



fragrance

— 2023 —

OUR SELECTED TRENDS,
INSIGHTS & OBSERVATIONS

ftb.
CROWSNEST
trend horizons

WELCOME

We are delighted to share with you our most recent findings from the world of fragrance and the treasures held within.

The impact scent has cannot be underestimated and is driving a buoyant market that is embracing fantastic growth both within and beyond the bottle both from indie start ups and long established houses.

Fragrance is no longer a tool to mask odour but used to demonstrate our individuality, our tribe, a way to elevate our style and taste, match our mood or even enhance it.

We all remember the Impulse adverts of old, we just couldn't help acting on enticing fragrances that demanded our attention. The influence a beautiful fragrance can have on us hasn't changed, but the ways in which we can enjoy and experience it has become wider and accessible.

Post COVID we're out and about as we once were, however, our homes hold an even higher importance in our hearts and minds, a place of refuge and calm and with it, more opportunities to enjoy all-encompassing scent.

So, spritz your favourite fragrance, light the candle you've been saving. breathe deep, sit back and prepare to be inspired ...

KILLER STATS

\$40.4bn

Global Perfume sales are estimated to reach at \$40.4bn in 2022

3.8%

The prestige cosmetics & fragrances sector is expected to grow annually by up to 3.8% (CAGR) from 2020-23

\$91.17bn

The global fragrance market is predicted to be worth \$91.17bn by 2025

OUR AREAS

ONE

ELEVATION

DISTINCTIVE DESIGN
SENSORY EXPERIENCES
NOTE WORTHY

TWO

MIND YOUR SCENT

MIND, BODY & SOUL
OUT OF THIS WORLD
MIND THE PLANET

THREE

BEYOND THE BOTTLE

THE POWER OF HOME
TASTE & SMELL
SURPRISE & DELIGHT

ELEVATION

DISTINCTIVE DESIGN | SENSORY EXPERIENCES | NOTE WORTHY

Perfume was first used to mask odour before we understood the need for personal hygiene. Nowadays it has become one of the most powerful ways to demonstrate personal style. We choose our signature scents not only on our personal preferences but for what it says about us. Rather than opt for a mass produced, well known fragrance from a luxury fashion brand, a growing number are preferring a more unique individual scent, that offers more than the opportunity to cost effectively wear a label.

Brand elevation is key to stand out and be recognised in this busy space.

64%

The percentage of US fragrance consumers who say Instagram influenced their purchases - driven heavily by Gen Z and millennials*

34%

Roughly a third of the home fragrances market's expected growth up to 2025 is expected to come from the Asia-Pacific region

+32%

After a slump in 2020, US and UK fragrance sales were up 32% and 20% respectively in 2021

*Stylus: 2022



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ELEVATION

Distinctive Design

Standing out from the crowd is as important now than ever with competition fierce. Ensuring ownable, memorable and recognisable brand assets gives brands this distinction.

Louis Vuitton's Les Extraits collection

LV's master perfumer Jacques Cavallier Belletrud and legendary architect Frank Gehry have come together to create a new fragrance series for the French luxury house dubbed the Les Extraits collection, whose packaging is a literal work of art.



Diptyque Travel Spray

A beautiful and interactive portable fragrance spray from Diptyque, to take with you on your travels. The bottle is refillable and so much more. It conjures up imaginary destinations, taking inspiration from vintage notice boards that were once celebrated features in airports and train stations.



ELEVATION

Distinctive Design

Eye catching designs replacing a uniform look works brilliantly for niche brands and carves a distinctive opportunity compared to the bigger, luxury brands. Individuality through bottles, caps and labels have never been so appealing ...

Ormaie

Creativity and a love of nature are typical of Baptiste Bouygues and his family: the grandfather sculptor, the grandmother is a floral lover. And his mother Marie-Lise Jonak brings exceptional perfume expertise. Not only has he developed purely natural compositions, but he also used special craftsmanship for the flacon and packaging.

Malbrum

An eclectic perfume house founded in Oslo, in 2010. The brand distinguishes itself by counterbalancing classical French perfumery with Norwegian joie de vivre.

Handcrafted perfumes encapsulate passion, joy, and taste and are designed for anyone who enjoys accessing unique sensory realms.



ELEVATION

Distinctive Design

Continued...

Maison Matine

Parisian perfume house, Maison Matine was founded in 2019 by Arthur Ponroy and Marie Kellou. The brand prides itself on its free-spirited attitude, bringing depth and resonance to each of the Limited Edition fragrances which encapsulate a varying aspect of a busy world. Created by a range of perfumers, the scents are daring and creative, characterised by unconventional pairings, complex fragrance journeys and beautifully illustrated flacons.

Off-White's Paperwork Series

Virgil Abloh's brand Off-White, which blurs the line between luxury fashion and streetwear, launched its beauty line called Paperwork. All are packaged in industrial glass bottles topped with grip control knobs, which are replicas of the handles that close the vats found in industrial fragrance facilities.



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ELEVATION

Sensory Experiences

The car's growing value as a wellness space, makes it a ripe focus for fragrance products. A new cohort of fashionable, luxury brands is entering this space using quality materials, sleek forms and high-end fragrances to ramp up the cool factor of car air fresheners and diffusers.

QR codes & scented road trips

A scannable QR code can be used to download soundscapes curated by Owens. US home fragrance brand Paddywax's scented car tags, in collaboration with the National Park Foundation (US), feature QR codes for guided tours of different national parks, while the fragrance aims to bring the essence of each park – such as the Yosemite National Park or the Grand Canyon – into the car.

Acqua di Parma

Iconic Italian fragrances and Poltrona Frau's expert craftsmanship meet in a collaboration of aesthetics and innovation for your car.



ELEVATION

Sensory Experiences

Continued...

Rituals

The Rituals Bath & Body brand has created a way to travel by car in style with the launch of their range of air diffusers, incorporating their best selling fragrance ranges such as Sakura alongside more traditional fragrances such as Wild Fig and Vetiver. The wooden car diffuser clips perfectly onto the air vent, scenting the car with inspiring fragrance as you drive.



Diptyque

Diptyque brings luxurious style and delicious fragrance to the car. Choose from iconic scents such as Baies, Figuier, Fleur d'Oranger and more. Great design consideration has gone into the creation of the diffuser, which features an adjustable grid so you can alter the intensity of the fragrance. It also happens to look visually stunning to boot, with its gold and black colour way.



ELEVATION

Sensory Experiences

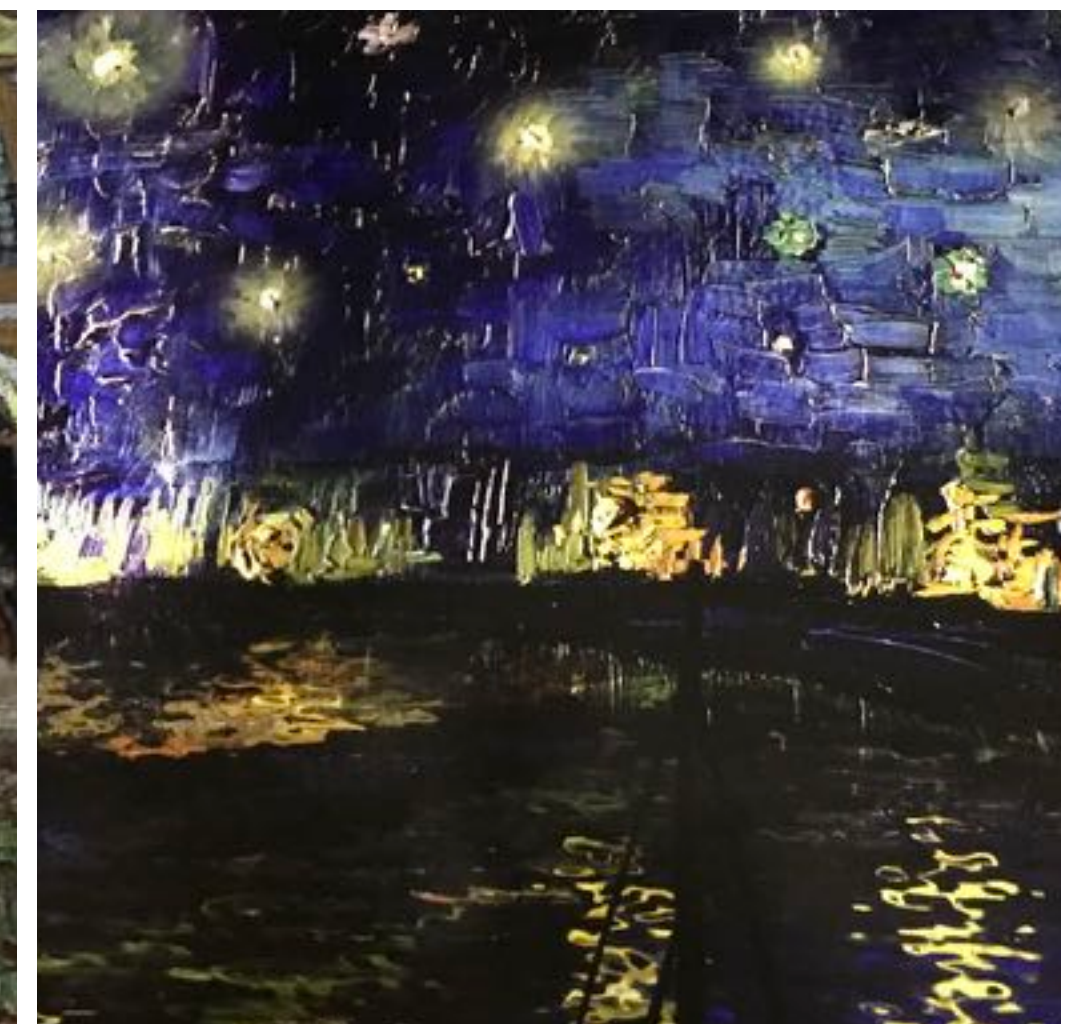
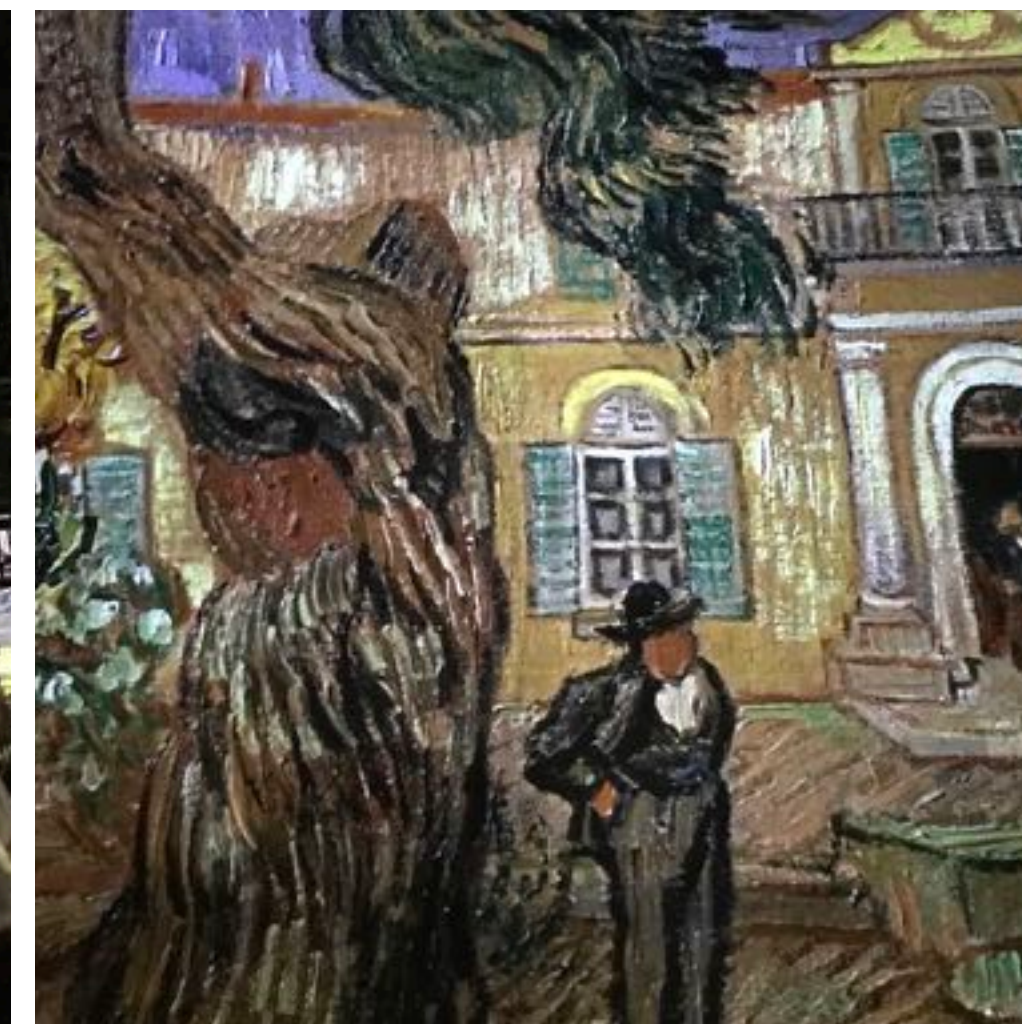
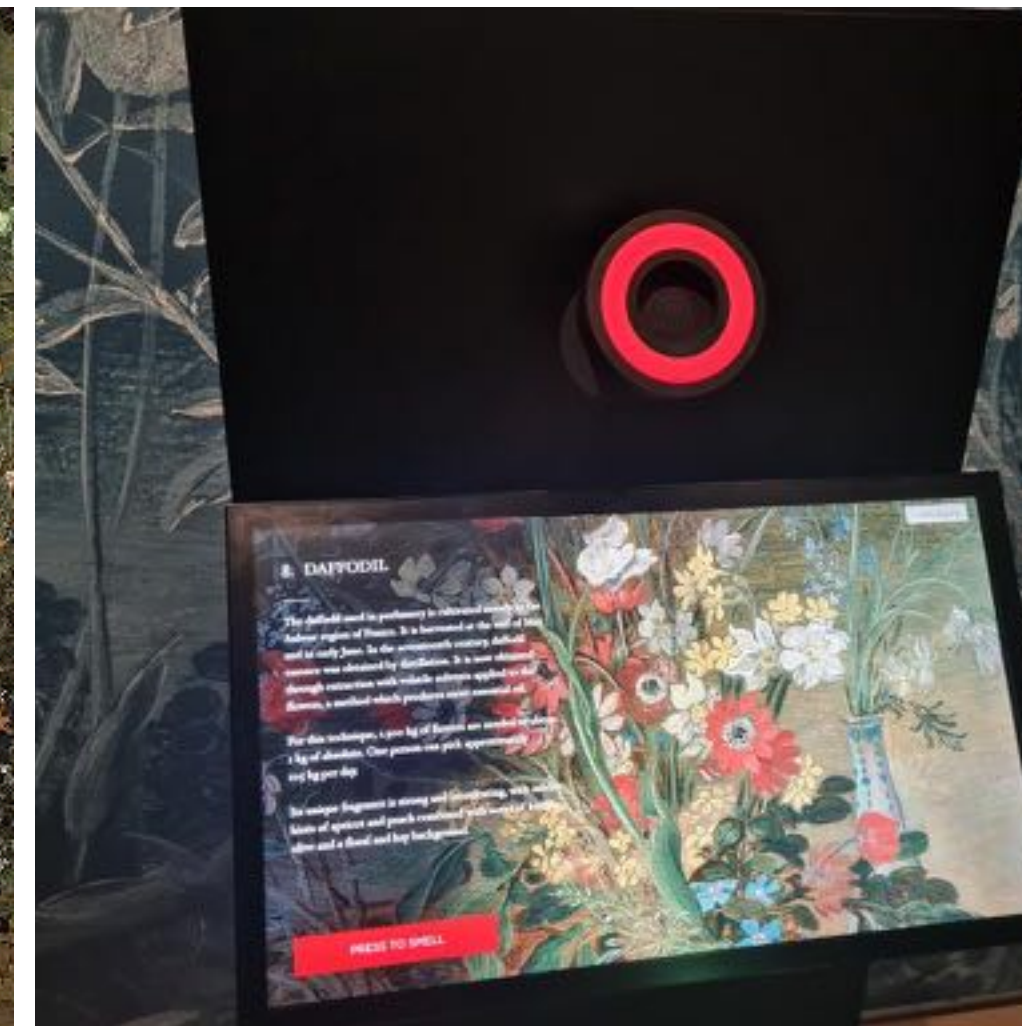
Aligning with the growing appetite for all embracing multi-sensory experiences – we are seeing the use of scent to make historical, art or social culture more engaging and appealing to a wider audience.

The Sense of Smell Exhibition

Flemish masters Jan Brueghel and Peter Paul Rubens exhibition held by a series of 10 accompanying fragrances, created to help depict different objects portrayed in the artwork. These included the scents of narcissus (daffodils), jasmine, orange blossom and rose, alongside more complex interpretations, like amber-perfumed leather gloves.

Van Gogh - The Immersive Experience

The scent created by ScentAir to accompany Van Gogh's flowery, nature-filled artworks is described as both comforting and warm with spicy notes paired with woody scents. It fits perfectly with the rich, colourful tones in Van Gogh's palette that he is so famous for.



ELEVATION

Note Worthy

Today’s fastest-growing ingredients reflect the pandemic-era desire for better-for-you, health-focused initiatives and wellness-oriented value. Green notes that immerse the senses in nature, such as green tea, forest accords and vegetal notes are championed alongside the burgeoning CBD submarket.

Green Tea

Experience-driven with cross-category intrigue, green tea is making waves as a note in perfumery for its ability to communicate a sense of healthiness, cleanliness, freshness and calm.

Forest Accords

Scents that transport the consumer to the tree canopy or forest floor are increasingly showing up to market as a vehicle to encourage mindfulness and self-reflection through a sense of being immersed in nature.



British Clive Christian: Matsukita

Green jasmine tea note accentuated with birch, pink pepper and nutmeg



New York perfumery Le Labo: Thé Matcha 26.

Imbuing it with its characteristic milky notes



US based deodorant Native : Matcha & Sweet Cream

Featured the note in its new Matcha & Sweet Cream antiperspirant stick.



Italian fashion brand Armani's recent Cypres Pantelleria

Evocative cypress accord, alongside moss, clary sage, citron and neroli,



British Barbour For Her (a homage to British meadows)

Barbour For Him (inspired by the Scottish woodlands)



Italian Moncler's new scents based on “mountain wood” accords

Combining cedarwood, sandalwood and amber for a warm, textured effect

ELEVATION

Note Worthy

Continued...

Vegetal Notes

Bitter, sharp, earthy, and largely unexplored, more and more scents are featuring green vegetal notes to make consumers feel revitalised, energised and nourished.

CBD Space

At least 33% of the US population has tried a CBD product ([SingleCare](#)/[Gallup](#), 2020).

The ever-expanding CBD and medical marijuana market in the US are piquing interest in the cannabis plant across the globe. Inspired by the trend, some perfumers are including cannabis notes in their fragrances, while others are actively incorporating CBD into the formula.



French fashion brand Cartier's new scent Luxuriance

Crisp lettuce leaves, bitter dill, buoyant watercress, cool mint, leafy geranium and balsamic fern



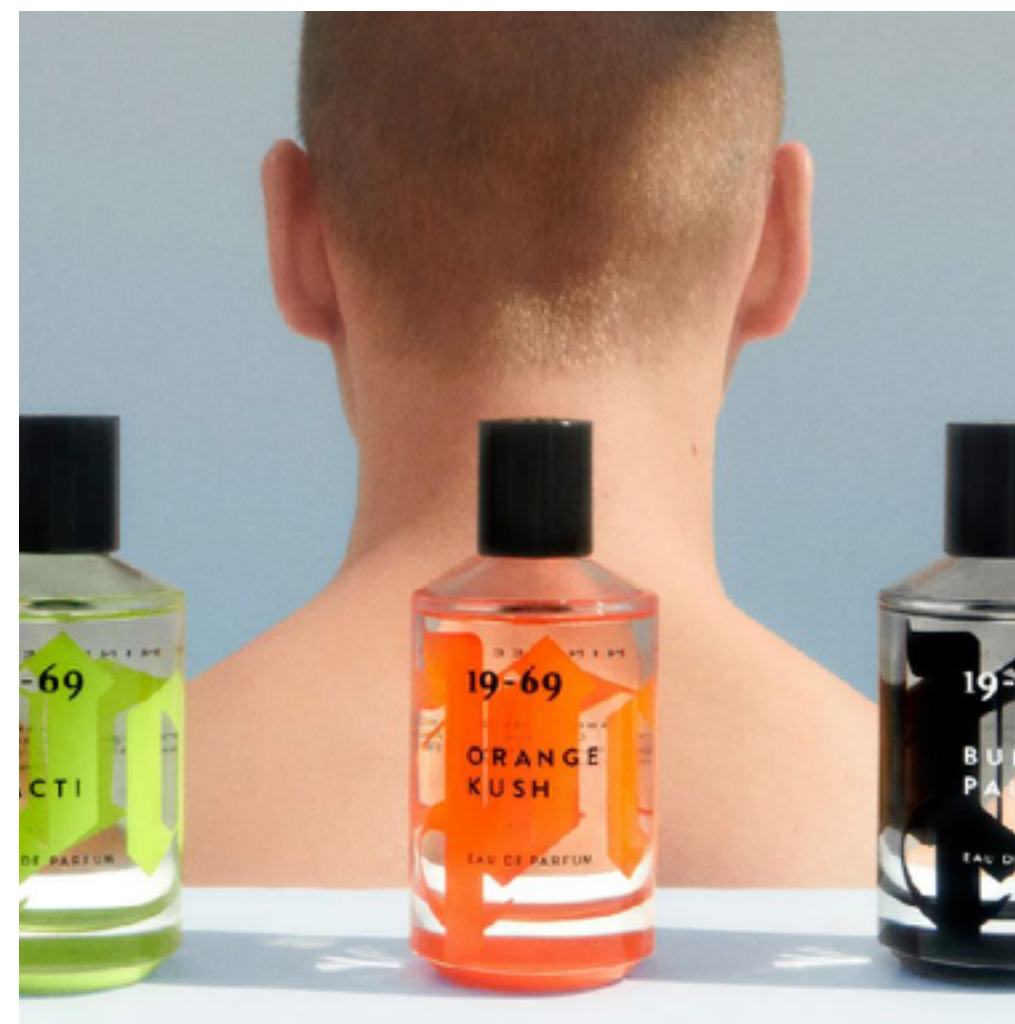
Parisian Editions de Parfum : Synthetic Jungle

Basil, galbanum, hyacinth, lily-of-the-valley and jasmine.



French fashion house Comme des Garçons collab with artist Kaws : Mirror

Earthy, bitter and green notes of turmeric root, neroli and orange blossom.



The former camp includes niche Swedish perfumery 19-69's recent collaboration with LA-based streetwear brand Palm Angels for a trio of scents all based on a marijuana note



Swedish beauty brand Byredo's Open Sky – a cannabis-based scent that includes palo santo and pomelo.



Cannabis wellness brand Wellfounded, each bottle contains 90mg of CBD “to centre body and mind,” alongside notes of morning sea breeze, coastal sage and eucalyptus.

IN CONCLUSION
FREE THE BIRDS

ELEVATION

What does this mean for my brand?

Is your design distinctive?

Developing your design to be ownable and distinctive is imperative for success in this busy and exciting category. To truly stand out, ensure your strategy encompasses packaging that is too beautiful to be thrown away. Consider collaborations that will bring celebrated hype to your brand, whilst ensuring your partner values are compatible.

Are your scents elevated?

We've seen incredible desire globally for fragrances of all types and uses - complex and intriguing blends add to the experience, inspired by nature as a way of inviting the outside in. Don't be limited by where your scent should be used, it can be both worn and enjoyed throughout the home, the car, exhibition spaces and even the work place. Also explore new formats and delivery systems to expand on the experience, making it truly portable and almost ritualistic in its application.

Factor in Feel-Good

Post pandemic, we're looking for deeper dimensions and value added in the brands and products we choose. There's no denying the shift towards offering a 'well-being' benefit from both a physical and mental perspective. When selecting the key ingredients for your formulations, consider those that offer calming, healing and soothing effects. Unexpected notes, ingredients that delight and inspire, especially those shrouded in the mystical and folkloric arena offer storytelling alongside the brand.

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MIND THE SCENT

MIND, BODY & SOUL | OUT OF THIS WORLD | MIND THE PLANET

With consumers ‘sensorially starved’ throughout the pandemic, fragrance houses and beauty companies are looking to new and unusual ways to offer sensory experiences. Tapping into the self-care movement, brands are borrowing ideas from wellness to create beauty products that calm, energise and delight the five senses.

With an increasing number of consumers craving scent-led self-care solutions, the ancient art of aromatherapy is being repackaged for a modern audience. Essential oils are being marketed in a digestible way, while aromatherapy theory is being used throughout the fragrance, bath and body categories to improve scent experiences.

77%

The percentage of global consumers seeking fragrance that bring them emotional benefits

50%

More than half of global consumers aged 12-34 say they buy perfumes based on their mood

75%

The percentage of US Gen Zers who prefer sustainability over the brand name of a product



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MIND YOUR SCENT

Mind, Body & Soul

Flexible and functional formulas in easy-to-carry formats have already proven popular for cosmetic and skincare among younger consumers. As this trend gains traction in fragrance, more brands are introducing these opportunities into their ranges.

Breatherapy

A cross-category example, combines the principles of aromatherapy with innovative technology to make skin patches to stimulate sleep, energy, digestion, peace and breathing. These small wearables are infused with pure essential oils like soothing lavender, palmarosa and frankincense, or balancing clary sage, petitgrain and sweet marjoram.

This Works, no really...

UK brand This Works has created a range of mood state Aroma + Therapy ranges in response to a growing body of evidence that essential oils can influence your mood state, a collection of clinically tested, functional fragrances to help manage your mood and emotions throughout the day.



MIND YOUR SCENT

Mind, Body & Soul

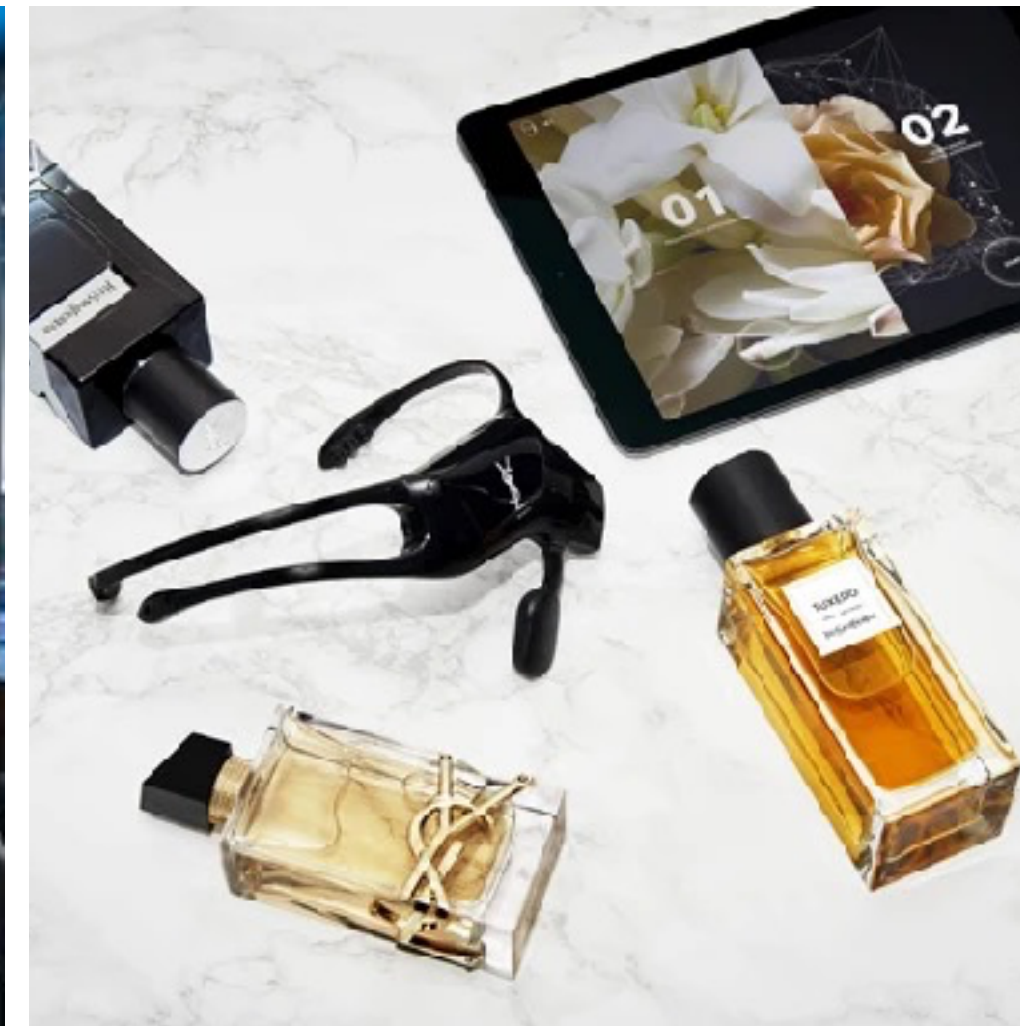
To improve the olfactive experience with a wellbeing slant, companies are turning to neuroscience to capitalise on the interconnections between olfaction and the cognitive system.

YSL & Emotiv

Through a blind testing, L'Oréal found that people connect various emotions, including happiness and relaxation, to their scent preference. The Scent-Sation experience will become available worldwide in Yves Saint Laurent flagship stores in multiple countries in late 2022 and through 2023.

The Nue Co

Cognitive function and the olfactory system are proven to be connected. The New Co has used research from the University of Geneva's Brain & Behaviour Laboratory to formulate their Functional Fragrances. The research focused on mapping neurological reactions to certain scent groups. Scientists believe scent contributes to controlling mood, memory and emotion.



MIND YOUR SCENT

Out of this World

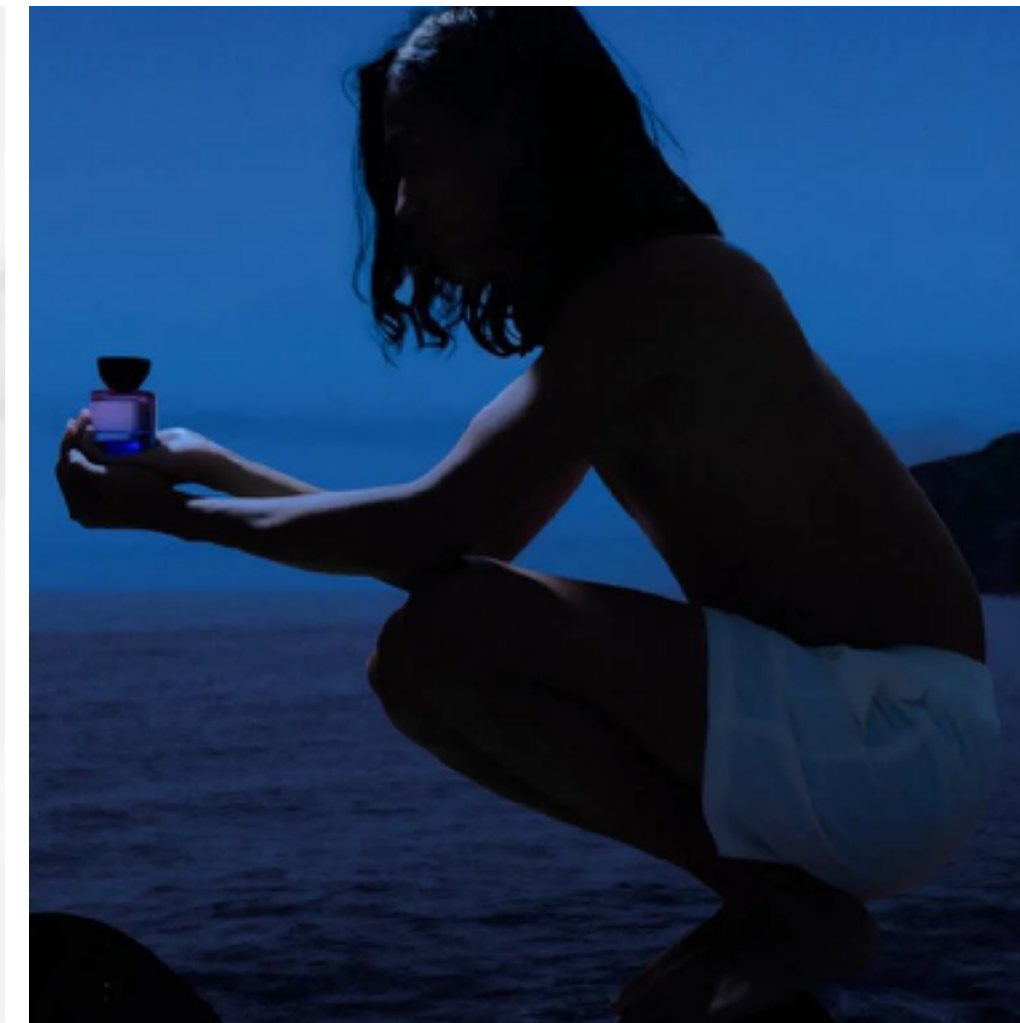
Taking fragrances to different and uncharted territories are methods to make your brand stand out, offering much room for experimentation and representing great opportunities to engage with new and untapped audiences.

Vyrao's Witchy Woo

New luxury player Vyrao (UK) creates scents that fuse energetic healing with master perfumery. Each fragrance is formulated to channel positive emotions and contains an energetically charged crystal. The online brand shrewdly sends a matching tester with each full-size bottle to sample before commitment, acknowledging the difficulty in discovery with e-tail fragrance experiences.

Byredo Eleventh Hour

Did you know the universe smells of Rum? Well it does. Eleventh Hour is an exploration around the smell of things ending, a journey to the end of Time, the last perfume on Earth.



MIND YOUR SCENT

Out of this World

Continued ...

The scent of the Metaverse

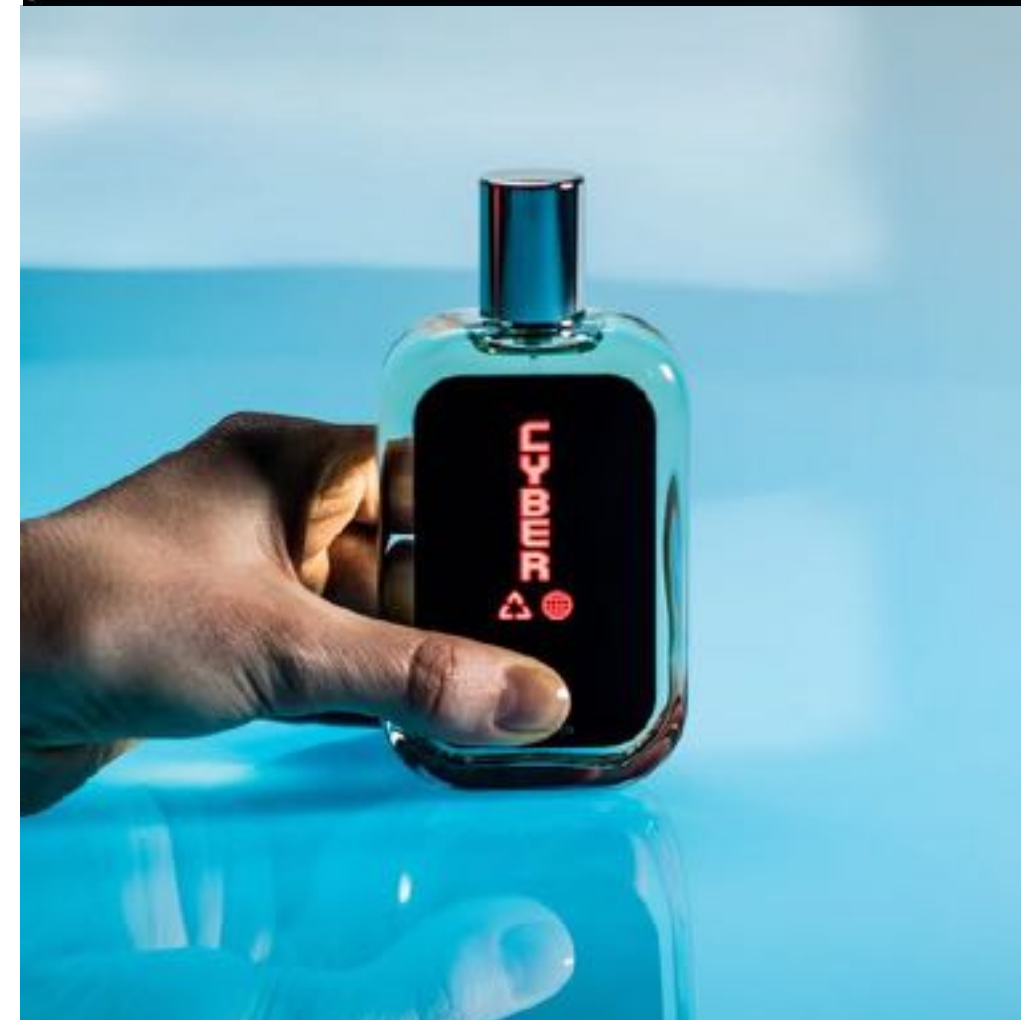
The Scent of the Metaverse is the first NFT perfume ever created. There is only a limited batch of this original scent as only 100 bottles were made.

Cyber Eau de Parfum

Look Labs has created a digital fragrance using near-infrared spectroscopy to create a digital reflection of the scent, which has been encoded as an NFT.

Molton Brown

Molton Brown are one of the first fragrance brands to launch a virtual store on T-mall in China. Customers can now 'step' into the newly designed store to immerse themselves in the world and hand pick their favourite products. To enhance this unique experience even further, they've created a NFT collection - the very first 3D, augmented-reality (AR) NFT.



MIND YOUR SCENT

Mind the Planet

In the saturated home fragrance market, beautiful and sustainable designs are key for standing out online and in-store. Longer-lasting containers that can be refilled or offer an after-use appeal to consumers' aesthetic, eco-conscious and thrifty priorities.

Upcycling empty packaging

French brand Diptyque is leading the charge and selling additional second-life accessories to help consumers upcycle their empties. A clip-on mirror, for instance, repurposes the pot as a decorative vase, while a basket design that fits around the candle makes for a portable pencil holder. What's more, with each piece selling at upwards of £45 (\$59), these accessories create a clever upselling opportunity. Rituals, Acqua di Parma and Paddywax are also leading the charge in suggesting ways to utilise fragrance packaging once empty, they look pretty beautiful too!



Diptyque



Acqua di Parma



MIND YOUR SCENT

Mind the Planet

The environment is one of the biggest concerns for younger generations – globally, 75% of Gen Zers prefer sustainability over brand names. Brands showcasing genuine desire and action to minimise their impact on the environment will significantly appeal to these demographics.

The 7 Virtues

The 7 Virtues is a brand founded by Canadian author Barb Stegemann to help and empower Afghan women. The 7 Virtues fragrance line is made from fair-trade organic oils sourced from countries experiencing war or strife.

I Am Trash by Etat Libre d'Orange

The perfume industry generates 92 million tons of waste every year. Etat Libre D'Orange and Ogilvy decided to help solve the problem, while also taking aim at those responsible for it. Enter I Am Trash, the first perfume created by using waste. I Am Trash not only serves as an alternative to competitor's perfumes, but represents a shift in how the industry operates as a whole.



The 7 Virtues use organic sugar cane alcohol to make its vegan and cruelty-free scents.



Top Notes: Apple Essence Upcycling, Rose Essence Upcycling / Heart Notes: Bitter Orange, Gariguetle Strawberry / Base Notes: Atlas Cedar Wood Upcycling

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IN CONCLUSION
FREE THE BIRDS

MIND YOUR SCENT

What does this mean for my brand?

Champion Self-Care Moments

It is widely known that the ritual of lighting a candle offers a powerful signal to relax and calm the mind. The creation of a cosy and safe space is enhanced by peaceful aromas and a warm glow. Fragrance brands couldn't be better placed to own this opportunity and position themselves as the must have accessory to commence this moment of unwind and decompression, whether it is delivered by candle, mist or patch. By addressing the spectrum of human emotions, there is scope to partner people by authentically supporting their mental health.

Embrace Upcycling Opportunities

The after-use of delightful packaging is a missed opportunity for brands, when developing consider how your packaging can be used once the product has finished, not only does it keep your brand top of mind in the packaging's second life, it's a positive nod to sustainability by preventing the inevitable journey to landfill.

Conscious Material Sourcing

Synthetic materials aren't necessarily evil or bad for humans or the planet as well as being cost effective. In some ways, it protects rare and otherwise unobtainable ingredients. We've also seen great leaps forward in the usage of waste ingredients that are usually discarded in production to create individual fragrances that are consciously doing good for the environment. We know this is one of the biggest concerns for Gen Z and that brands who demonstrate an honest commitment to reducing their impact on the environment will win through.

BEYOND THE BOTTLE

THE POWER OF HOME | TASTE & SMELL | SURPRISE & DELIGHT

Finding new ways to communicate the complexity and fragrance notes will be key to keeping customer engagement high. Scents can be quite abstract, as they can only be experienced in person. Enhance your storytelling by offering immersive experiences involving the other senses that might also be enjoyed from home.

Combining traditional practices with modern techniques and platforms allows food, travel and products to become hyper-personalised. Brands are exploring consumers' cultural and individual pasts to create bespoke brand experiences.

61%

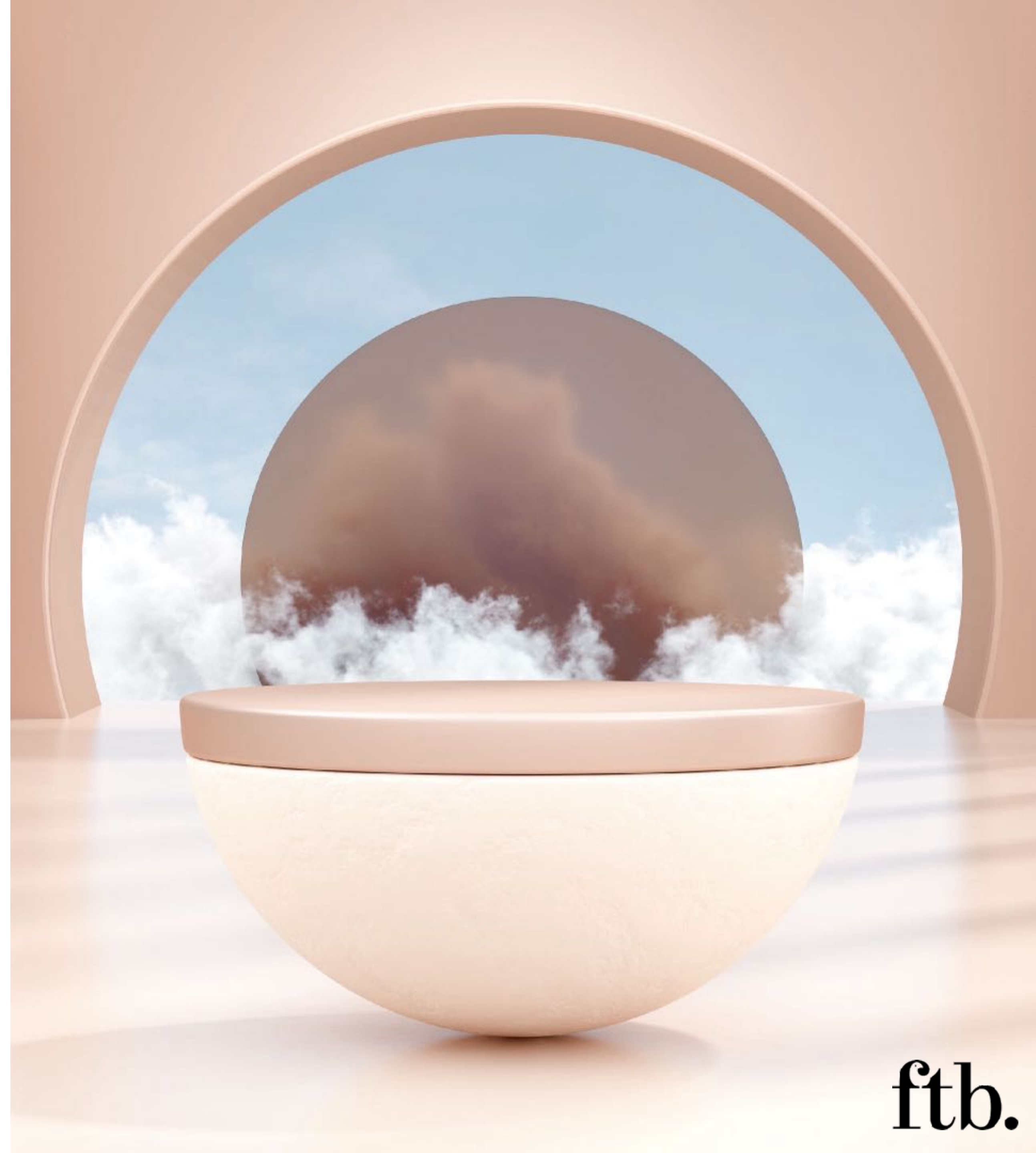
In the US, 61% of consumers admit to needing the help of home fragrances to get rid of bad odours

\$2.22bn

The home fragrances market is expected to increase by \$2.22bn between 2020 and 2025 at an annual rate of 4.88%

\$690.8m

The global scented candle market will grow 3.3% annually to reach \$690.8m by 2028



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BEYOND THE BOTTLE

The Power of Home

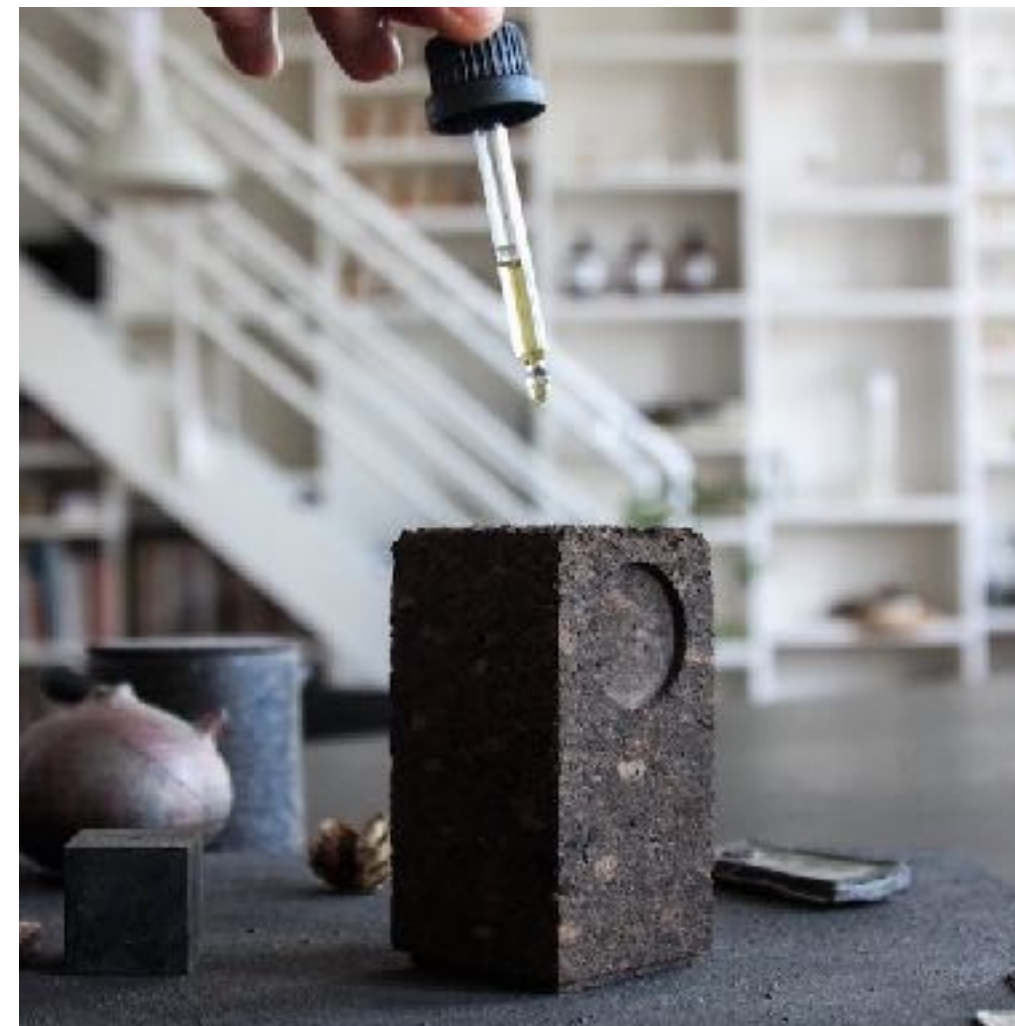
Designers are taking stock of porous materials, such as chalk, cork and terracotta - to create decorative oil diffusers that double as sculptural objects for the home.

Burnt Cork to create scent sculptures that are carbon negative and have an attractive earthy character from an Austrian-Japanese studio, Aoiro.

Gemstones couple the therapeutic properties of minerals with scent for bolstered wellness appeal.

Chalk is a naturally porous sedimentary rock which forms from the slow build up of cal-cite plates (coccoliths) which are shed from tiny organisms called coccolithophores.

Alabaster is an elegant and delicate way to perfume a room, the alabaster is made of three elements: a porcelain box, a stone and a perfume essence bottle. Examples from Officine Universelle Buly 1803, Santa Maria Novella & Zara



BEYOND THE BOTTLE

The Power of Home

The home fragrance market is skyrocketing, with global sales estimated to increase by more than \$2bn between 2021 and 2025

Byredo's Olfactive Stéréophonique

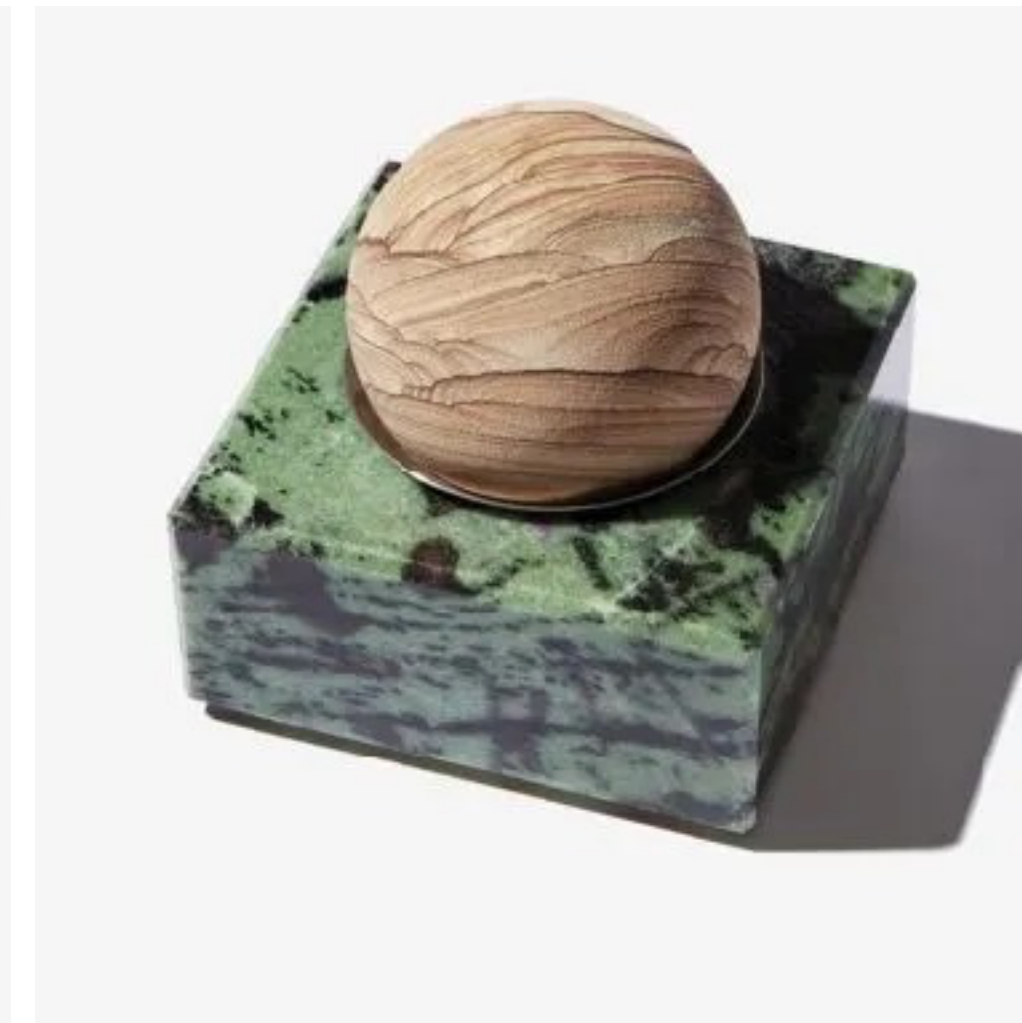
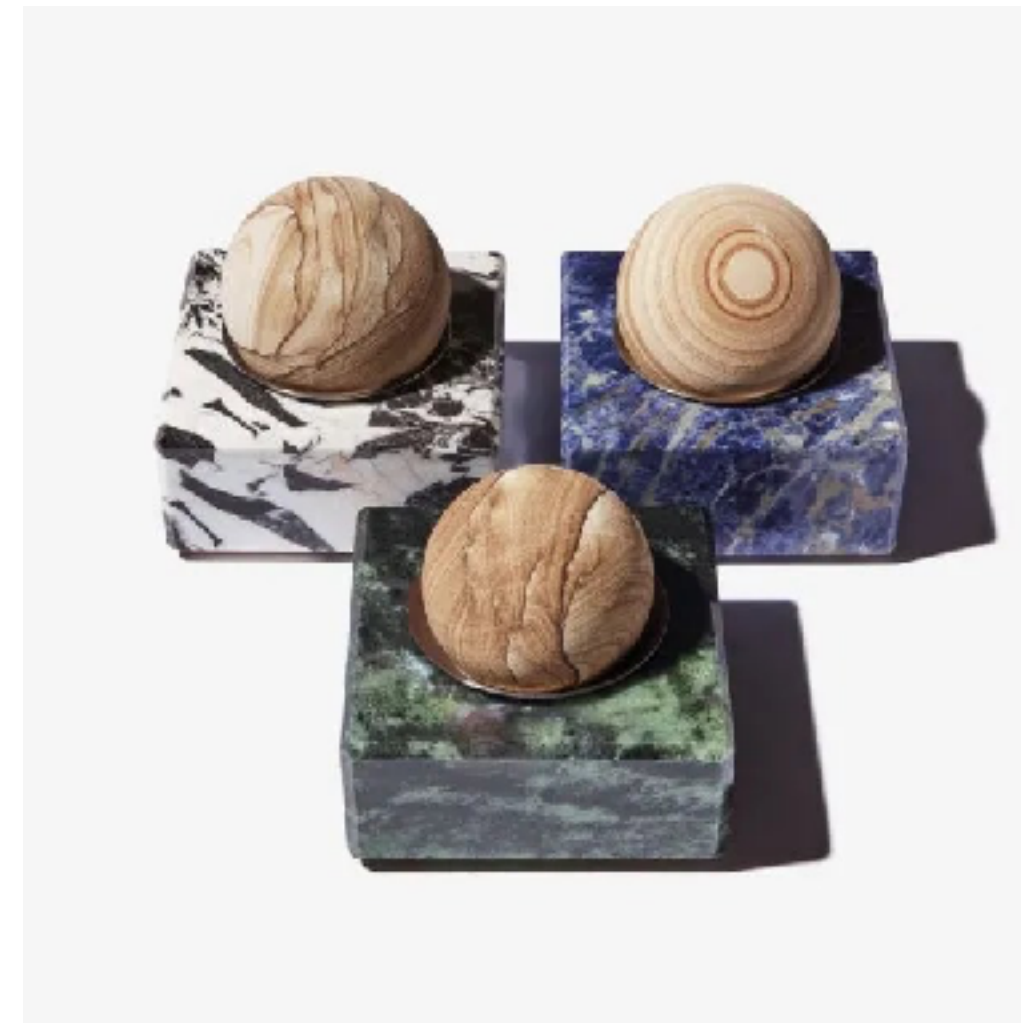
Swedish fragrance brand Byredo's diffuser uses the principles that form the basis of speaker design for better scent distribution. It's designed to be used in conjunction with music to fuel meditative effects for an amplified experiential feeling.



Diptyque Zoisite Perfume Diffuser

Hand-crafted in a studio in the Ariège region of France, world-famous for its skill in marble and fine stones.

For use with Diptyque sablier refills; dip the felt cloth into the aluminium cup, place the orb on top; once diffused, turn it over to recreate the magic.



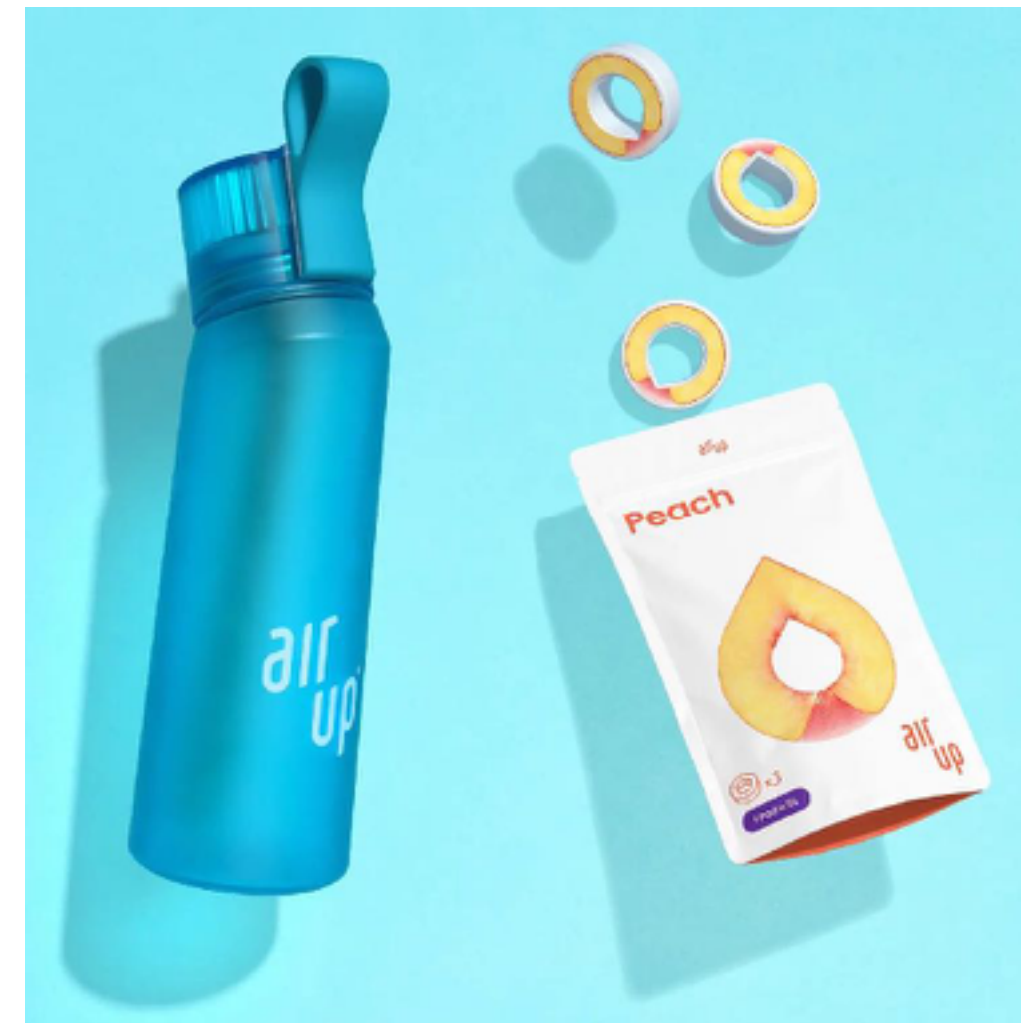
BEYOND THE BOTTLE

Taste & Smell

Aligning with the growing appetite for more stirring multi-sensory experiences — here we see the incorporation of scent to amplify the impact of taste in a more engaging and performative way.

AirUp

UK brand AirUp have revolutionised the way we drink water. You still have to use your mouth, but the taste has changed. Their aroma pods give your water the taste of coffee, cherry, and more. Say cheerio to plain-tasting water without any sugar or artificial ingredients.



Floral Street & One Aldwych

One Aldwych Hotel in London's collaboration with perfume brand Floral Street aids guests in their cocktail selection by providing a scratch-and-sniff menu designed specifically so the perfumes could be experienced before, and alongside the drinking experiences.



BEYOND THE BOTTLE

Taste & Smell

Continued...

Salt & Straw

To celebrate National Ice Cream Day in the US, Portland, Oregon-based ice-cream company Salt & Straw launched a range of edible fragrances that can be spritzed on the frozen dessert, as well as into the mouth of the dessert eater.

Peroni & Ellis Brooklyn

Italian beer brand Peroni and US perfumer Ellis Brooklyn have created six limited-edition fragrances based on scent notes found in Peroni or Peroni-based cocktails.



BEYOND THE BOTTLE

Surprise & Delight

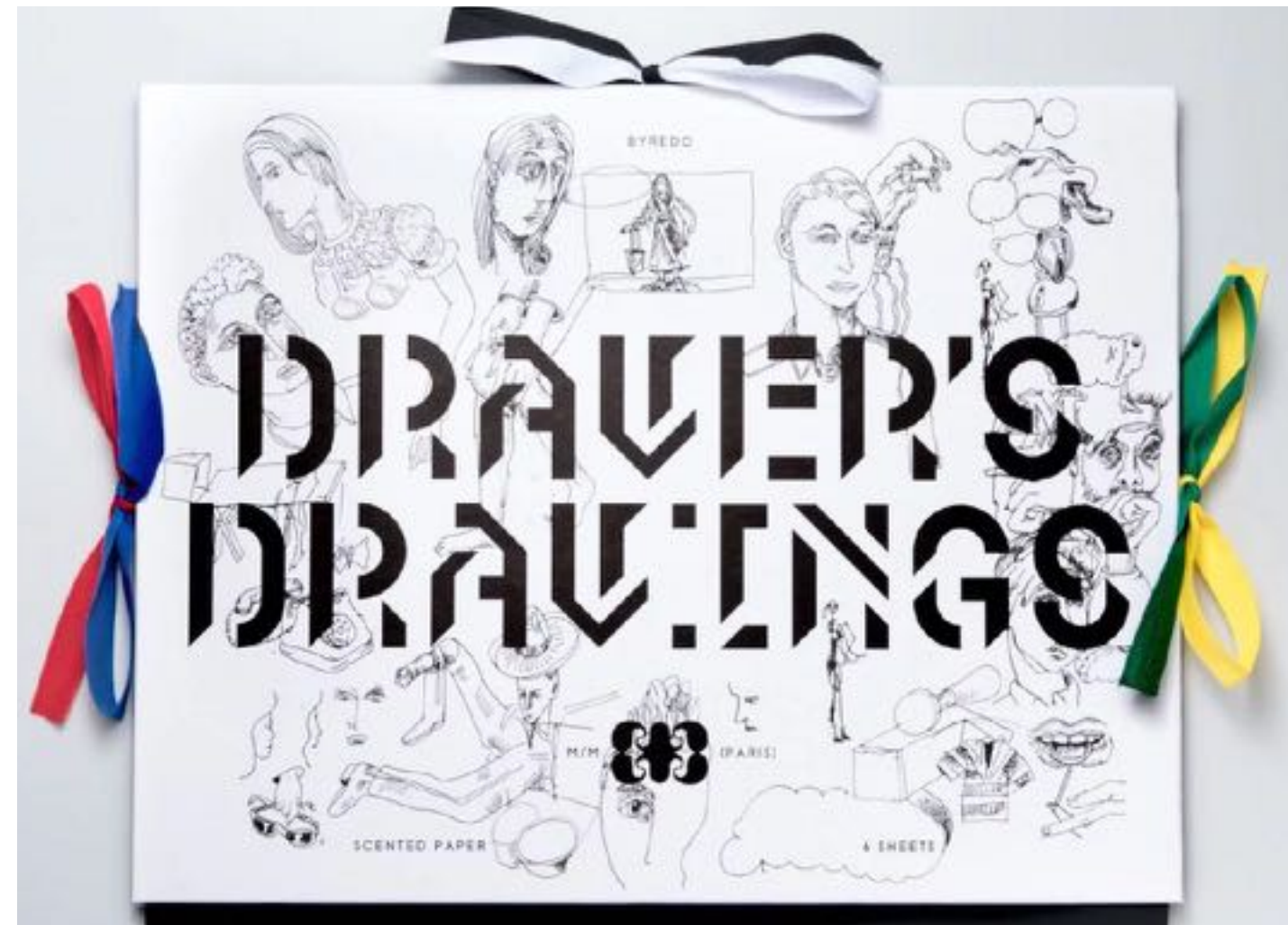
Art and home décor provides another gateway to bring scent into the home. While these are special-edition projects, they indicate the commercial potential for fragrance, art and homeware crossovers.

Byredo x M/M

L'objet simple is a collection of beautifully crafted objects designed to enhance our everyday lifestyle. With Drawer's Drawings, Byredo reinvents the tradition of scented lining paper. In collaboration with Paris-based creative studio M/M (Paris), Byredo has created a limited edition of six fragrant drawings. Combining graphic qualities and olfactory diffusion, this rare object brings a sensual twist to our interiors.

Diptyque x Zoë Paul

Diptyque worked with Athens-based artist Zoë Paul to create fragranced drawings and clay-bead sculptures.



BEYOND THE BOTTLE

Surprise & Delight

Scent is finding new routes to deliver a multi-sensory experience. Wrapping paper, string and even paint are being combined with scent, alongside candles posing as advent calendars, fragranced baubles and decorations also capitalise on shopping occasions.

Grasse Tokyo Scented Watercolours

Painting primarily involves the sense of seeing and touching. Kanogu (香の具), which means “aromatic paints” in Japanese, is a new tool that combines 100% natural essential oils with paints to offer a new way of painting that combines with the sense of smell.

Maison Balzac Scented Ribbon

This clever spool of cotton rope can be used as a ribbon to finesse a gift, or as incense to delicately scent a space.

Del Monte Wrapping Paper

Del Monte fresh produce is providing its consumers with a limited-time offer this holiday season - banana and pineapple scented wrapping paper.





IN CONCLUSION
FREE THE BIRDS

BEYOND THE BOTTLE

What does this mean for my brand?

How far can your brand stretch?

Innovative formats are re-invigorating the fragrance category, what other methods can you employ to deliver your brand that not only fits with your values but also surprises and delights existing and potential customers?

Expand beyond the expected

Look to ways to grow your brand experience beyond its current incarnation. Alternative formats that appeal to our broader senses, using technology to amplify engagement will all demonstrate that your brand is looking to the future. Delivering above and beyond the current touch points will further develop your brand, ensuring it is memorable and compelling as it expands.

Maximise your fragrance

As our homes are open to guests post lock down, we want to ensure they are as welcoming as possible. Integrating scent into the home through decorative designs that don't scream 'odour control' will always win, this alongside the application of scents that work together by layering and complementing each other will offer a new dimension in how we can use scent to our best advantage.

Think outside the bottle

Amplifying experiences through scent is an untapped market. For GLAMS (Galleries, Libraries, Archives and Museums) as well as broader industries and events such as launches and fine dining. There is scope to truly enhance those occasions, making them something to remember and even try to replicate in your own home.

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OPPORTUNITIES

HOW WE CAN HELP...

ELEVATION

Is your design distinctive?

Branding, identity, communication, packaging?

Are your scents elevated?

Have you considered every which way your fragrances can be enjoyed?

Factor in feel-good

We all want to be excited and rewarded by the brands we choose.

MIND YOUR SCENT

Champion self-care moments

Laugh? Cry? Both?

Embrace upcycling opportunities

Innovation doesn't have to be led by the new.

Conscious material sourcing

Honesty, trust, transparency, there is no where to hide.

BEYOND THE BOTTLE

How far can your brand stretch?

Collaborations? Clever formats? Alternative packaging and delivery systems?

Expand beyond the expected

Multi-sensorial by nature, broadening your parameters might be the ticket to a new universe.

Maximise your fragrance

Partnerships, new ideas, considering how and where we use fragrance in the home.

The background of the entire image is a solid pink color. It is decorated with a repeating pattern of small, square glass perfume bottles. Each bottle has a light-colored, textured square cap and contains a golden-brown liquid. They are arranged in a grid-like fashion, with some bottles slightly offset from others, creating a sense of depth. Each bottle casts a dark, soft shadow onto the pink surface below it.

Here to help

We hope you found our gathering of insights and opportunities helpful. Please get in touch with us to arrange a time to discuss how we can elevate your brand.

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FREE THE BIRDS