FASHION SNOOPS

A FORWARD LOOK INTO

2018 | 19

FRAGRANCE TRENDS
FRAGRANCE
SPRING | SUMMER 18
MUSEUM OF ME
SS18 FRAGRANCE
FASHION SNOOPS
CREATE WITH CONFIDENCE
OVERALL CONCEPTS

SCENT OF COLOR - An exploration of the association between color and fragrances look to evoke an emotional connection to scentscapes. The human perception of color has the ability to impact your mood depending on the occasion or season. Yellow offers serene happiness; Violet, deep sensuality.

CUSTOMIZED LAYERING - Tapping into personalization and immersive experiences, Unique Fragrance has made customization their focus with the ability to blended perfumes yourself to create a personalized fragrance with every combination.

OLFACTORY MEMORY - Evoking childhood memories, scents formed around garden accords such as tomato and basil exude comfort and complexity. Food aromas not only stimulate the salivary glands, but like perfumes, revive memories and associations, festive or forlorn.

TASTE AND SCENT - Pushing the boundaries of the possible at the interface between taste and scent, Illuminum invited innovative chefs Jackson Boxer, Yuki Gomi and Tom Wolfe to create three distinctive fragrances.

KEY NOTES

- Paper
- Turpentine
- Ice Cream
- Tomato
- Iris
- Rose
ART STUDIO

Playful and inspirational, Art Studio addresses the concept that memories of a space can be depicted through scent. Reminiscent of an artist’s studio, it offers the distinct scent of oil paints, turpentine, untouched canvases and brushes. Representative of the clashing cultures within the world of art.

OLFACTIVE DESCRIPTION

- Woody
- Leather
- Musky
FRAGRANCE

BLUE EAU

Inspired by the Lapis Lazuli gemstone, scents look to embody the energetic, radiant capabilities of the always-on-trend blue hue. Created by Olivier Durban, Blue Eau is a vivacious concept that explores all avenues of the symbolism of blue, from spiritual growth to calmness and protection. Santi Burga's newest fragrance; Oikb, is based upon Klein blue, as they bring the color to life with scents such as iris, leather, tonka bean, and lavender.

OLFACTIVE DESCRIPTION

- Balsamic
- Warm Spicy
- Floral
FRAGRANCE

CANDY CRUSH

A complete journey through the pleasures and flavors of childhood. Inspired by New York City’s Museum of Ice Cream, Candy Crush blends sugary notes of rainbow sprinkles and ice cream with vanilla cone. A scrumptious perfume intertwined with sugared accords create an irresistibly playful sensation that is both soft and seductive.

OLFACTIVE DESCRIPTION

- Gourmand
- Sweet
- Vanilla
FRAGRANCE

CHEF’S PLATE

The tanginess of tomato is blended with basil and tomato vines, and balanced by the rich creaminess of cheese. Evoking childhood memories of cutting stems off of just-picked vegetables, while your grandmother prepares her beloved ragu supper. In curating the ‘95 Percent’ series, Illuminum invited innovative chefs Jackson Boxer, Yuki Gomi, and Tom Wolfe to create three fragrances merging the relationship between taste and scent.

OLFACTIVE DESCRIPTION
• Tangy
• Herbaceous
• Aromatic
Fragrance

Customized Layering

Tapping into personalization and immersive experiences, fragrances can be blended together to create a new customized fragrance with every combination. Brands like Unique Fragrance have made this concept their focus with the ability to build your own perfume. Niche perfumery Byredo’s unnamed scent encourages consumers to explore their memories to create a personalized fragrance.
An exploration of the association between color and fragrances look to evoke an emotional connection to scentscapes. The human perception of color has the ability to impact your mood depending on the occasion or season. Yellow offers serene happiness; Violet, deep sensuality.
VELVET ROSE

The classic symbol of sensuality, Velvet Rose explores the mysterious depth of a woman’s essence. The refined floral accords evoke a rose in full bloom, the velvety contrast gives a strong, sultry finish. Set your feminine wildness, whimsical creativity and sexual nature free with this sensual scent.

OLFACTIVE DESCRIPTION
- Floral
- Oriental
- Feminine
OVERALL CONCEPTS

SINGULAR INGREDIENTS - Signifying a return to the basics and a renewed focus on simple, singular ingredients. Taking a cue from the fashion world, we see fine fragrances featuring just one to two notes. Single scent perfumes give you the ability to create your own scent that complements you perfectly.

ALL NATURAL - Natural, non-toxic, and green perfumeries represent a small, but growing sector of the industry. Prioritizing complete transparency, we continue the conversation about what goes into products you apply on your body.

SUSTAINABLE SOURCING - We look to ingredients obtained directly from the producers to ensure fair remuneration and sustainable production. Melding alchemy with modern artistic wisdom, we celebrate ingredients’ origins and how they are harvested.

THE NEW WOOD - Birch has a masculine, yet subtle character that has made it the new fragrance star, taking the trend away from the cedars and sandalwoods of the past. Warm blends of this wonderfully powerful wood continue to see a rise in popularity shifting the fragrance focus to the natural sensuality.

KEY NOTES

- Oud
- Grass
- Pistachio
- Patchouli
- Wildflower
- Milk
- Grapefruit
- Birch
FRAGRANCE

BIRCH OUD

Dominating the fragrance market, birch sap brings about a masculine smokiness that radiates with the scent of fresh forest air. An aromatic, woody scent blended with birch sap, oud, and oakmoss evokes a sense of natural simplicity.

OLFACTIVE DESCRIPTION

- Woody
- Fresh Spicy
- Earthy
Fragrance

COTTON BLOSSOM

A delicate fragrance that evokes memories and sensations of summers past. Soft and comforting, it blends the crispness of freshly washed cotton with the vaguely sweet aura of cigars.

Olfactive Description

- Fresh
- Earthy
- Clean
FRAGRANCE

FRESH CITRUS

Instantly awaken your senses with an uplifting blend of citrus scents. Playful and light tangerine notes add brightness and harmony to any fragrance. Zingy and zesty grapefruit scents look to energize and revive, introducing a sense of natural freshness.

OLFACTIVE DESCRIPTION

- Fresh
- Citrus
- Sweet
FRAGRANCE

GREENHOUSE

Cool, green, and slightly sweet, the scent recalls early spring afternoons on the lawn. A healthy dose of dirt is paired with a wonderful union of green notes among which one can feel blades of grass and dew-covered clovers. Highlighting the consumers desire for fresh, all-natural ingredients, we look to sustainably sourced ingredients that honor the land and the farmer.

OLFACTIVE DESCRIPTION

- Green
- Herbaceous
- Fresh
FRAGRANCE

LAIT CONCENTRE

A luscious and delicious fragrance that captures the essence of ground pistachio and condensed cream to create an inviting and contemporary fragrance. The expertly crafted milk accord has an aroma that is fresh and sweet at the same time. The comforting blend of nut-based milk scents offer a rounded richness with incredible creamy depth.

OLFACTIVE DESCRIPTION

- Milky
- Nutty
- Sweet
FRAGRANCE

PATCHOULI

Evoking masculinity, patchouli has been in the spotlight for its resinous and velvety finish. A touch of vanilla calms and softens the harsh earthiness of patchouli. An irresistible smoky scent with a deeply decadent touch.

OLFACTIVE DESCRIPTION
- Warm Spicy
- Balsamic
- Earthy
FRAGRANCE

WILDFLOWER

Bursting with the freshness of wildflower meadows that stretch as far as the eye can see. A combination of heady floral atmosphere and soft lavender opens with a captivating heart of sweet honey.

OLFACTIVE DESCRIPTION

- Floral
- Sweet
- Fresh
THE SPACE BETWEEN
FW 18|19 FRAGRANCE
OVERALL CONCEPTS

MEDITATIVENESS - Inspired by the ancient Japanese practice shinrin-yoku, or "forest bathing": the ritual of basking in the forest's atmosphere, as you move slowly, calmly, and mindfully. By being in a completely meditative state you can enjoy and experience the moment.

RITUALS - We seek the wisdom in Geisha rituals. This knowledge places a focus on giving light to what will come and teaches us the lessons that have been learned and experienced in the past.

LOCAL TREASURES - The serene surroundings of Japan inspire a haven of natural ingredients. We look to culinary customs and Geisha traditions incite an array of notes from hinoki and bamboo to yuzu and shiso.

KEY NOTES

- Hinoki
- White Lotus
- Shiso
- Yuzu
- Ginger
- Bamboo
- Black Sesame
- Magnolia
- Camellia
- Lychee
- Peach
- Sake
FW18/19 THE SPACE BETWEEN

FRAGRANCE

MEDITATIVENESS

Inspired by the ancient Japanese practice of forest bathing - the ritual of basking in the forest’s atmosphere, as you move slowly, calmly, and mindfully. Smoky accords of incense meld with Japanese Hinoki, a precious wood used in the making of traditional bathhouses. A break from the daily rush, Meditativeness symbolizes strength and serenity.
FRAGRANCE

BLOSSOMING TEA

A delicacy of enlightenment, lotus flower tea allows you to transport to a moment of subtle reflection, free from the daily rush. State of Mind perfumery developed a collection of 10 perfumes and 10 tea pairings to alter your state of mind, elevating the energy and refining your identity. On the edge of water, but infused with white tea and lotus, the scent evokes a familiar but forgotten tradition of tea ceremonies.
SHISO

Honoring Japanese culinary practices that are centuries old, a medley of ingredients come together in harmony. The rare and exotic Shiso leaf is considered one of Japan’s seven main flavorings, which have been in use in that nation’s cuisine for more than 300 years. A strong note of green is brightened with citrusy yuzu, while ginger offers a hint of fresh spiciness.
FRAGRANCE

MAGNOLIA

Light, airy and carefree. Magnolia blossoms lend a delicate elegance, while bamboo and black sesame offer a comforting earthiness. Escape the chaos around you and envelop yourself in a blanket of calming sensibility.
FRAGRANCE

FLEUR DE GEISHA

Honoring the most beloved flowers in Japan, Fleur de Geisha opens with a mesmerizing arrangement of pink petals. The delicate and feminine camellia paired with cherry blossoms bring promise of happiness and joy and a light airiness. The practice of flower viewing is intended to be an acknowledgment that life is fragile and fleeting. Inspired by perfume culture in Japan, The Kimono Collection by Miya Shinma is an exploration of her roots.
FRAGRANCE

SAKE NIGHTLIFE

This is a story about Tokyo nightlife. The land of the rising sun where fashion, technology and culture collide. An intoxicating blend of warm sake, peach nectar and fresh lychee for a lush, sweet and sensual scent.
INDIGO

Founded on the love for traditional craftsmanship and the beauty of natural indigo, Indigo People is an homage to the artisans who work to maintain their heritage and to people with a great affection for authentic craft.
FASHION SNOOPS
CREATE WITH CONFIDENCE
OVERALL CONCEPTS

OPULENCE - Luxe notes, ranging from champagne to gold and pearls, inspire a new air of opulence. A precious metal favored by the gods and kings of earlier times, gold lends an air of nobility and brilliance.

FINE ARTS - Inspired by the painting, sculpture, music and poetry that shaped art periods of the past. Maison de Parfum and Sinfonia Di Note created a collection of fragrances that honor impressionist painters and musicians.

FRENCH FABRICS - Fragrances inspired by light, breathable fabrics have trended in past seasons. This winter we notice a shift towards more dense fabrics like velvet, cashmere and wool. Inspired by French tapestries, Hayari Paris created a collection of fragrances that pay homage to floral brocades and dense tapestries that narrate exotic stories.

THROUGH THE PAST - The human journey through time is constantly evolving. Through VR/AR we are able to escape our daily lives and rediscover events from the past. Allow exploration and excitement to guide your journey.

KEY NOTES

- Gold
- Champagne
- Grape
- Pomegranate
- Rose
- Velvet
- Gunpowder
- Oud
FW18/19 TIME TRAVELER

FRAGRANCE

OPULENCE

A real gold dream come true. The scent of ripe grapes entrances our senses, while sparkling champagne gives this fragrance its radiant signature. A precious metal favored by the gods and kings of earlier times, gold lends an air of nobility and brilliance. A delectable gourmand scent that is indulgent enough to bathe in.
FRAGRANCE

SYMPHONY OF SCENTS

All it takes is a soft accord to transport you back into the past. Symphony of Scents inspires images of sunlight streaming through stained glass windows, as cool marble resonates through your bones. An essence, a place, an emotion, delivered by a fragrance that, as if by chance, brushes against the skin and opens me up to memories, as if cradled by a melody.
FW18/19 TIME TRAVELER

FRAGRANCE

HEIRLOOM

Like the wrinkled sheets of an old, weathered book, these fragrances help recall tales of the past. Oud notes are balanced with the sweetness of pomegranate, while leather and vanilla deliver a smoothness, recalling the smell of book-bindings and dusty wooden tables.
FRAGRANCE

PORTRAIT OF A WOMAN

Inspired by the painting, sculpture, music and poetry that shaped art periods of the past. Hayari Paris created a collection of fragrances that pay homage to floral brocades and dense tapestries that narrate exotic stories. In another realm of the fine arts world, Maison de Parfum unveiled scents that honor impressionist art of the past.
FRAGRANCE

VENOM VELVET

Dangerous and sensual, Velvet Venom is a weapon of seduction. Like the venomous poison of a snake, perfume has the ability to entrance and enchant. A tribute is given to the beauty of the white rose, a flower that can be pure and innocent as well as lustful and sultry.
HUNDRED YEARS WAR

The scent of gunpowder, blood and brandy evoke images within the Hundred Years’ War. Iconic heroine, Joan of Arc inspired the perfume Jehanne by Maison de Parfum Berry. An enduring symbol of nationalism and pride, her liberated spirit inspires you to take on the fight of a lifetime.
FRAGRANCE

VIRTUAL EXPLORATION

Like the historical cargo ships that dominated the international sea trade, Virtual Reality has opened the doors for us to allow exploration and excitement to lead the way. Along the Silk Road, salty waves crash against the heavy oud shipdeck. Through the lens of a distant journey, exotic notes of precious spices, that merchants used to transport, will guide you on a path of discovery.
FRAGRANCE

CONSTELLATION

Detach from reality in order to embark on a journey of the imagination to far off constellations. Like the brightest star in the sky, these scents allow you to shine above the rest. Celebrate a magical moment as you are suspended between the galaxies and reality. Inspired by Hubble Telescope photography, Oliver and Co’s Nebula 1 is an abstract clash between clean sterile notes and musky aldehydes.
THANK YOU