



Winter is here and doesn't seem to be going away anytime soon. It's been a busy start to the new year. See what Trendincite has been up to... Read December's Perfumer & Flavorist [Forward Thinking: Mint Condition](#) article and February's Eurocosmetics [U.S. Spa Market Activity](#) article. Check out Trendincite's mentions in [Newsweek](#) (tobacco trending), [GCI](#) (color cosmetic trends) and [Amsterdam Printing Blog](#) (networking 101 tips). Last but not least, read my recent blog post [Candy on Tap](#) and see where beer is trending.

CITY SLICKER

Although not a new concept, city themes are inspiring recent fine fragrance launches. Laurice Rahme pioneered the city theme with the launch of the **Bond No. 9** brand in 2003, named after the company headquarters' address located in NYC. Bond No. 9's mission is to "mark every New York neighborhood with a scent of its own." **The Scent of Departure** debuted in 2011 and the company "proposes to crystallize the spirit of twenty unique and international world-class cities through a perfumatory prism."

Donna Karan recently launched **DKNY Be Delicious City Blossom**, a limited edition trio in **Urban Violet**, **Rooftop Peony** and **Empire Apple** scents while **Demeter** introduced the **Nigel Barker Signature Collection** inspired by Barker's photography offered in **Times Square**, **New York Nights** and **Wall Street** fragrances. **Calvin Klein** debuted **Downtown**, which is targeted to women aged 25 to 35 and features actress Rooney Mara. **Untold**, the most recent scent by **Elizabeth Arden**, similarly wants to attract a younger consumer and according to E. Scott Beattie, Elizabeth Arden President, CEO and Chairman, the concept is "downtown New York cool." **Carolina Herrera 212 VIP Rose** was introduced in January and was inspired by the party scene in New York City. Although not a fine fragrance, **Absolut Vodka** is no stranger to the city theme. The brand's newest limited edition is **Absolut Chicago**, which is a "savory" direction infused with olive and rosemary.

Is winter over yet? Let Trendincite plan an urban spring outing to capture the city's energy and bottle your creative ideas. Contact us at inquiries@trendincite.com or at 888-561-1229.

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Regards,

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