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## Millennials don't want to smell like celebs anymore

千禧一代再也不想和名人撞香水

Buying a Britney Spears perfume gift set this Christmas? Didn't think so.

这个圣诞节, 要买布兰妮·斯皮尔斯的香水礼盒吗? 没这么想过。

That's a problem for the mass fragrance market. Mid-priced ranges, including those branded with pop stars and actresses, are falling out of fashion in many developed markets. In contrast, luxury and personalized products are growing quickly. If they are to reinvigorate sluggish demand, mid-market producers such as Revlon and Coty will also need to find ways for affordable scents to smell a little more expensive.

这对于大众香水市场来说是一个问题。中等价位的系列产品, 包括那些以明星和女演员命名的系列, 在许多成熟的市场中逐渐变得不再流行。相反地, 奢侈品和定制产品正在快速发展。如果中端市场的生产商们比如露华浓和科蒂, 想要为低迷的市场需求注入活力的话, 它们也将需要找到能让实惠的香水闻起来稍微再贵一点的方法。

In the affordable segment consumers are choosing cheaper options such as Primark's scent, which starts at \$2.53 (2 pounds). Shoppers 35 and under want to smell like themselves, not everyone else, and that's bad news for the many celebrity products that occupy the midrange. At the luxe end of the spectrum, consumers in the U.S., Europe and Asia—including young Chinese shoppers—want aspirational and unusual options.

在价格实惠的市场部分中，消费者正选择更便宜的产品，比如 Primark 的香水，起价只要 2.53 美金（2 英镑）。35 岁及以下的消费者们想要闻起来有自己的个性，而不是和其他人一样，而这对于许多占据着中端市场的明星产品来说并不是个好消息。在这个价格横轴的奢侈端，美国、欧洲和亚洲，包括年轻的中国消费者们，想要激励人心和不同寻常的选择。

Coty has responded by slimming down its portfolio of lower-priced labels since its joint venture two years ago with P&G's beauty unit. It is now focused on its luxury lines, which includes the millennial-friendly Gucci Bloom and Tiffany & Co. These helped drive a 6 percent increase in like-for-like sales in its high-end division in the latest fiscal year.

自从两年前收购宝洁的美妆部门后，科蒂已通过减少对低价商标投资组合的投放来作出回应。如今，科蒂专注于其奢侈品产品线，其中包括受千禧一代欢迎的古驰 Gucci Bloom 香水和蒂凡尼香水。在最近的财年里，这些举措在其高端部门帮助推动了 6% 的相对销售额增长。

If mid-market producers are to kickstart demand, they will need to find ways to incorporate these trends. That's trickier at lower price points, because a scent created by a top perfumier typically costs thousands of dollars. If the industry does not adapt, fragrance risks being left further behind, and not just at Christmas.

如果中端市场的生产商们想要快速重启需求，他们将需要找到能够跟上这些趋势的方法。而在低端价格领域，这一问题则更加棘手，因为由顶级调香师创作的香水通常会花费数千美金。如果行业不转型，香水业将会面临进一步落后的风险，而且不仅仅是在圣诞节。

——文章来源 / 华盛顿邮报

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## 重点词汇

**fragrance**/'freɪgrəns/

n. 香水；香气，香味

**brand**/brænd/

v. 给...打上烙印；以...命名

- The cows were branded with the farm's logo.

**reinvigorate**/'riːɪn'vɪɡəreɪt/

v. 给...增添活力；使...再振作

**sluggish**/'slʌgɪʃ/

adj. 缓慢的，迟缓的；低迷的

- sluggish traffic
- a sluggish economy
- The housing market is very sluggish.

**segment**/'seɡmənt/

n. /v. (市场) 细分的部分；片段；分割

- He segmented these people into two groups. (v.)
- the biggest segment of the population (n.)

**luxe**/lʊks/

adj. 豪华的，奢侈的

- the luxe life

**spectrum**/'spektrəm/

n. 范围；光谱

**aspirational**/æspə'reɪʃənəl/

adj. 有抱负的；激励人心的

- aspirational product

**slim down**

精简（机构）；裁减（人员）

- Many firms have slimmed down.

**like-for-like sales**

相对销售额；采用相同基准计算的销售额

**kickstart**/'kɪkstɑːrt/

v. 快速重新启动...；使...重新开始

- The government wants to kickstart the economy.

**perfumier**/pə'fjuːmiə/

n. 香水商；调香师