

# Inspiration behind the 2024 Trend Presentation

This trend presentation is based on fine fragrance and perfumes to indicate the fragrance notes and themes we believe will be big for 2024/25. A selection of fragrances has been created. This selection is not specific to any particular product range and should be used to show customers some of the fragrance types we believe will be popular in the coming months.

Project Number: 0081757

## Mixed Emotions



Inspired by:

["There's a real emotional authenticity for this generation" – Givaudan perfumer behind Florence by mills scent \(cosmeticsdesign-europe.com\)](https://www.givaudan.com/en/inspiration/there-s-a-real-emotional-authenticity-for-this-generation)

<https://www.harpersbazaar.com/uk/beauty/fragrance/a37936478/wellness-fragrances-mood/>

Selected Fragrances:

High Cost - HOPE BLUE FN0025928 - Gentle florals, vanilla, musk and woods create this dreamy scent with colourful sparks of saffron and violet.

*TN: Bergamot / Saffron / Ambrette Seed MN: Rose / Violet / Jasmine BN: Vanilla / Musk / Sandalwood*

Low Cost - HEART & SOUL FN17758 – A complex scent with colourful tones of violet, iris and cinnamon with deep captivating woods.

*TN: Violet MN: Iris / Cinnamon / Patchouli BN: Cedarwood / Sandalwood / Vanilla / Amber*

## Heart of Gold



Inspired by:

Gold inspired fragrances, Incense, J'ador L'or

Selected Fragrances:

High Cost - GOLD FN20511 – A floral elixir combining bright bergamot and spices with a floral heart on a bed of rich musks and golden amber. Inspired by GOLD IMMORTALS BY EX NIHILO

*TN: Bergamot / Pink Pepper / Nutmeg MN: Rose / Peony / Lily BN: Amber / Moss / Musk*

Low Cost - LIQUID GOLD FN20583 – A luxurious silky amber-vanilla scent with nuances of creamy coconut, rich florals and suede.

*TN: Coconut MN: Iris / Tuberose / Cashmere / Suede BN: Amber / Vanilla / Woods*

## Natural Healing



Inspired by:

<https://www.harpersbazaar.com/uk/beauty/fragrance/a37936478/wellness-fragrances-mood/>

Selected Fragrances:

High Cost - RAIN MOSS FN0015319 – A woody, aromatic aroma with earthy tones of moss freshened with aquatic notes and citrus.

*TN: Lemon / Pink Pepper MN: Lavender / Aquatic Notes BN: Moss / Cedarwood / Vetiver / Musk*

Low Cost - WANDER WOOD FN0014143 – Moss, woods and herbs combine to leave a serene impression of a walk through the forest.

*TN: Bergamot / Orange / Mint / Olibanum MN: Pine / Patchouli / Basil / Leather BN: Cedar / Moss / Tonka*

## Modern Love



Inspired by:

Harry styles is launching a perfume line "sex-themed perfume smelling of 'skin-on-skin' – we kind of did the skin scents thing back in autumn – so if you can think of a different take on this I'd be glad of ideas.

Colour of the year fondant pink – Gourmand go super sweet/cutsie/ sugary scents

GenZ

Selected Fragrances:

High Cost - HOT CHERRY FN21103 – A fruity gourmand scent with cherry as the star supported by creamy tonka and woods. **Inspired by KAYALI, LOVEFEST BURNING CHERRY**

TN: Cherry / Raspberry MN: Cherry / Rose BN: Vanilla / Vetiver / Guaiac wood / Tonka

Low Cost - ENCHANTMENT FN0025927 – A blend of fruits and romantic florals lay on a sweet bed to create an enchanting scent.

TN: Lemon / Pear / Bergamot / Raspberry MN: Jasmine / Muguet / Peony BN: Musk / Vanilla

## Brace the Elements



Inspired by:

<https://www.refinery29.com/en-us/wet-scents-perfumes-fragrances#:~:text=Various%20fragrance%20brands%20are%20trying,scent'%20and%20a%20water%20scent.>

Aquatic fragrances seem to be big right now so as "elemental blue" is apparently one of the colours for 2024

Selected Fragrances:

High Cost - FREE SPIRIT FN0002763 – Fresh notes of sea water, lemon and mint create this revitalising scent supported by amber woods and florals. **Inspired by ACQUA DI GIOIA**

TN: Lemon / Sea Water / Mint MN: Jasmine / Peony BN: Ambergris / Woods

Low Cost - WAY OF WATER 36545 – A bright citrus, aquatic scent with summery notes of bergamot, petitgrain and juniper berry. **Inspired by CREED -ROYAL WATER**

TN: Bergamot / Lime / Petitgrain / Aquatic Notes MN: Juniper Berry / Rose / Violet / Clove  
BN: Sandalwood / Patchouli

## Great Endeavours



Inspired by:

Olympics, great endeavours/ sporting / power/ gods, Gladiator 2

Selected Fragrances:

High Cost - GLORIOUS FN0025930 – A dynamic fragrance opening with invigorating pepper and citrus strengthened by smoky woods. Inspired by SEARCH BY AMOUGE

TN: Lemon / Mandarin / Lime / Black Pepper MN: Cedarwood / Elemi / Incense BN: Guaiac Wood / Vetiver / Amber

Low Cost - OLYMPIC FN22769 – An energetic burst of citrus and uplifting spices are combined with intense woods and amber leaving an eternal impression. Inspired by ISTANBUL BY ATELIER REBUL

TN: Orange / Bergamot / Grapefruit / Lime MN: Cinnamon / Clove / Orchid / Leather BN: Amber / Patchouli / Musk / Sandalwood / Cedarwood