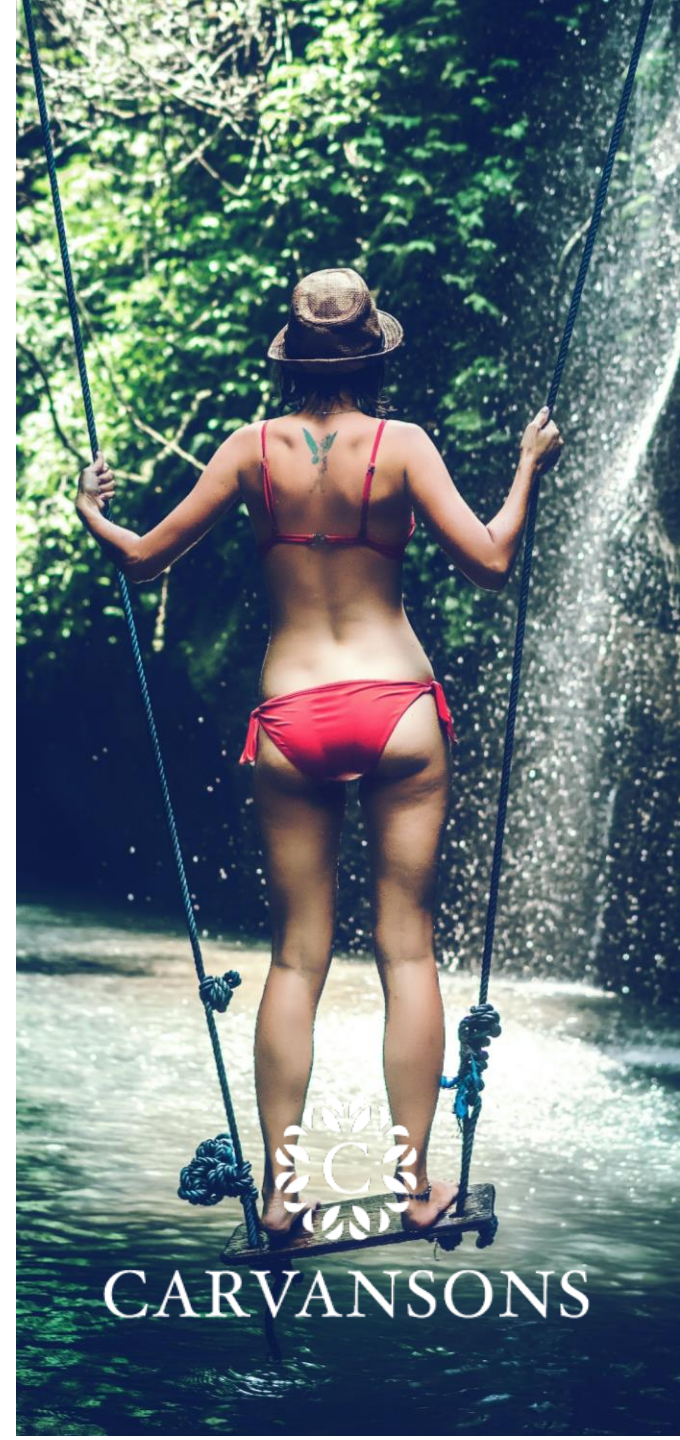
ADDED VALUE | Brands wishing to encourage consumers to trade-up will need to redefine value beyond just cost – through the impact of purchase, as well as convenience with an emphasis on quality.



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.




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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.



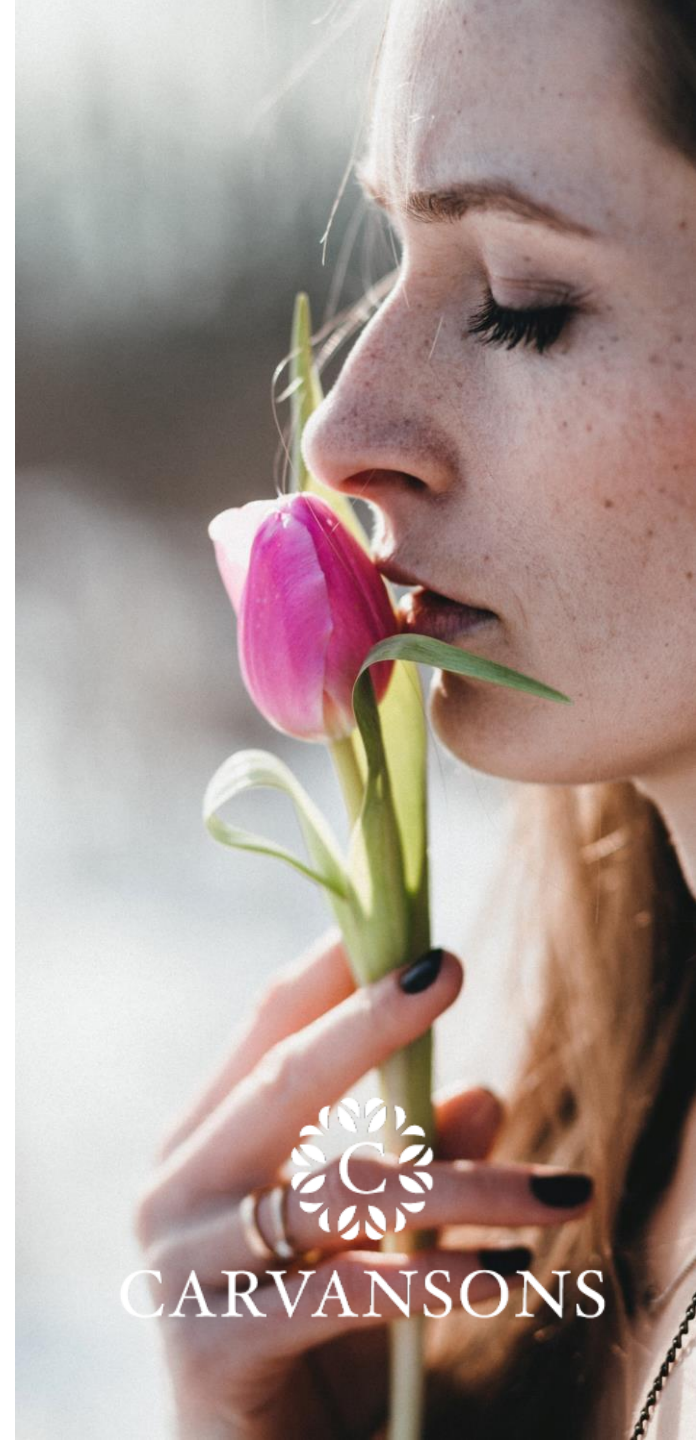
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CONSUMER BUYING TRENDS

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.



CARVANSONS

ABOUT CARVANSONS

OUR OBJECTIVE | Carvansons is a world-leading fragrance manufacturer. Our fragrances are used globally in the cosmetic, personal care, household and industrial manufacturing sectors. We create high-quality compounds, aromas and perfumes with a worldwide presence.

OUR EXPERIENCE | Our extensive market research and new product development enable us to advise on the perfect fragrance for your product. We create samples, allowing you to test your chosen scent with your product. We help you select the right aroma to complement your product and market.



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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