

june 2017 edition



# Trends

## Fine Fragrance



# Olfactory Trends for Fine Fragrance, mid 17

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## Feminine Fragrances:

1. Aqua Verde
2. Lovely Peony
3. Pop & Delights
4. Powdered'emoiselle
5. Sunset Light
6. Neo-Gourmand

## Masculine Fragrances:

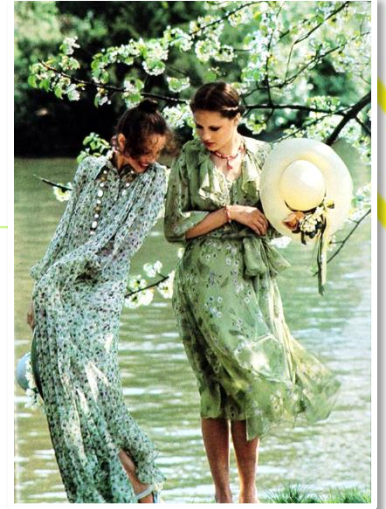
1. Graphic Citrus
2. Aromatic Contrast
3. A Warm Marine Blow
4. Games of Leather and Spices

Also discover:

- \* Au Bord de l'Eau, L'ARTISAN PARFUMEUR (Citrus, Aromatic, Powdery)
- \* Aqua Allegoria Bergamote Calabria GUERLAIN (Citrus, Green, Spicy)

## Aqua Verde

- Refreshing fragrances, some of them created in in a modernized cologne design, whisper the arrival of Spring in green pastel and light yellow tones.
- The green facets of those fragrances are coated with softness thanks to contrasted inflexions: citrus zests, delicate tea, or even fresh mint, lovely lily-of-the-valley and leaves accents.



**CALVIN KLEIN**  
**CK All**  
Citrus, Green, Ambery  
- unisex freshness -



**ELIZABETH ARDEN**  
**White Tea**  
Musky, Green, Woody  
- cocoon tea -



**MAISON FRANCIS KURKDJIAN**  
**Aqua Celestia**  
Citrus, Green, Powdery  
- lime - mint - mimosa -



**L'ARTISAN PARFUMEUR**  
**Sur l'Herbe**  
Citrus, Green, Floral  
- green break -



**COURRÈGES**  
**Eau Hyper Fraîche**  
Citrus, Aromatic, Woody  
- minty citron -



**MIU MIU**  
**Miu Miu l'Eau Bleue**  
Floral, Green, Woody  
- lily pop -



## Lovely Peony

- Those vibrant pink shades evoke a generous and vaporous Peony that curl up in the comfort of musky clouds and joyful various fruity notes.
- This elegant flower draws the curves of femininity for 2017.



**NARCISO RODRIGUEZ**  
For Her Fleur Musc  
Floral, Chypre, Musky  
- peony for my -



**JIMMY CHOO**  
Jimmy Choo l'Eau  
Floral, Fruity, Citrus  
- nectarine peony -



**GIVENCHY**  
Songe Précieux (Travel Retail)  
Floral, Fruity, Aquatic  
- peony aqua -



**ARMANI**  
Sky Di Gioia  
Floral, Rose, Fruity  
- peony in the air -



**NINA RICCI**  
L'Air du Temps Eau Florale  
Floral, White Flowers, Fruity  
- peony honeysuckle gardenia -

Also discover:

\* Flowerbomb Bloom, VIKTOR & ROLF

## Pop & Delights

- This season, feminines fragrances surf on a colorful and gourmand fluo pop wave, in a young and modern way.
- Floral notes invite sweet accents (cola, caramel topping) or trendy fruits (pineapple, coco, cherry) to join them to the party.



**CACHAREL**  
**Amor Amor Eau Flamingo**  
Floral, Citrus, Fruity  
- cola water -



**MARC JACOBS**  
**Daisy Dream Kiss**  
Floral, Fruity, Gourmand  
- fruits'n kiss -



**VIKTOR & ROLF**  
**Bonbon Spring Summer**  
Citrus, Fruity, Gourmand  
- summer sweets -



**GIVENCHY**  
**Live Irresistible Délicieuse**  
Floral, Fruity, Gourmand  
- cherry on the cake -



**NINA RICCI**  
**Les Gourmandises de Luna**  
Floral, Gourmand, Fruity  
- coco caramel -



## Powdered'emoiselle

- Textile silkiness, pink pastel tones, mischievous personality and delicacy. In opposition to the previous pop trend, those fragrances play with the powdery facets of berries (blueberry, raspberry) or violet, drawing on the skin the shapes of a light veil made of a refined fabric.



**ROCHAS**  
**Mademoiselle Rochas**  
Floral, Fruity, Musky/Woody  
- chic red fruits -



**NINA RICCI**  
**Rose Extase**  
Floral, Fruity, Powdery  
- raspberry dust -



**REPETTO**  
**Repetto le Ballet Blanc**  
Floral, Fruity, Citrus  
- berry flower -



**FlowerbyKenzo**  
**FlowerbyKenzo Eau Lumière**  
Floral, Powdery, Musky  
- violet mist -





## Sunset Light

- The pleasure to feel a marine wind on the skin and the sun light that warm up your face. Happy and joyful fragrances evoking a moment of freedom and escape, as well as the memory of sunny days.
- Salicylate notes, sea spray and solar flowers illuminate those bright scents.



**HERMES**  
L'Eau des Merveilles Bleue  
Woody, Aquatic, Chypre  
- clear water -



**D&G**  
Light Blue Intense Femme  
Citrus, Floral, Fruity  
- intense blue -



**COURREGES**  
La Fille de l'Air Monoï  
Floral, Fleur Blanche, Solaire  
- air solaire -



**DIOR**  
J'Adore in Joy  
Floral, Fruity, Solaire  
- j'adore l'été -



**PACO RABANNE**  
Olympea Intense  
Oriental, Ambery, Iodé  
- divine water -



**ELIE SAAB**  
Elie Saab Resort 2017  
Floral, Fruity, White Flowers  
- sun fruit -

## Neo Gourmand

- Original variations for this signature fragrances in quest of novelty.
- Sweet accords of vanilla, almond and honey embrace lily, orange blossom and green notes, or aromatic lavender facets.



**CARTIER**  
**Baïser Fou**

Floral, Green, Gourmand  
- orchid kiss -



**GUERLAIN**  
**Mon Guerlain**

Oriental, Floral, Aromatic  
- irresistible lavender -



**L'OCCITANE**  
**Terre de Lumière**

Floral, Gourmand, Aromatic  
- lavender honey almond -



**MUGLER**  
**Aura**

Oriental, Floral, Green  
- vegetal gourmand and carnal orange -



## Graphic Citrus

- The interaction of light and dark, like a vibrant clair-obscur, reveal masculine fragrances with tonic citrus feeling.
- Citrus accents are driven and brought out by textured woody notes, spicy sandalwood, patchouli or magnetic leather.



**DIOR**  
**Dior Homme Sport 2017**  
Citrus, Woody, Spicy  
- blood orange pomelo -



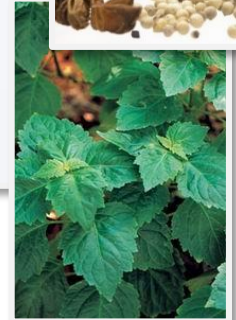
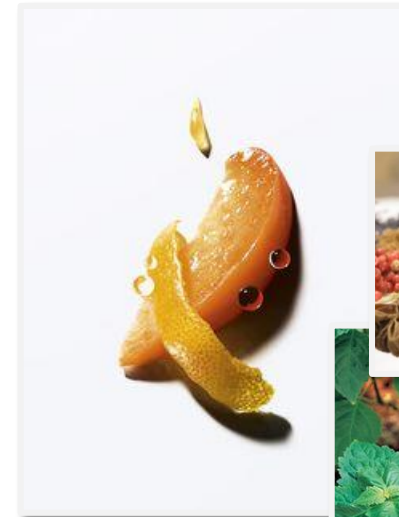
**JIMMY CHOO**  
**Jimmy Choo Man Ice**  
Woody, Citrus, Aromatic  
- citron patchouli -



**HUGO BOSS**  
**Boss Bottled Tonic**  
Woody, Spicy, Citrus  
- tonic spices -



**DUNHILL**  
**Desire Extreme**  
Oriental, Citrus, Leathery  
- citrus leather -



## Aromatic Contrast

- Punchy and impactful aromatic notes emphasize the trail of these masculine fragrances, choosing mint and lavender in revisited versions.
- Ambery woods come strongly in opposition to the freshness of those raw materials, but succeed in bringing an original balance to the structure of these scents.



**HUGO BOSS**  
Hugo Iced  
Aromatic, Woody, Spicy  
- frosty mint -



**DIESEL**  
Only the Brave High  
Woody, Aromatic, Ambery  
- minty punch -



**THIERRY MUGLER**  
A\*Men Kryptomint  
Oriental, Woody, Aromatic  
- patchou'mint -



**YSL**  
La Nuit de l'Homme Eau Electrique  
Woody, Aromatic, Ambery  
- amber woods x lavender -



## A Warm Marine Blow

- The strength of the oceans reveals itself in fragrances with a distinguished signature made of powerful and stimulating marine notes.
- Amber woods magnify with intensity the trail of these perfumes.



**AZZARO**  
Chrome Pure  
Woody, Aquatic, Green  
- aqua wood -



**D&G**  
Light Blue Intense  
Citrus, Aromatic, Marin  
- intense blue -



**PACO RABANNE**  
Invictus Intense  
Oriental, Woody, Marin  
- marine amber wood -



**BVLGARI**  
Aqva pour Homme Atlantique  
Woody, Aquatic, Aromatic  
- ocean smell -



**GUERLAIN**  
L'Homme Idéal Sport  
Woody, Aquatic, Spicy  
- marinalmond -



## Games of Leather & Spices

- Masculine fragrances unveil a dark and intriguing trail.
- Around elegant and ardent woody notes, spices become as incisive and biting as they can be, tinted by leather with textured effects.



**CERRUTI**  
**1881 Signature**  
Woody, Spicy, Leathery  
- spicy leather -



**PRADA**  
**L'Homme Intense**  
Oriental, Powdery, Ambery  
- iris leather -



**OLFACTIVE STUDIO**  
**Woody Mood**  
Woody, Spicy, Ambery/Leathery  
- mystic woods -  
(launch in September 2017)



**BURBERRY**  
**Mr. Burberry EDP**  
Woody, Spicy, Aromatic  
- dark patchouli -





*This presentation was made by TechnicoFlor.  
Names and pictures belong to their respective owners. Paris, June 2017.*