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## Forward Thinking: Enhanced Scent Experiences, Part 2

Part 2 explores new entries into the fragrance category with an emphasis on natural ingredients, multisensory experiences and more.

### Launching Pad

Although the fine fragrance market is crowded, new entrants from a variety of tangential industries are entering the market to compete for shoppers' wallets.

Fashion and lifestyle magazine Elle has launched the brand's first-ever fragrance named **Elle L'Édition**. Sold exclusively at The Perfume Shop, the scent features lemon, mandarin, freesia pear, jasmine, peony, lily of the valley, rose, peach sandalwood, cedar wood and musk. **The Factory by Steve Madden** is the brand's first fragrance foray and "is all about how style shifts with every mood, vibe, and feel." The five fragrances are youthful and are about self-expression. **Delusional Heart** features pink pineapple, spun sugar, jasmine and vanilla and **Kiss My Rose** has

notes of red rose petals, geranium and warm woods while **Secret Girls Club** has beachy notes of blue coconut, peony and white amber. **She Plays With Fire** highlights bonfire-inspired notes of marshmallow, birch woods and musks and **We Need to Talk** contains notes of matcha latte, cucumber and jasmine petals.

**Dollar Shave Club**, which was recently acquired by Unilever, has moved into fragrance with the launch of **Blueprint**, a collection of six colognes available online. Founder and CEO Michael Dubin, found that 76% of its over 4 million members have more than two colognes and 86% of members use different colognes for different occasions. Working with Ann Gottlieb, the **Blueprint** line highlights two directions – 100 Series “Fresh” and 200 Series “Warm” with three fragrances for each collection. The **Blueprint 100 Series** includes **Blueprint 101 Sea Spray & Melon** with amber, cardamom, patchouli and moss notes, **Blueprint 102 Citrusy Bergamot & Lavender** with white musk, vetiver, green freesia and peppercorn notes and **Blueprint 103 Lemon, Moss & Amber** with Meyer lemon, black pepper, rhubarb and rosemary notes. The **Blueprint 200 Series** offers **Blueprint 201 Cedar & Spicy Cardamom** with tonka bean, nutmeg, bergamot and rosemary notes, **Blueprint 202 Cacao, Vanilla & Suede** with cypress, mandarin orange and sandalwood notes and **Blueprint 203 Sandalwood & Vetiver** with golden musk, tonka bean, sage and cedarwood notes.



Love, Sylvie is a new natural, seasonal perfume startup, which releases three layerable scents four times a year. Customers can subscribe to receive new seasonal fragrances every three months or purchase one season at a time. Bindi, Isle and Jade fragrances shown. Courtesy of Love, Sylvie.



Etat Libre d'Orange | Am Trash - Les Fleurs du Déchet is a fragrance constructed from recycled fragrance industry waste obtained through Upcycling, a new method of extraction invented by Givaudan. Courtesy of Etat Libre d'Orange.

### Natural Fragrances Take A Piece of the Market

Trendincite's *Perfumer & Flavorist* “Forward Thinking: The Natural Evolution” article, which appeared in April 2018, examined the evolution of naturals and consumers' insatiable quest for natural products. Consumers' interest in natural fine fragrance is not waning, and brands are catering to consumers' needs with a variety of new natural fragrance introductions. According to Research and Markets<sup>o</sup>, the global natural fragrance ingredients market was \$3.69 billion in 2017 and is estimated to reach \$5.48 billion by 2023 with a CAGR of 6.81% during the period. In 2017, natural fragrances grew their sales by 32%, according to the NPD Group<sup>p</sup>.

Digital native brand **Skylar** is a clean fragrance brand that uses an organic sugar cane alcohol base, distilled water and ingredients sourced from sustainable farms all over the world. The fragrances are made in the United States and contain no parabens or phthalates and are cruelty-free, vegan and hypoallergenic. Skylar founder Cat Chen launched the brand in April 2017 and has seen a 2,000% year over year growth. The newest fragrances are **Capri** with notes of bergamot, neroli, grapefruit, blood orange, teakwood, sheer vetiver, crystal

<sup>o</sup> <https://www.prnewswire.com/news-releases/global-natural-fragrance-ingredients-market-by-product-application-and-region---forecast-to-2023-300676477.html>

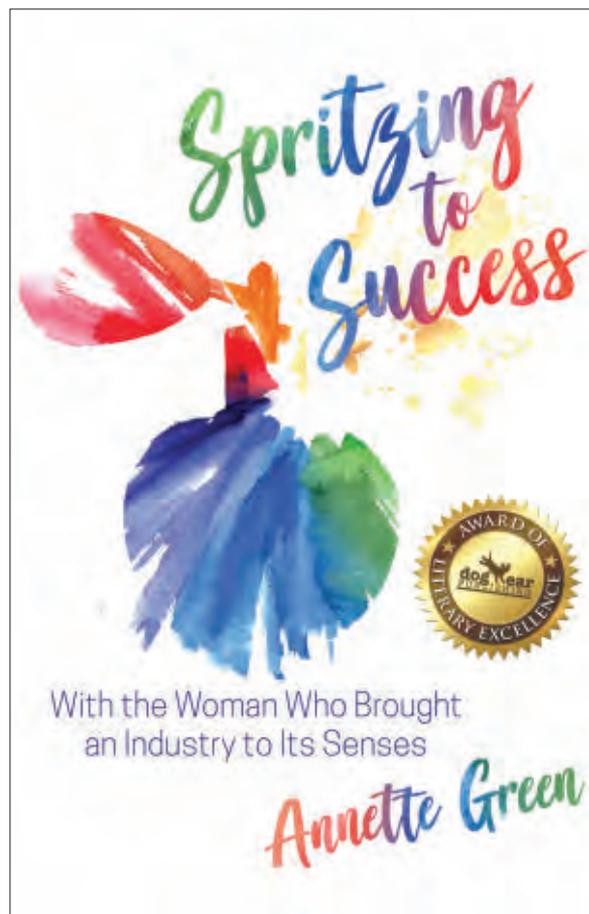
<sup>p</sup> <https://www.npd.com/wps/portal/npd/us/news/press-releases/2018/us-prestige-beauty-industry-sales-rise-6-percent-in-2017-reports-the-npd-group/>

musk, dewy rose and muguet and **Willow** with a woody base of benzoin tree and cedarwood topped with bright green notes and galbanum. Gwyneth Paltrow's Goop lifestyle brand launched **Edition 04 - Orchard** as the final scent for the brand's four projected seasonal fragrances. It is described as "sun-warmed apricot, fresh hay, and dry earth" with grasses, herbs, flowers sandalwood and orris root. **Free People**, the bohemian apparel and lifestyle brand, debuted the 1809 line of three natural fragrances that are free of synthetic ingredients, harsh chemicals, parabens, phthalates, sulfates and colorants. The fragrances are blended with Brazilian sugar cane alcohol and are 100% cruelty-free and vegan, as well as dermatologist and allergy-tested. **C (Camp)** is a spicy blend of star anise, Moroccan cedarwood, Haitian vetiver and a hint of fresh watermelon while **S (Surf)** features fruity and floral notes with a vanilla and Brazilian tonka bean base and **Z (Zen)** is an exotic, woody blend of Australian eucalyptus, sandalwood Pacific, Paraguayan guaiac wood, Indonesian patchouli and Brazilian tonka bean.

**Love, Sylvie** is a new natural, seasonal perfume startup, which releases three layerable scents four times a year. Customers can choose to either subscribe to receive new seasonal fragrances every three months (starting at \$40 per quarter) or purchase just one season at a time. The fragrances are made with a base of organic sugar cane alcohol and are high-quality, cruelty-free, paraben and phthalate-free. The **Summer 2019** collection features **Isle** (a tropical island paradise with warm coconut, mango, grapefruit with hints of jasmine and tonka bean), **Jade** (a green cool woody escape with notes of Italian bergamot, cedar, pine and a hint of green tea) and **Bindi** (a luscious floral rainforest of plumeria, hibiscus, Sicilian orange and passion fruit).

Laurent Delafon and Chris Yu founded **Ostens**, a "new concept in perfumery," based on the Latin verb "ostendere," meaning "to show, to exhibit." Delafon and Yu work with IFF and Laboratoire Monique Rémy (LMR) to showcase hero ingredients that traditionally were reserved for the perfume industry. Ostens offers two types of products - **Préparations (Perfume Oil)** and **Impressions (Eaux De Parfum)**. The perfume oils are designed to be used as a scent by itself or layered with other scents. The Impressions are fragrances created by IFF perfumers inspired by the hero ingredients. There are currently five hero ingredients available: **Cashmeran Velvet, Cedarwood Heart Virginia, Jasmine Absolute, Patchouli Heart** and **Rose Oil Isparta** and the details of each ingredient, country of origin, supplier and concentration are listed on the website.

In addition to natural perfumes, sustainability is a global phenomenon and an important concern in today's economy. Trendincite's *Perfumer & Flavorist* "Forward Thinking: Haste Makes Waste" article, which appeared in April 2019, explored sustainable products and services. Givaudan, **Etat Libre d'Orange** and Ogilvy Paris have collaborated to create **I Am Trash - Les Fleurs du Déchet** perfume, which is a fragrance constructed from recycled fragrance industry waste. It is both a work of art and a political statement about waste and the unsustainable practices happening in the fragrance industry. "The idea for the fragrance was to create beauty from the miasma (a highly unpleasant or unhealthy smell or vapor) and the fragrance notes were obtained through a new method of extraction invented by Givaudan called Upcycling," notes Elizaveta Krivocheeva, training and promotion specialist at Etat Libre d'Orange. With a cheeky tagline "The Most Wanted Scent Made From The Unwanted," the fragrance is juicy, fruity and sparkling with apple essence, gariguette strawberry, bitter orange and green tangerine.



Fragrance industry icon and vet Annette Green debuted "Spritzing to Success With the Woman Who Brought an Industry to Its Senses" book that traces Green's 40-year fragrance journey. Courtesy of Annette Green.



*Szent water features a BPA free PET bottle with a resealable overlap cap around the neck made from a polymer infused with natural oils that replicate the experience of drinking flavored water without the use of any additives to the liquid itself. The water is available in Passionfruit, Tangerine, Tropical, Pineapple and Mint flavors. Courtesy of Szent.*

## Knowledge Is Power

Historically, the fragrance industry has been known to be secretive. However, over the last decade, the art and science behind the fragrance industry has been slowly revealed. Books are an educational way for industry professionals and consumers to explore the history and science of fragrance as discussed in Trendincite's *Perfumer & Flavorist* "Forward Thinking: Fragrance Frenzy" article, which appeared in June 2016. Books and exhibits focusing on fragrance continue to be introduced.

French fragrance collective Nez, the journalists of Nez, the Olfactory Magazine, have launched the "**Le Grand Livre du Parfum, a Big Book of Perfume,**" which explores perfume's history, ingredients and production methods. Bulgari released "**The Perfume of Gems**" book, which focuses on "the intimate bonds that connect Rome, the gem roads, and the world of perfumes." Fragrance industry icon and vet Annette Green debuted "**Spritzing to Success With the Woman Who Brought an Industry to Its Senses**" book that traces Green's 40-year fragrance journey. A portion of the book sales will go to the Fashion Institute of Technology to support students pursuing a bachelor's degree in fragrance and beauty marketing and the Annette Green Perfume Museum at the Fashion Institute of Design and Merchandising in Los Angeles.

Not a book, but a notable educational exhibit is "**Perfume & Seduction**" on display at Hillwood Estate, Museum & Gardens in Washington, D.C. from February 16, 2019 through June 9, 2019. The exhibit explores the history of perfume bottles and the ritual of bathing. It features a private collection of 150 pieces from Givaudan that trace the form and function of perfume bottles through its evolution.

## Blurred Lines

Beverages are using scents to enhance the multisensory olfactory experience, blurring the lines between fragrances and flavors.

**Szent** is a new and unique beverage that launched exclusively on Amazon in October 2018. The Los Angeles-based brand debuted five core flavors: **Passionfruit, Tangerine, Tropical, Pineapple** and **Mint**. Each BPA free PET bottle features a resealable overlap cap around the neck made from a polymer infused with natural oils that replicate the experience of drinking flavored water without the use of any additives to the liquid itself.

UK-based company Smith & Sinclair designed a line of **Edible Fragrances** that are "an aromatic alcoholic vapor in a light, non-stick formula that can be applied directly to the skin." With a kitsch slogan, "Lick your scent," there are three scents offered: **Cherry Blossom & Mandarin, Pear & Vanilla** and **Watermelon & Citrus**. In addition, Smith & Sinclair developed the **Edible Flaming Hot Choc** Candles in two flavors: **Candy Cane Peppermint** and **Spiced Orange**. Once the candles have melted, the wax, made of coconut oil and raw cocoa butter, is meant to be poured into your hot chocolate. **L'Occitane** collaborated with pastry chef **Pierre Hermé** for the **86 Champs Collection**, a series of eight fragrances named for the address of the L'Occitane + Pierre Hermé concept teahouse in Paris. In collaboration with IFF, the **Tippling Club** in Singapore offers a new 2019 creative cocktail menu titled "**Perfume: The Story of a Cocktail**" offered from Dec. 2018 through till the end of March 2019. The perfume themed menu features 12 cocktails: **Aphrodisiac, Bloody Cologne, Blush of Roses, Comforting, Cream of Sandalwood,**

