



Nov 18 2011

FRAGRANCE 2011
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Fragrance 2011

From celebrity to niche, fashion brands to tweens, this year has seen strong trends in both scent notes and fragrance marketing. Stylus explores the most important developments in 2011.

Fashion Scents

- The biggest category in the perfume industry this year was the **designer fragrance sector**. Luxury London department store Harrods launched a staggering total of 36 this year.
- "Designer fragrances provide an accessible 'in' to these sought-after designers," states Hannah Phillips, beauty buyer at UK department store Harvey Nichols.
- Launches included **Narciso Rodriguez**, **Lanvin** and **Diane von Furstenberg**. According to London based fragrance expert **Roja Dove**, designer scents represent a 'trustworthy choice' in uncertain times. "Without question, the allure of a major brand's name is still omnipotent as far as fragrance sales are concerned."



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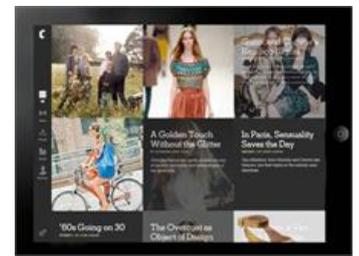


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Niche Brands and Bespoke Fragrances

- "**Niche fragrances** have been our biggest growth sector for 2011," says Phillips. "Our customer is becoming more educated in their choices, and seeking an individual scent. Brands such as **By Kilian** and **Escentric Molecules** are leading the way."
- Sarah Coonan, beauty buyer at London department store **Liberty**, concurs. "**Diptyque's** 34 Boulevard Saint Germain Collection has been a huge hit for us."
- "2011 was also an important year for **bespoke and vintage scents**," Dove adds.

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Key Launches

- While fashion brands **Bruce Oldfield**, **Elie Saab** and **Bottega Veneta** chose this year to debut a signature fragrance, **Valentino** replaced all existing house fragrances with one single scent: **Valentina**.
- Other key launches came from **Jo Malone**, who launched her first fragrance venture – **Jo Loves** – since relinquishing the reins of her eponymous brand.
- Make-up brand **Illamasqua**’s first fragrance, **Freak**, launched this year – a unisex renegade featuring dark ingredients such as opium flower, belladonna and poison hemlock.
- Fashion brand **Diesel**’s **Loverdose** featured another innovation in fragrance – liquorice, which was added to more traditional spice notes.



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Scent Notes

- “Certain materials become ‘on trend’, in the same way colour becomes fashionable,” Dove. “First, **roses** were everywhere. Then for autumn, we saw a return of the **oriental** fragrance, with powdery notes blended with flowers. It’s a modern interpretation of the ubiquitous **1980’s scents**.”
- Rose and other florals certainly scented spring/summer’s storyline, especially through celebrity scents aimed at a younger demographic. These included singer **Celine Dion**’s **Signature**, pop star **Avril Lavigne**’s **Wild Roses**, and pop star **Beyonce**’s **Pulse**.

• **Powdery Iris and Orris** were most notably used in **Tom Ford's Violet Blonde**, **Chanel's No.19** and **Estee Lauder's Sensuous Nude**. Other powders included **Prada Candy**, **DVF Diane** and **Gucci Guilty Intense**.



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Heritage Scents

• "Looking back to a brand's heritage and reworking **vintage scents** creates a feeling of security," adds Dove. **Dior** duly revisited its classic **Diorling**, while **Chanel** re-formulated **No.19** to reclaim this much-copied, iris-based territory.

• **Clinique's** cult **Aromatics** collection was re-released as **Aromatics Elixir Perfumer's Reserve**, and **Guerlain** created **Shalimar Parfum Initial**.

• Many brands targeted and capitalised on the **British Royal Wedding** with heritage scents. **Clive Christian** and **Roja Dove** created a special presentation of **Clive's No.1** scents, which was accepted by Clarence House and then replicated for public consumption.

• **Houbigant's Quelques Fleurs L'Original** – Princess Diana's bridal scent – was remarketed, as was **Grossmith's Betrothal** – originally created for Princess Mary's wedding. At this year's royal wedding, Duchess Catherine wore **Illuminium** by **Michael Boadi**.





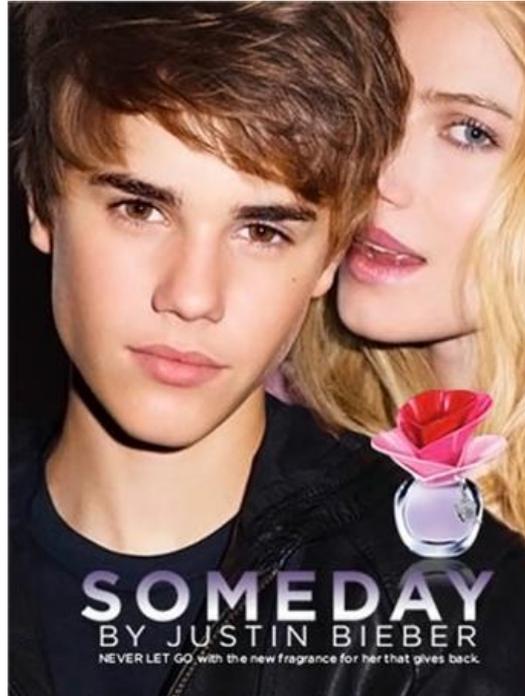
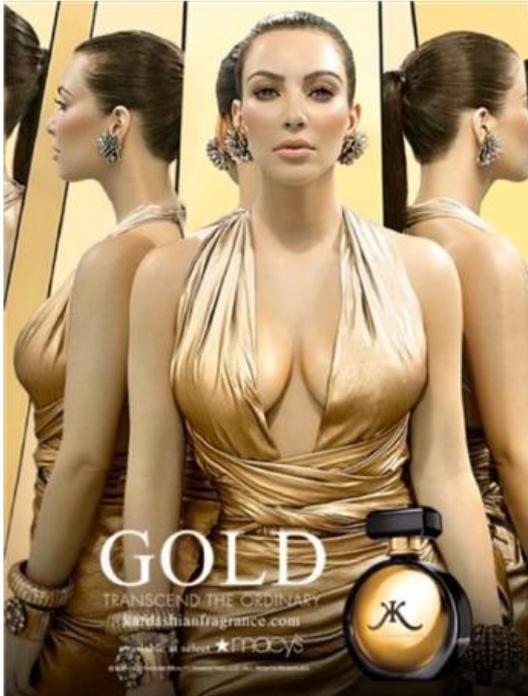
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Celebrity

• After a slow start to the year in the celebrity fragrance trade, big sellers included reality TV star **Kim Kardashian**, and singers **Beyonce**, **Celine Dion**, **Rihanna**, and teen star **Justin Bieber**. His debut fragrance, **Someday**, made more than \$3 million in retail sales in less than three weeks at US department store Macys alone.

• In the UK, queues snaked around the block for Someday's Harrods launch, suggesting the **teen market was a key demographic**.

• Going into next year, big launches will include fragrances from singers **Madonna** and **Selena Gomez**.



Selling Scent

• "There is a need to consistently bring newness to the market," explains Annalise Quest, head of beauty at Harrods. "So brands need to drive sales with new packaging, limited editions and other covetable products."

• Brands like **Stella McCartney**, **Viktor & Rolf** and **Nina Ricci** have all repackaged fragrances for Christmas, and solid perfumes were launched by **Marc Jacobs**, **Estee Lauder** and **Clinique**.

• In addition to **Harrods' Haute Parfumerie**, London saw the opening of a **Cire Trudon** fragrance boutique – the first outside of France – and the **Illuminum Fragrance Lounge**, both selling 'haute' bespoke fragrances.

• In Paris, the **Jovoy Parfums Rare** – a temple of exceptional scents – opened, offering obscure products.

• In the US, Sephora opened a 3,700 sq ft scent installation in New York, called **Sensorium: An Immersive Journey Through Lucid Dreams From the Sensory World**.



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Stylus Summary

There were two distinct trends in perfumery – first light **floral** and **fruits**, based around a front line of roses, then a deeper, **powdery** scent, signaling a reinterpretation of the Oriental accord of the 1980s.

As individuality became an increasing concern among consumers, **niche and bespoke scents** came to the fore. With them came **exceptional boutiques** geared towards offering **unique and rare perfumes** from around the world.

While there was a large number of celebrity scents, the **real boom came in designer fragrance**. This suggests that in the wake of a recession, the allure of a **major brand's name is stronger than that of a celebrity**.

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