



FRAGRANCE
TRENDS

AUTUMN / WINTER 2023 / 24



CARVANSONS

WELCOME TO THE CARVANSONS AUTUMN WINTER 2023/24 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 new 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. This experience and knowledge helps us to advise our customers on the fragrances that help support and advance their brands and products.



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simply
powerful



just a
tribute



functional
future



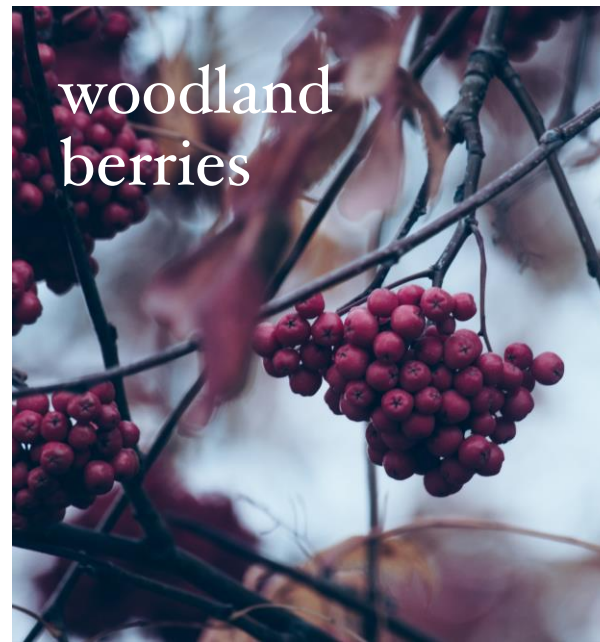
skin
scents



savour
fair



woodland
berries



simply powerful

assertive

striking

quiet confidence



CARVANSONS



Powerful Woody, Amber and Oud Fragrances are still growing in interest.

simply powerful

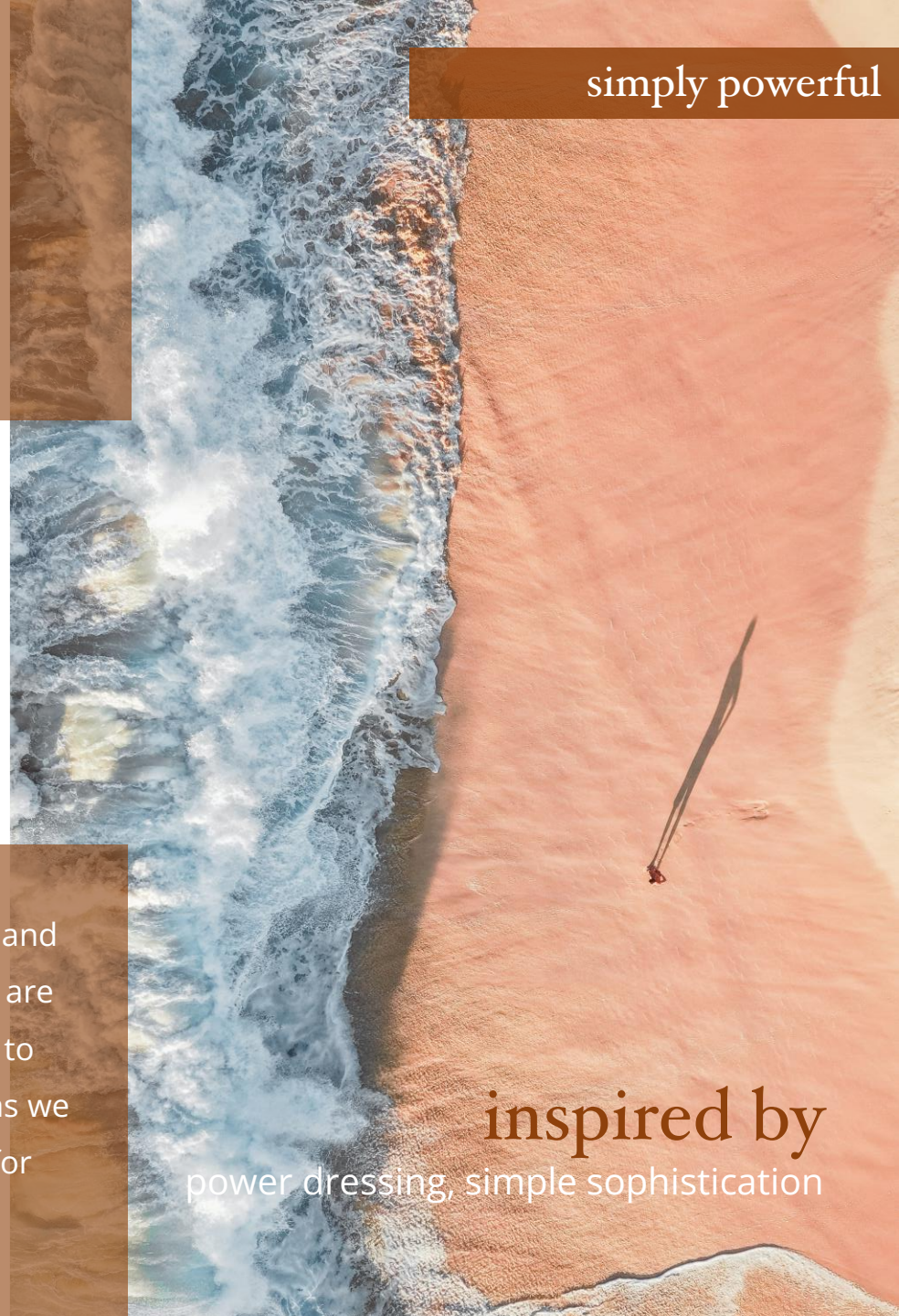


The continued rise of Extrait and Extreme fragrances



These longer-lasting and powerful fragrances are also trickling down to lower-cost products as we look to gain value for money.

inspired by
power dressing, simple sophistication



simply powerful



SWEETIE AOUD
ROJA DOVE



THE NIGHT
FREDERIC MALLE



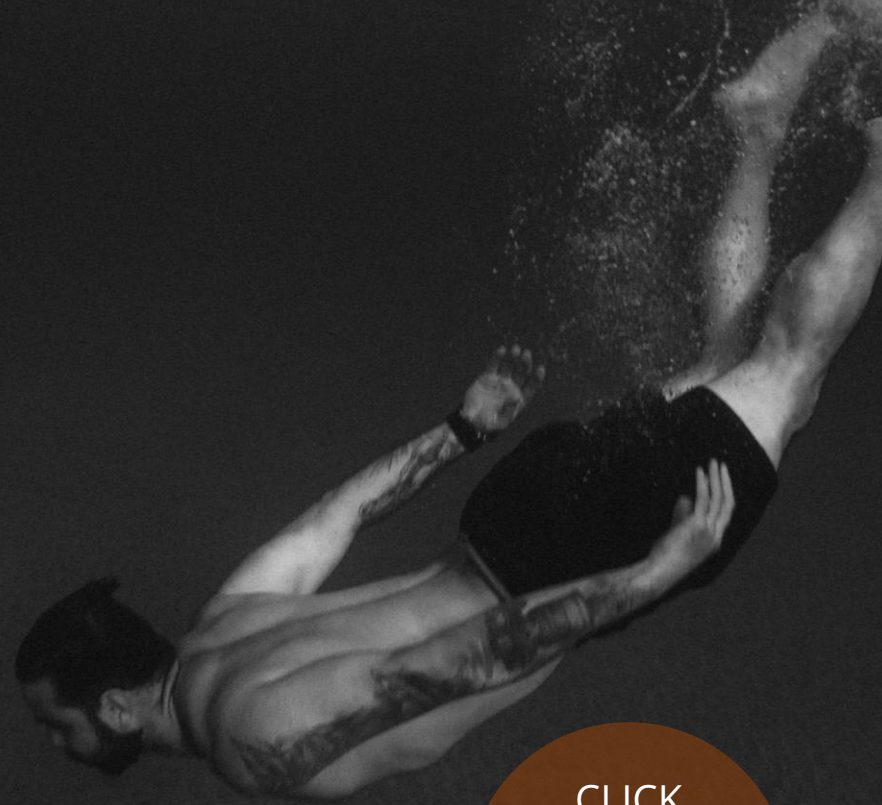
LIBRE
YSL

simply powerful

fragrance directions

Oud
Vetiver
Rose Absolutes
Cinnamon
Coffee
Frankincense

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SAMPLES



functional future

functional fragrance

soul scents

wellbeing

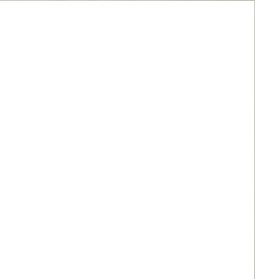


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Autumn/ Winter sees the continued rise of fragrances to enhance mood and well-being.

functional future



However, these well-being and mood-boosting claims will be put to the test more by the consumer.



inspired by functional fragrances, wellbeing



THE NUE
FUNCTIONAL
FRAGRANCE



BROWN GIRL JANE
BAHIA



ROGER & GALLET
GINGEMBRE ROUGE

functional future

fragrance directions

Oakmoss
Rosemary
Lavender
Turmeric
Ginger
Citrus
Sage

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just a tribute

tributes

dupe culture

revival



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The prequel of Hunger Games returns this year called songbirds and snakes.

just a tribute

The world of popular culture and fashion has recently inspired a number of tribute-based perfume and fashion collections.



Dupe and replica culture is thriving through platforms like TikTok.



inspired by tributes, replicas, dupe culture

just a tribute



SOL DE JANEIRO
CHEIROSA '68

AMARF
CLUB DE NUIT

VICTORIA'S SECRET
BARE VANILLA

just a tribute

fragrance directions

Amber
Vanilla
Warm spices
Citrus
Moss
Rose

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woodland fruits

dark fruits

deep dark woods

winter woods



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



woodland fruits



Cherry was very popular earlier in the year and we expect to see other dark fruit and wood combinations arrive later this year.

Dark Autumnal woods and fruits are likely to be a big hit this season.



inspired by
dark forest fruits

woodland fruits

woodland fruits



JO LOVES
EBONY AND CASSIS



GUCCI
GUILTY POUR FEMME



PENHALIGONS
SPORTS CAR CLUB



woodland fruits

fragrance directions

Berries
Juniper
Mahogany
Ebony
Plum
Cassis
Redcurrant

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skin scents

skinification

adaptive fragrances

simply skin



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skin scents

"Skinscents" have been a big buzz word.

Missing Person by Phlur became an overnight success due to its soft and subtle musk scent.



Fragrances that appear to adapt to your skin have also become popular.

inspired by
skin scents, adaptive fragrances

skin scents



PHLUR
MISSING PERSON



GLOSSIER
YOU



NARCISO RODRIGUEZ
MUSC NOIR ROSE



skin scents

Fragrance

Directions

Vanilla
Musk
Rose
Iris
Powder

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savour
fair

sustainability

savoury scents

earth notes



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Savoury scents are taking the industry by storm.

Pistachio, tomato leaf, fig and matcha are all being identified as alternative fragrance directions.



Sustainability is now being seen through the guise of fragrances that feel closer to nature.



inspired by
savoury scents and ingredients



KAYALI
YUM PISTACHIO
GELATO



LE LABO
THE MATCHA 26



MILLER HARRIS
LA FEUILLE

fragrance

directions

Tomato leaf
Tonka
Fig leaf
Matcha tea
Olive
Pistachio
Cucumber

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CONSUMER BUYING TRENDS



CONSUMER BUYING TRENDS

AUTHENTICITY | From brands being honest about their 'clean' beauty claims, to sustainable and scalable ingredients beauty consumers are becoming even more discerning about the products they buy.

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

PRODUCT SCIENCE | Driven by value-for-money and transparency around ingredients, the science behind the products we are buying is having a great influence on buyer behaviour.

TIKTOK TIME | TikTok is continuing to have a huge influence in fine fragrance, beauty and other sectors. The rise of the platform has established it as an essential channel for brands looking to launch, grow, challenge and build cult followings with viral reach. TikTok is now used by 52 percent of users to discover new beauty products.



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CONSUMER BUYING TRENDS

MALE GROOMING | From manscaping to 'brotox', male grooming is on the increase. The male grooming market was worth USD 55.22 billion in 2020 and is predicted to grow by 4.29%. We have left the days of basic skincare and personal care products. Beard oils and sophisticated skincare solutions continue to grow in popularity, with many men now stating that they use face masks



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

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