

## Autumn Winter 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 Autumn Winter. 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: 0077253

## Simple Powerful

[https://cosmeticsbusiness.com/news/article\\_page/Cosmetics\\_Business\\_reveals\\_the\\_top\\_5\\_fragrance\\_trends\\_of\\_2023\\_in\\_new\\_report/208585](https://cosmeticsbusiness.com/news/article_page/Cosmetics_Business_reveals_the_top_5_fragrance_trends_of_2023_in_new_report/208585)

### 5. Make Way For Ouds

While cosy skin scents are still popular, modern takes on oud are fulfilling the need for statement-making perfumes; something that Middle Eastern brands excel at. 'I've seen a huge uptick in curiosity for Arabian fragrance houses,' says Maiya, who's looking forward to seeing more brands experimenting with ouds, spices and bold florals.

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# CHANEL

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London-based Sunnamusk is taking the high street by storm with its lingering-yet-pleasantly wearable line of perfumery, while famed French labels Guerlain and Givenchy both launched a trio of oud-based scents in late 2022. Elsewhere, niche fragrance house Maison Crivelli has three new oud fragrances in the pipeline, starting with Oud Maracuja (out April) which features a bright, passionfruit twist.

## Just a Tribute

# Fragrance dupes are all the rage among younger shoppers. What the price?

Vincent Gallon, avec ETX Studio

1 May 2023

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Their scents resemble luxury perfumes, but are much cheaper. Fragrance dupes are all the rage on social networks and being snapped up like hotcakes by younger shoppers. This major trend is a boon for budget retailers and some specialised brands. However some of their practices could be considered as infringing brand rights and fair commercial practices.

On TikTok, the #dupes hashtag has no less than two billion views. All the hashtags dedicated to fragrance dupes – and there are many of them – total well over 500 million views, reflecting the interest that users have in these imitations.

Beyond fragrances, dupes exist in many sectors, including fashion, but also cosmetics, with dupes of skincare products, makeup, or perfumes. While low-cost imitations are nothing new, the phenomenon has

<https://www.trendaroma.com/perfume-dupes-in-the-spotlight/>

<https://www.lifestyleasia.com/ind/beauty-grooming/wellness/luxury-perfume-dupes-are-all-rage-among-younger-shoppers/>

## Functional Future

### Trend 2: Energy-raising scents

When the beauty giants start investing, it's a sure sign that a trend is getting serious.

Estée Lauder Companies' New Incubation Ventures' recent investment in Vyrao, a brand which says its fragrances are designed to “connect us to ourselves and raise our energy” demonstrates ELC's “belief in the opportunity where fragrance and wellness meet,” says Simon Murray, Brand Manager of The Red Tree.

The connection between wellness and fragrance has always existed, but over the past couple of years, it has become one of the key reasons why consumers are investing more in fragrances.

Today, 71% of fragrance wearers look for a scent that lifts their mood, according to Circana.

And now a new crop of brands are thriving with fragrances that consumers can use to amplify their intention and boost their energy, and ultimately, bring their mood to the centre of their fragrance story.

➤ [Read here: The fragrance trend tanning into 'main character energy'](#)

CREDIT:

## 7. Go For Eco

Both Nightingale and Harris are excited to see more education around the use of synthetics in perfumery which not only allows perfumers to exercise their endless creativity, but is arguably a more sustainable way forward.

'Synthetics have been used for hundreds of years in fragrance, but despite it often being far more sustainable and environmentally friendly than naturals, and safer for anyone with skin allergies; "synthetic" is still seen by many as a dirty word,' says Nightingale. Chanel No.5 is a trailblazer when it comes to incorporating synthetic aldehydes in its composition.

Expect to see more upcycled ingredients sourced from leftover natural waste (think flower petals and fruits) in your perfume too as it's another way to minimise water use and tackle the issue of over-harvesting. Both The Nue Co. Forest Lungs and Issey Miyake A Drop d'Issey uses upcycled cedarwood while social-conscious brand Sana Jardin encourages its flower harvesters to set up their own enterprises using discarded orange blossoms.

### Skin scents

<https://www.stylist.co.uk/beauty/skin-scents-pheromone-perfumes/759275>



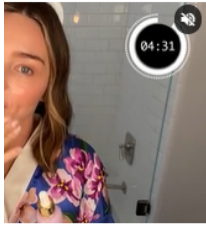
MAKEUP  
Best skin scents: I'm a beauty editor and I swear by these understated perfumes for that Vanilla Girl aesthetic

Like a second skin.

### Savour Fair

Savoury scents [Click here](#)

<https://www.elle.com/uk/beauty/a42858356/perfume-trends/>



in 2023...

# 1. Savoury Gourmands

There's a misconception that gourmands only refer to sickly sweet, sticky toffee pudding fragrances, when, in fact, gourmands are scents that simply smell edible, which can cover a myriad of notes.

Journalist and fragrance writer [Suzy Nightingale](#) sees pistachio becoming 2023's breakout star, along with 'more savoury takes on what can otherwise be a sickly sweet category. Think vegetable notes like cauliflower, carrot and beetroots used in a fascinating way, without smelling like a greengrocer's.' [Liberty's](#) perfume buyer Hannah Richardson, is also a fan of pistachios. 'It's an intriguing note, one that's not for everyone but that's what makes the world of fragrance so special.'

Hopping on the pistachio train is Brooklyn-based perfumery DS & Durga with their spontaneously created [Pistachio EDP](#). Described as 'a fragrance with no story that just evokes the fun of pistachio', the scent sums up the brand's whimsical approach to gourmands. See also their [Pasta Water candle](#) which captures the lingering scent of, well, al dente tagliatelle.

## Woodland Berries



### Ebony & Cassis

Ebony & Cassis combines the sharp sweetness of perfectly ripened Blackberries and Cassis with the warmth and depth of rich Nutmeg, Myrrh and Dates. The distilled absolutes of the Blackcurrent Bush provides a fruity lightness which is enveloped by warming Patchouli and Cedarwood.

[Discover more](#)

### Woody Forest Scents

With the rising trend of wellness-centered personal care products, consumers are embracing simplicity and natural aromas like oud, an oil that is formed in large tropical evergreens called aquilaria trees. Several woody scents currently on the market are also incorporating notes of smoke and fire. VOLUSPA's Burning Woods fragrance is described as having 'notes of Smokey Cedar, Burning Woods, Embers, and Himalayan Juniper'.

Trendsetters: Henry Rose, VOLUSPA, LOVE beauty AND planet, BYREDO, TOM FORD



### Citrus Forest Scents

Within the citrus forest scent category, notes of bergamot, grapefruit, orange, lemon, and lime are emphasized and evoke a crisp, invigorating experience. Citrus elements bring forth bright, juicy, and zesty top notes that are highlighted by the contrast of hearty and robust wood base notes that follow in these forest blends. Forest Lungs by The Nue Co. promotes stress-relief and 'brings the outside in,' with tart bergamot notes topping off a variety of woody and smoky base notes.