

01. FRESH AND GREEN FRAGRANCES

There is a worldwide movement toward light, fresh, natural-feeling, nature-inspired and eco-friendly fragrance with greater focus on fresher constructions, such as light florals, aqueous, marine, ozonic molecules, and colognes. Consumers also expect collaborative, insightful, cost-effective, responsible, sustainable, trustful and green products. The green movement is sweeping across the fragrance category! These trends are led by a greater need for transparency and honesty but also simplicity and cleanliness. Plants and botanical extracts from vegetables, herbs and spices, are also going to show up more frequently. Natural ingredients offer clarity, and natural scents are evocative of our attempt to connect with the essential and our desire to live a healthier way of life. The challenge is now to make freshness long-lasting. And like all markets, fine fragrance looks to technology and mobile app to drive new innovations. LINGER Lasting Fragrance Primer by ScentInvent Technologies uses a patent pending hydrophobic formulation that is clinically proven to extend fragrance wear. This is a first move.

02. HALAL AND GOURMAND SCENTS

Gourmand, Woody and Oud oriental scents are becoming more and more popular. The latest oriental and edible fragrance mix can range from cannabis accord to gourmand notes such as coffee and dark chocolate, spicy to bitter, and sweet to salty. Floral notes are also trending. The floral market is expected to see growth through 2024. Lesser-known, halal-certified fragrances growing as well to answer to specific and more local demand in Muslim-majority regions!

03. EMOTION FOR ALL

Unisex and gender-neutral mainstream fragrances androgynous fragrances, unexpected conceptual scents from vinyl, bodily smells, tennis balls, popcorn, flint are changing the way the fragrance market is seen. Millennials are looking for fragrances that match their personality and trigger emotions. So, more focus will be put on minimalist packaging design and note blends that appeal to all genders. Both will be playing a key role in promoting neutrality.

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8 HOTTEST PERFUME TRENDS FOR 2018

04. DNA PERSONALIZED

With the rise of niche brands, we can see a drive towards personalized fragrances which has not yet been fully explored. Engraving your bottle? No, no, déjà vu très cher. Well, if you are craving for personalized and bespoke scents that is about you and work with your skin, then DNA testing is a solution. This is where the future of more artisanal and tailor-made fragrance products lies. According to your DNA, your preferences including type of scents, time of day for use, your personal style, activity or mood, ingredients and favorite scents are selected to create custom scents. Scent Trunk and Waft are two online fragrance companies that address this demand. For example, Waft is an online fragrance company that specializes in creating customizable fragrances in collaboration with International Flavors & Fragrances (IFF).

05. PERFUME VIALS

There is a growing trend of millennials veering away from signature fragrances and toward smaller vials, collections of smaller fragrance offerings, with different scents from the same luxury brand.

06. JUICY COUTURE, FASHION PERFUME

Grande, Taylor Swift, and Justin Bieber have all launched their own fragrances. Even Kim Kardashian West entered the fragrance market with her KKW Fragrance. The demand globally moves toward prestige, couture brand fragrances which are showing strong sales performance. Fragrances are often more affordable than luxury goods such as bags or shoes, they are considered as entry points to luxury brands for customers. Luxury brands such as Jimmy Choo, Dunhill or Lanvin have expanded into fragrances, allowing them to tap into middle and lower-income consumer segments.

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07. NICHE PERFUME BRANDS

In fact, niche brands have the upper hand and are producing the most original, artisanal and exceptional quality perfume creations. These niche businesses are bringing the creativity and authenticity that had been missing among multinationals. During the past few years many of them were acquired by big global brands. In 2015, the Japanese firm Shiseido purchased the independent perfumer Serge Lutens and the Spanish fashion and fragrance license company Puig acquired niche brands L'Artisan Parfumeur and Penhaligon's. In 2016, L'Oréal purchased Atelier Cologne, LVMH acquired a majority stake in Maison Francis Kurkdjian, Estée Lauder purchased several leading, smaller artisanal fragrance brands such as By Kilian, but also high-end Editions of Parfums Frédéric Malle in 2015 and Le Labo in 2014. More and more niche brands and online retailers will open flagship stores to highlight their fragrances, ingredient stories and offer consumers personal experiences.

08. INNOVATIVE APPLICATIONS

Millennials and Generation Z, having grown up in a digital world, approach fragrance consumption differently. Appealing to the senses becomes paramount. So, the marketing behind luxury fragrances is progressively being adapted to the new era to bring multisensory experiences. Alternative fragrance applications and technology such as hair mists scented watch and jewelry, scented powders or temporary tattoos, fragrance towelettes designed for travel are offering consumers memorable and interactive scent experiences. Niche brands bring the focus back to scent itself. There is a rising trend of sensploration to celebrate sheer sensual pleasure above all else.

