

## YOU FILL UP MY SENSES

Tidbits' February 2008 topic was Sensory Overload. This multi-sensorial trend, particularly in fragrance and flavor, continues to evolve. New products and services that engage consumers' attention through technology and unique delivery systems abound. Below are examples of recent activity.

*Looking for a fragrance experience?* The Guggenheim Museum's Work & Process recently featured "**Green Aria: A Scent Opera**." The collaboration between Stewart Matthew, Nico Muhly, Valgeir Sigurdsson, and Christophe Laudamiel resulted in an audio-olfactive experience where music and fragrance merged to mimic an opera. Laudamiel's 23 scents had character names such as **Funky Green Impostor**, **Base Metal**, and **Industrial**. Individual "scent microphones" released fragrances that were precisely paired with music. Watch as additional art and entertainment events challenge your senses with the use of fragrances.

*Want to get your hands on something more tangible?* **Revlon's Scented Nail Polish** in 8 shades "inspired by the freshness of exotic summer fruits and infused with succulent tropical scents" should meet your needs. Colors and scents range from **white Coconut Crush** to **pink Sublime Strawberry** to **blue Not So Blue-Berry**. You can freshen up your laundry with **Bounce Awakenings**, dryer sheets with **Renew-Refresh™** scent beads technology that "gently burst as you move." If you're feeling more adventurous, spritz yourself with **Wode Scent Paint** by **Boudicca**. Unleash the perfume graffiti and spray the cobalt blue scent all over, clothes included, and watch as the color disappears and only the fragrance is left.

*Prefer a flavor experience?* The most current example of sensory fragrance and flavor pairing was the introduction of the **Trussardi Essenza del Tempo** perfume (Essence of Time). In Spring 2008, **Trussardi**, the Italian fashion brand, debuted this scent in conjunction with their Milan restaurant Trussardi Alla Scala. Michelin star chef Andrea Berton created a four course meal that featured ingredients used in the fragrance such as iris, bergamot, ginger, and balsamic vinegar. To extend the sensory experience, the dishes were available on the restaurant's spring-summer menu for a limited time.



The fragrance is now available worldwide. If you're in Germany, **Geschmackslabor** (German for Flavor Lab) offers diners ready-to-eat dishes with 20 custom flavors infused in olive oil and served in vials. They feature a myriad of flavors such as rosemary, coffee and coconut and encourage diners to experiment flavoring their food. If you enjoyed your experience, you can purchase these flavors for home use. **Zeta Bar** in Australia is known for their sensory "Experimental" cocktails. They create an experience by combining a cocktail, a blindfold, an iPod, and a flavored mist. For example, as you are blindfolded, the **Tiki** cocktail is served in a pineapple, the ipod plays the sound of waves, and the waitress spritzes coconut oil while you sip your drink.

*On the go?* If you're a chocoholic, **Le Whif Chocolate Inhaler** is the gadget for you. Developed by Harvard professor David Edwards, it delivers a sweet mist of chocolate with only one calorie per puff, available in 4 flavors - Mint Chocolate, Raspberry Chocolate, Mango Chocolate, and Plain Chocolate. If you're concerned with weight loss, **Sensa's** weight loss system features **Sensa Tastants**, a portable **Sweet** and **Salty** product that you sprinkle on your food to suppress your appetite. For fans of **Splenda**, try **Splenda Mist**, the no calorie sweetener in a new spritz bottle.

Are your senses tingling? Let Trendincite custom-design a multi-sensorial trend excursion designed to engage all five senses and inspire new products.

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Regards,

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