



TIKI TIME

Although it is officially Spring, you wouldn't know it with the cold front and snowy weather we've recently been having. However, as Spring and Summer time approach, so do our fantasies of warm weather, sunshine, blue skies, and the tropics. Marketers have capitalized on our desire to escape and the most popular translation of the tropics is Tiki themed products and services including food & beverage, entertainment, and fragranced packaged goods.

Island Scene: Remember Trader Vic's, the Polynesian bar in the Plaza hotel in New York City? It turns out the Tiki trend has been reinvented. In 1989 it closed and now twenty years later Tiki themed bars serving Polynesian inspired drinks are back. Recent NYC examples include **Painkiller Bar**, **The Hurricane Club**, and **Lani Kai**. Rum cocktails, Punch variations, and Swizzles (named after the wooden stick to stir) are trendy menu items. For some island flavor try a Painkiller's choice cocktail, the *pu pu platter* from Hurricane Club and the *poi doughnuts* (Poi is cooked and mashed taro) from Lani Kai. Want to bring home the trend? **Seagram's Escapes** added **Sangria** and **Mango** to its line and there's a plethora of coconut waters to choose from such as **Vita Coco**, **ZICO**, or **O.N.E (One Natural Experience)**.

Let Us Entertain You: For those 1970's **Hawaii Five-0** TV followers, CBS "rebooted" the series in September 2010. It's still shot on location in Hawaii, but with current plots, up and coming actors, and new locales. This Hawaii trend has trickled down to children's products with **American Girl's** launch of **Kanani** "Girl of the Year 2011." Kanani's starter set features a tropical dress just right for sunny Hawaiian days, a cuddly dog, a pretend camera, her beach outfit, and her paddleboard set." For travelers, in March 2011, **The Costco Connection** magazine featured "A Tahiti state of mind" article with travel recommendations. Tiki obsessed enthusiasts should visit sites like <http://critiki.com/> and <http://www.tikiroom.com/index.php> where individuals can find all things Tiki. And if you need a new swimsuit, check out the appropriately named **Oahu Collection** by **Lands' End**.

Home Sweet Home: Exotic scents continue to make their way into our homes. **Taj Sunset**, **Escada's** limited-edition 2011 fragrance has "citrusy blood orange, the exotic, fruity aroma of the Alphonso mango, water blossom, sweet primrose, raspberry, a beach-inspired base of coconut cream, musky notes, and sandalwood." Inspired by tropical summer cocktails, **Marc Jacobs'** limited edition **Splash Cocktail Collection** is available in **Curacao**, **Ginger** and **Cranberry**. Coconut is the "it" ingredient in personal care with new launches including **Boots Hawaiian Islands Coconut & Hibiscus Body Wash** and **Body Butter**, **Bumble and Bumble Creme de Coco Shampoo** and **Conditioner**, **Super by Dr. Nicholas Perricone Hyper Hydrator with Coconut Water**, and **Stila Coconut Crush Lip & Cheek Stain**. Two of **Yankee Candle's** new spring scents are **Bahama Breeze** and **Pink Sands**, while **Mr. Clean with Febreze's** newest variants are **Hawaiian Aloha** and **New Zealand Springs Scent**.

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