



L'ORÉAL
LUXE

DUPES AUDIT FOCUS FRAGRANCE

MARCH 2025

US



EMPOWER YOUR BRAND

C1 - Internal use

semantiweb

CONTEXT. OBJECTIVES. METHODOLOGY – SCOPE OVERVIEW

1

OBJECTIVES

L'Oréal Luxe has received a study decoding how & why consumers bypass traditional purchase circuits for high end beauty products in the fragrance, make up and skincare categories. This analysis allowed to understand the size and dynamics of dupes, consumer motivations, key consumer targets, key dupe brands and key products to be duped.

As a second step, Semantiweb is providing ID cards and mapping of top duped L'Oréal Luxe perfumes.

2

METHODOLOGY

Semantiweb leverages a social listening methodology: Consumer & KOL conversations on relevant social media, forums and in e-commerce reviews are extracted, tagged and structured for quantitative KPIs and analysed in order to provide context and qualitative deep dives.

ZOOM ON L'OREAL TOP DUPED PRODUCTS:



LIBRE
YVES SAINT
LAURENT



LA VIE EST
BELLE
LANCÔME



REPLICA BY THE
FIREPLACE
MAISON
MARGIELA



BORN IN ROMA
DONNA EDP
VALENTINO



ACQUA DI GIO
ARMANI



STRONGER
WITH YOU
ARMANI

3

SCOPE & SOURCES

SOURCES

- TikTok
- Instagram
- Reddit
- YouTube
- Blogs & Forums
- X (Twitter)
- Reviews
- Google Search

PERIOD

FY 2023 – 2025

COUNTRY

USA





PART 1: THE FRAGRANCE DUPE MARKET

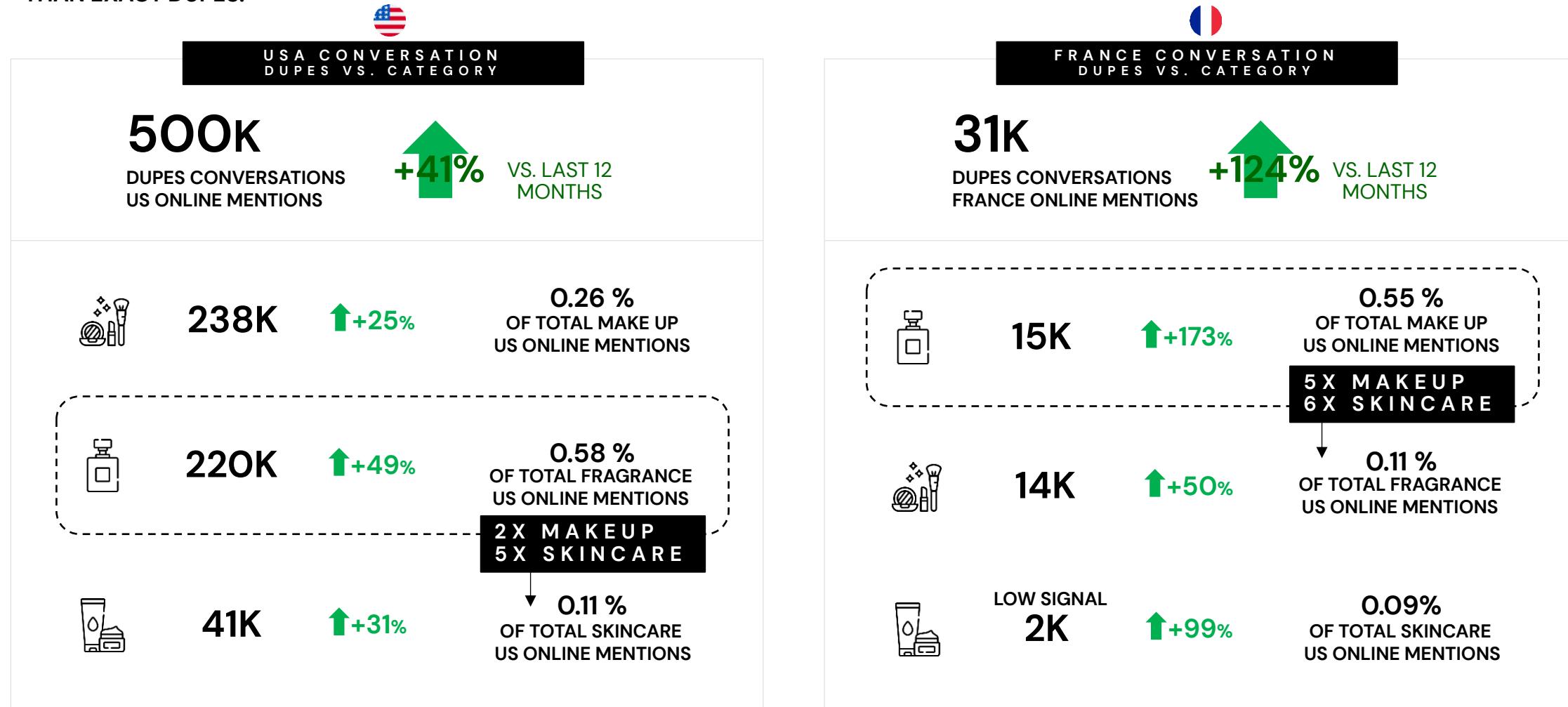
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DUPES CONVERSATIONS – WEIGHT WITHIN RESPECTIVE CATEGORIES

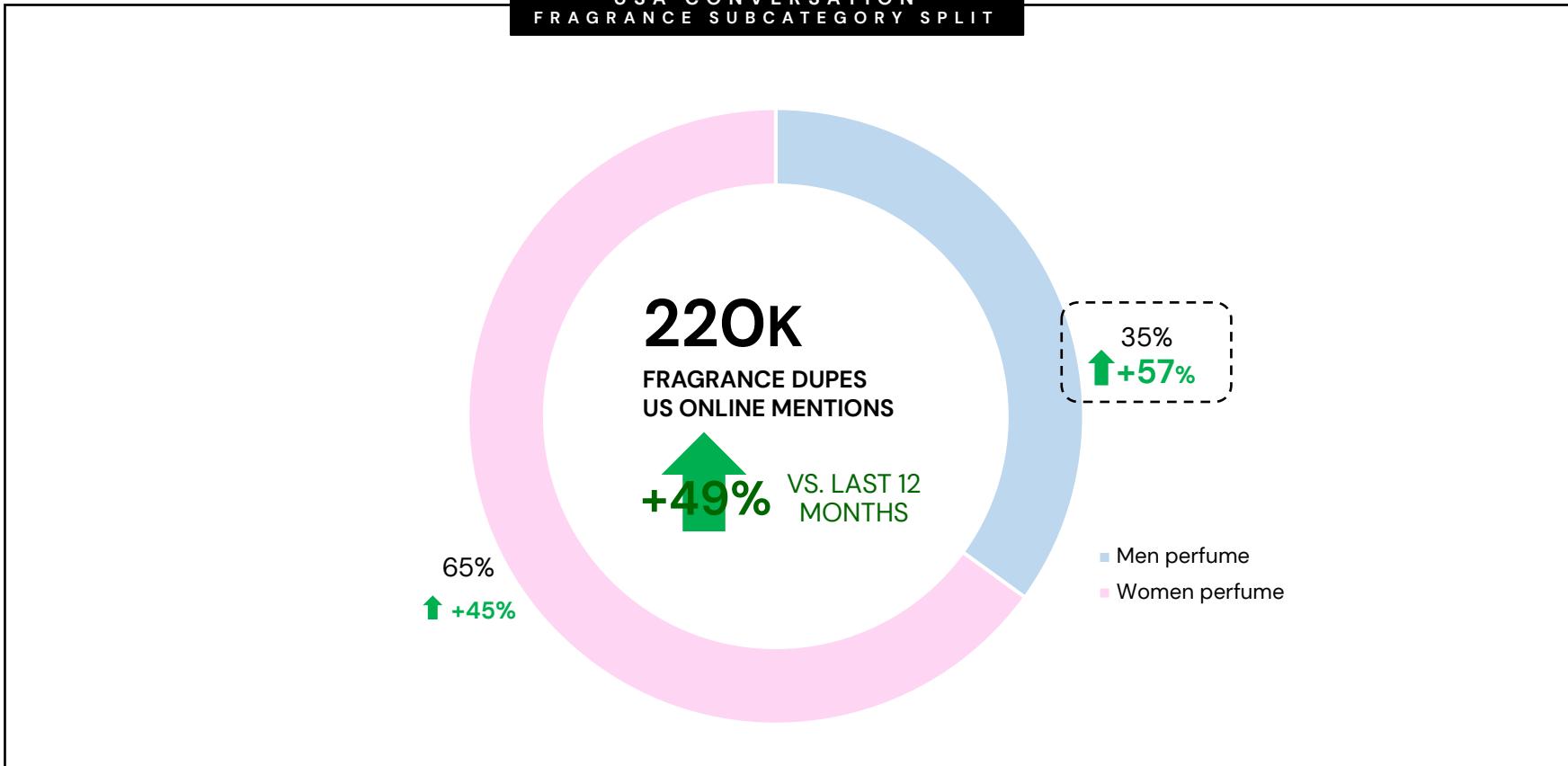
- DUPES IN FRAGRANCE:** NUMBER 1 IN CATEGORY PENETRATION AND GROWTH ACROSS BOTH COUNTRIES
- DUPES IN MAKEUP:** SLIGHTLY HIGHER CONVERSATION VOLUMES DUE TO THE DIVERSITY OF DUPED PRODUCTS AND AVAILABLE OPTIONS, THOUGH ITS OVERALL PENETRATION REMAINS LOWER COMPARED TO FRAGRANCE.
- DUPES IN SKINCARE:** RARELY APPEARS IN DUPE DISCUSSIONS; WHEN IT DOES, THE FOCUS IS TYPICALLY ON FINDING QUALITY ALTERNATIVES RATHER THAN EXACT DUPES.



C1 - Internal use

PERFUME DUPES MARKET IN THE US

- THE BYPASSING PHENOMENON IS A WELL-ESTABLISHED TREND IN THE US, PRIMARILY DRIVEN BY DUPES (~90% OF CONVERSATIONS), WITH FRAGRANCE BEING THE MOST IMPACTED CATEGORY.
- THE TOPIC OF PERFUME DUPES IS BOOMING IN THE U.S., EXPERIENCING SIGNIFICANT GROWTH, WITH A +49% INCREASE YEAR-OVER-YEAR.
- TRADITIONALLY, FRAGRANCE DUPING HAS BEEN DRIVEN BY WOMEN, HOWEVER, MEN'S FRAGRANCE DUPING IS RAPIDLY GAINING TRACTION, GROWING FASTER THAN WOMEN'S FRAGRANCE DISCUSSIONS. THIS SHIFT REFLECTS A RISING INTEREST AMONG MEN IN AFFORDABLE FRAGRANCE ALTERNATIVES, MAINLY DUE TO SOCIAL MEDIA INFLUENCERS.



“ Looking for a good **LLP Dupé!** I'm a guy so I don't mind if it's more masculine, would also appreciate some knowledge on the other **Libre dupes** - I know the **Zara** one is popular but it seems to have been reformulated recently? ”



PERFUME DUPES MARKET IN THE US

IN THIS EXPANDING MARKET, DUPE PERFUMES ARE BECOMING A CATEGORY OF THEIR OWN, WITH BRANDS SETTING THEMSELVES APART BY DEVELOPING UNIQUE CHARACTERISTICS AND COMPETITIVE ADVANTAGES.

DUPE BRANDS ARE COPYING:

#1

THE OLFACTION TO OBTAIN THE SAME SCENT:

- SAME KEY INGREDIENTS
- SOMETIMES SAME OLFACTIVE PYRAMIDS
- SAME OLFACTIVE FAMILY
- COMMON ACCEPTANCE OF LACK OF SAME LONGEVITY

#2

THE CONCEPT & UNIVERSE:

- VIBE (IE: COCOONING, WARM)
- LANDSCAPE (IE: BY THE FIREPLACE)
- PERFUME TREND (IE: IT GIRL, SMELLS LIKE OLD MONEY)
- SEASONALITY (IE: FALL WOODY SCENT)
- OLFACTIVE CONCEPT (IE: FEMININE SCENT WITH FOUGERE STRUCTURE).

#3

THE PRODUCT MIX:

- NAME (SAME KEYWORDS OR IMAGE, AND FONT)
- ICONIC PACK (BOTTLE SHAPE, JUICE COLOR, ACCESSORIES LIKE BOWS)

DUPE MARKET IS STRUCTURED AROUND THREE MAIN CLUSTERS:

1. MASSTIGE (33%*)

CHARACTERIZED BY ITS PHYSICAL ACCESSIBILITY AND THE POPULARITY AND CREDIBILITY OF THE BRANDS WITHIN IT.



ZARA

2. ORIENTALS (27%*)

"DUBAÏ PERFUMES" OR "MIDDLE-EASTERN/ARABIAN/ARABIC CLONES" WHICH HAVE BECOME HIGHLY POPULAR AND SPECIALIZE IN OFFERING EXCELLENT VALUE FOR MONEY, DISTINGUISHED BY THEIR OLFACTORY QUALITY, LONGEVITY, AND REFINED PACKAGING.



Lattafa



FLORAL LAVENDER

★★★★★ 2,903

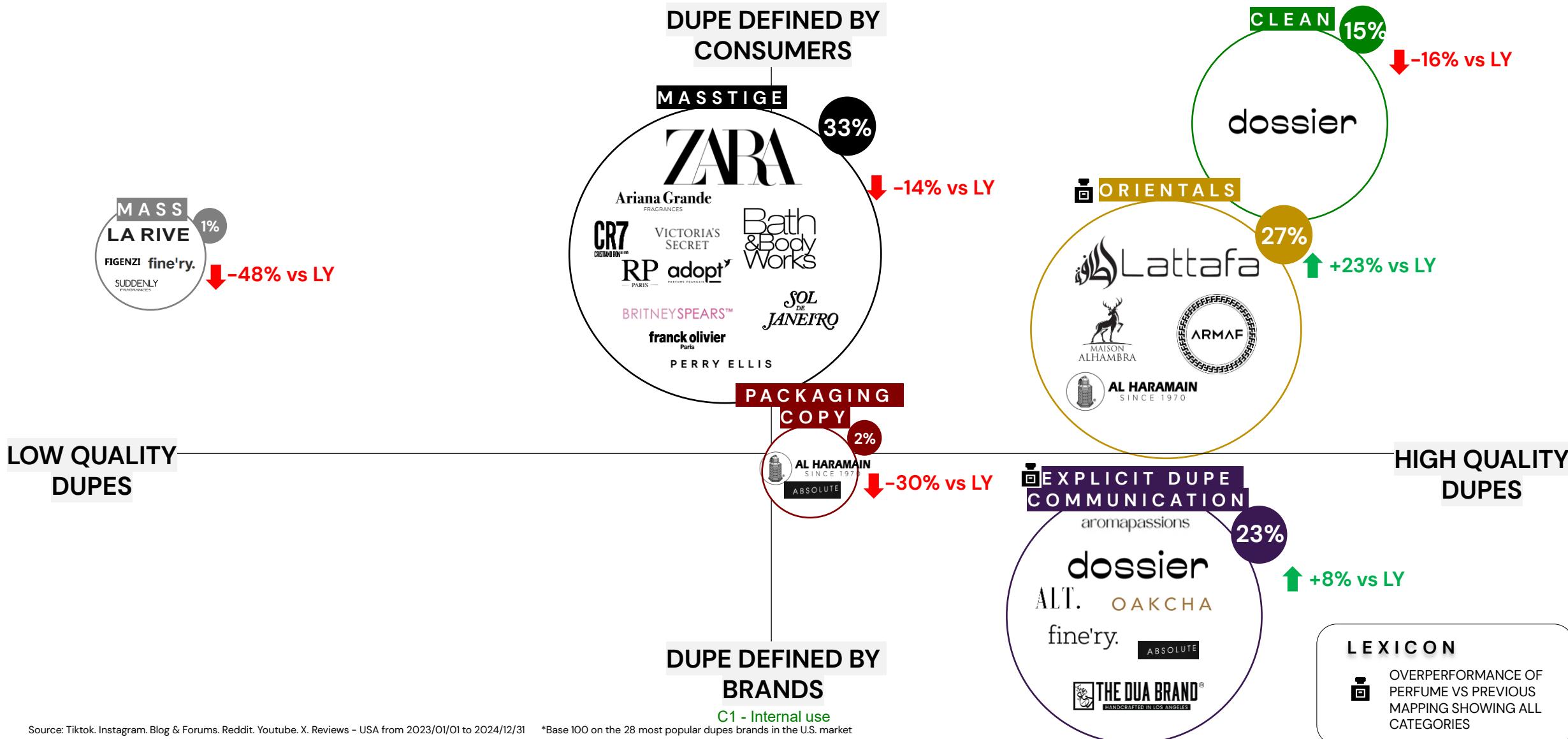
Eau de Parfum. Size: 50ml / 1.7oz

Inspired by YSL's Libre



PERFUME DUPES MAPPING – A DIVERSE LANDSCAPE, NOT LONGER PRICE-DRIVEN ONLY.

ALTHOUGH MASSTIGE REMAINS THE MAIN CLUSTER, IT IS THE ORIENTAL DUPES AND EXPLICIT DUPES THAT ARE GROWING THE MOST (+23% and +8% vs LY) IN DISCUSSIONS. THIS CLEARLY HIGHLIGHTS A TREND TOWARD HIGHER-QUALITY DUPES RATHER THAN LOW-COST ALTERNATIVES. A SIGNIFICANT SHARE IS ALSO GIVEN TO SO-CALLED "CLEAN" DUPES, WHICH IS DRIVEN BY ONE MAJOR BRAND: DOSSIER.



TOP PERFUME DUPE PLAYERS – 6 DUPES BRANDS IN THE U.S TO WATCH CLOSELY

RANKING	BRAND	SHARE OF VOICE**.	GROWTH vs LY
1.	ZARA	23%	⬇️ -32% 
2.	Lattafa	17%	⬆️ +53% 
3.	dossier	16%	⬇️ -15%  
4.	ARMAF	8%	⬇️ -30% 
5.	Bath & Body Works	5%	⬆️ +85% 
6.	OAKCHA	4%	⬆️ +14% 

ZARA IS THE MOST DISCUSSED IN THE DUPE PERFUME INDUSTRY, ACCOUNTING FOR NEARLY A QUARTER OF SHARE OF VOICE, FOLLOWED BY LATTAFA (17%) AND DOSSIER (16%).

HOWEVER, LATTAFA IS ON TRACK TO SURPASS THE LEADER WITH +53% YOY GROWTH.

LEXICON

-  MASSTIGE BRAND
-  EXPLICIT DUPE BRAND
-  ORIENTAL DUPE BRAND
-  CLEAN DUPE BRAND



PART 2: KEY DRIVERS & BARRIERS TO PURCHASE

REMINDER ALL CATEGORIES - KEY CONSUMER DRIVERS IN THE US

26%

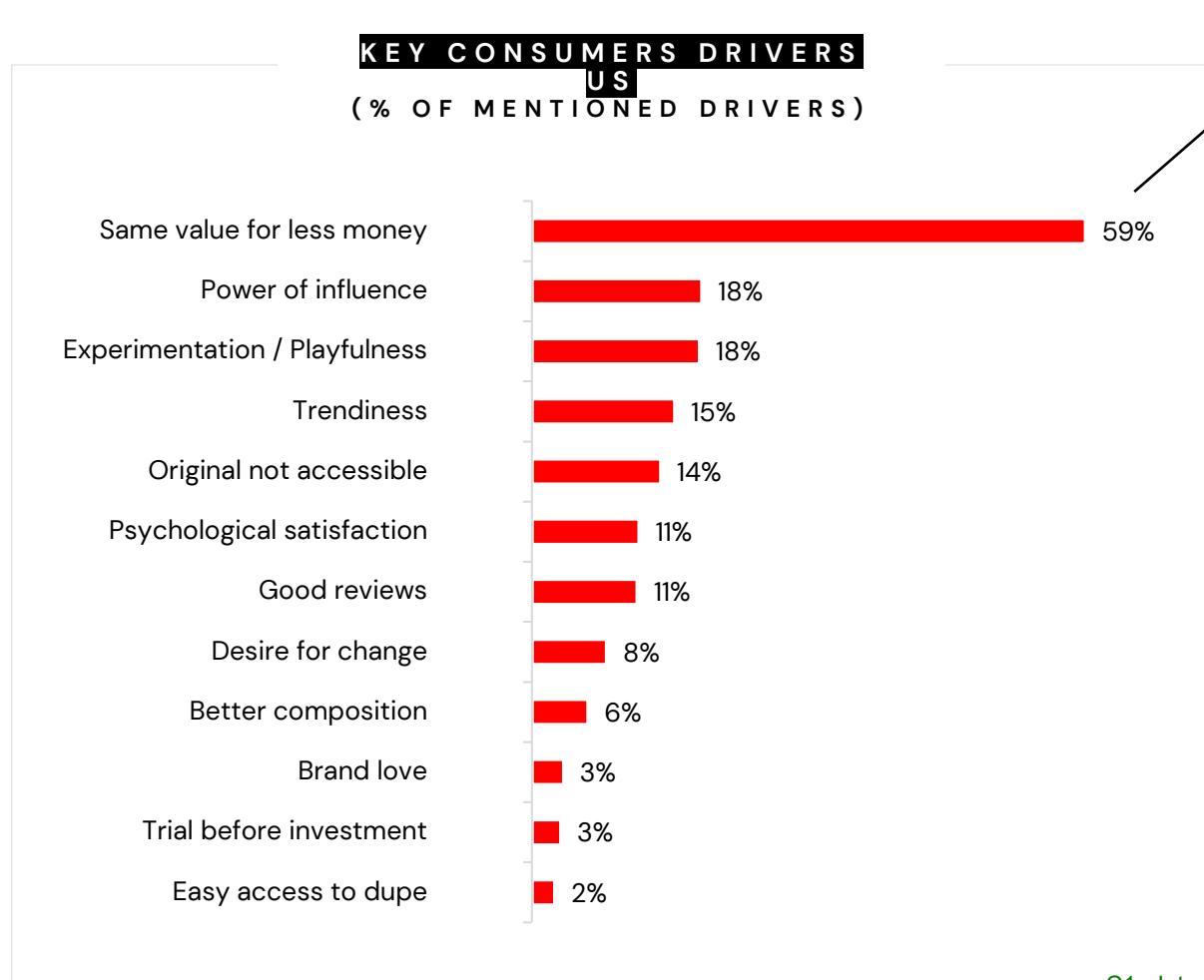
OF TOTAL
CONVERSATION

WHAT ARE THE REASONS FOR CONSUMERS TO CHOOSE A DUPE OVER THE ORIGINAL PRODUCT?

THE MAIN REASON IS THE SAME VALUE FOR LESS MONEY PERCEPTION.

OTHER REASONS FOR US CONSUMERS TO PURCHASE DUPES INCLUDE:

- **POWER OF INFLUENCE** (PEER INFLUENCE OR PERSUASIVE POWER., TRENDINESS OF THE PRODUCT. GOOD REVIEWS ONLINE)
- **WILLINGNESS TO EXPERIMENT** (TRY PRODUCTS AND TRIAL BEFORE INVESTMENT)
- **ACCESSIBILITY** (ORIGINAL PRODUCT NOT ACCESSIBLE OR DISCONTINUED. EASY ACCESS TO DUPE WHERE CONSUMERS SHOP)
- **BRAND & PRODUCT LOVE** (STOP LOVING THE ORIGINAL. AND LOVING THE DUPE BRAND)



WHAT IS SAME VALUE? SAME SCENT. SAME FINISH. SAME EFFECT ON THE SKIN.
 -> The higher price of the original is associated to marketing & simple presence of branding.

PRICE TOO HIGH FOR ORIGINAL

“ Looking for a Lime crime “cola” lipstick dupe. I like this formula because it’s basically a matte lip stain and I’m trying to find a dupe **cause this is 20 dollars..**

POWER OF INFLUENCE

“ Always nice to be around my girl friends cause I get recommended all these new skincare products and cheap dupes

HIGH PRICE FOR BRANDING

“ All the makeup brushes. No brush is worth that much. Get some dupes off of shein or somewhere else because that **high price is mostly just cause of the name.**

EXPERIMENTATION & TRENDINESS

“ Can you please share some dupes perfume name - **Really wanted to try the most hyped dupes**

ACCESSIBILITY

“ I only have dupes cause **it's no longer available** due to the manufacturer closing.

“ if u want to know dupes cause her lipstick is sold out let me know

“ I've never tried the original. but I have the Lash n Roll mascara. and it gave me a lot of length. **I just brought it cause I needed mascara while I was at Ulta.** I didn't like get because it was a dupe. But I'd definitely buy it again when I need a new mascara.

REMINDER ALL CATEGORIES - KEY CONSUMER DRIVERS IN FRANCE

19%

OF TOTAL CONVERSATION

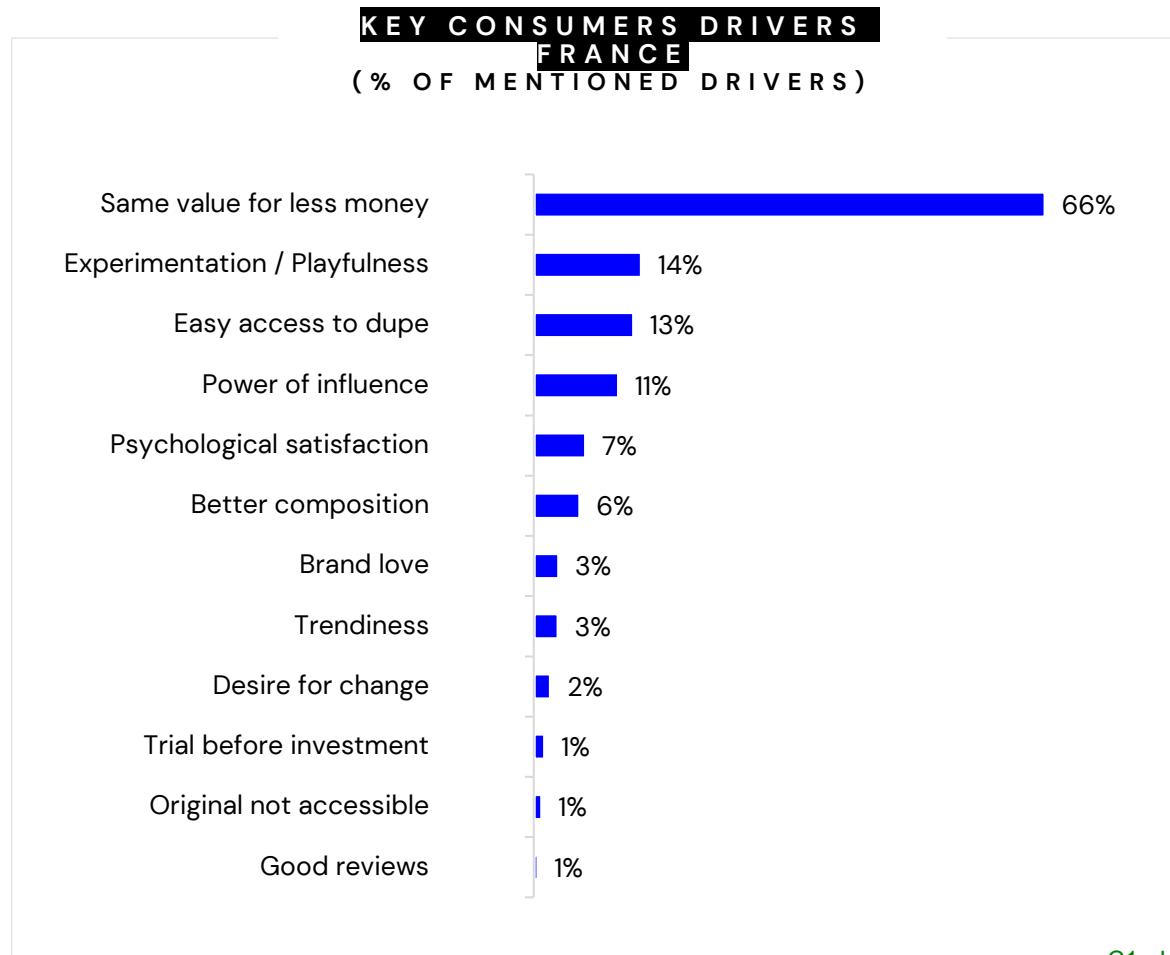


WHAT ARE THE REASONS FOR CONSUMERS TO CHOOSE A DUPE OVER THE ORIGINAL PRODUCT?

IN FRANCE, THE PRIORITY IS FINDING THE SAME VALUE FOR LESS MONEY PERCEPTION, FAR AHEAD OF OTHER REASONS.

OTHER REASONS INCLUDE:

- WILLINGNESS TO EXPERIMENT (TRY PRODUCTS AND COLLECT)
- ACCESSIBILITY OF THE DUPE (EASY ACCESS TO DUPE IN FAVORITE LOW COST RETAILERS)
- POWER OF INFLUENCE (ALLOWING TO CHANGE POINT OF VIEW ON DUPES)
- BETTER COMPOSITION (CHOOSING A DUPE BECAUSE THE ORIGINAL HAS A POOR COMPOSITION)



APPROXIMATELY SAME VALUE FOR LESS MONEY

“ La base hydratante de Bobbi Brown !! Ça coûte chère mais elle est incroyable mais si vous cherchez son dupe celui de Primark est très bien aussi ! ”

EXPERIMENTATION. COLLECTION & PSYCHOLOGICAL SATISFACTION

“ J'adore changer de parfum. le choisir chaque matin en fonction de mon humeur... Mais on ne va pas se mentir c'est un budget! Alors quand je trouve de bons dupes. je suis très heureuse! ”

EASY ACCESS TO DUPE

“ On parle d'un parfum à 300€ la bouteille là que tu trouves pas en magasin. Après j'habite pas à Paris au milieu des bobos. Va sur Vinted. ta 30000 dupes à 50€. ”

POWER OF INFLUENCE LEADING TO CHANGING HABITS

“ Hier on m'en a parler on m'a dit c'est des dupes de parfum de luxe avant j'aurais fais des chichi « ah non lidl patati patata » mais mdr 4e au lieu de 100 pour la MÊME odeur 🤪🤪🤪 ”

BETTER COMPOSITION

“ J'avais eu "My Way" de Armani en échantillon et gros coup de coeur. Sauf que il est noté "mauvais" sur Yuka. avec 2 perturbateurs endocriniens. Je me demande vers où me tourner pour avoir des parfums "safe" mais quand même sympa (si vous avez un dupe safe de my way je prend haha) ”

BRAND LOVE

“ Petite vidéo de présentation d'une marque que j'utilise depuis des années et que J'ADORE, il s'agit parfumsstar.. Super ALTERNATIVE pour avoir des DUPES de grandes marques à des prix supers intéressants ! . ”

TRENDINESS

“ J'me suis laissé tenté par la hype du blush de primark et franchement un vrai dupe du rare Beauty, j'aime troooop ”

REMINDER ALL CATEGORIES- KEY CONSUMER BARRIERS IN THE US

6%

OF TOTAL CONVERSATION



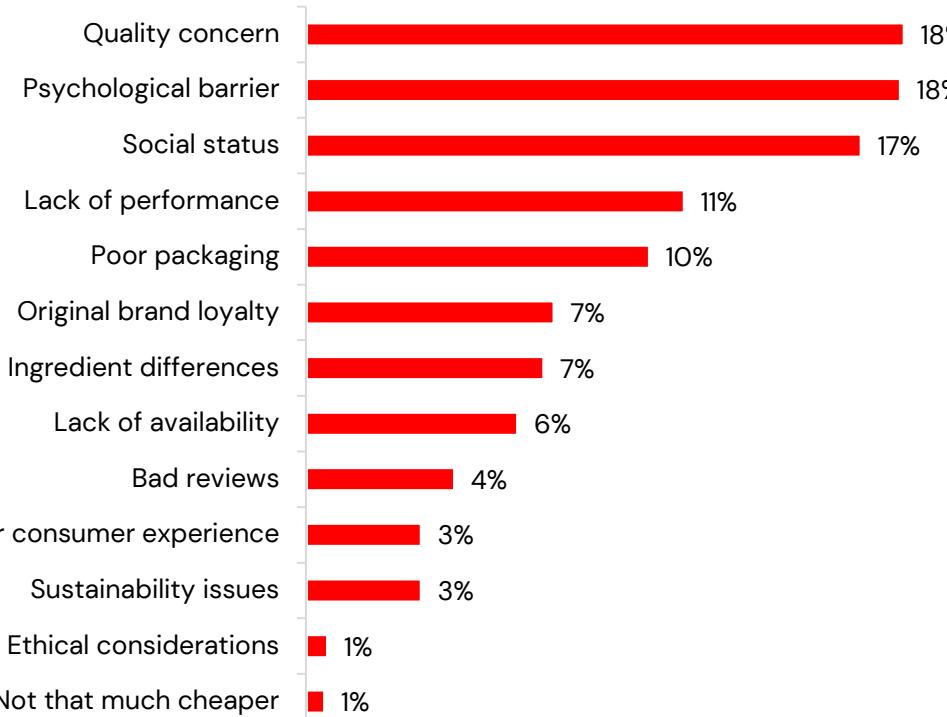
WHAT ARE THE REASONS FOR CONSUMERS NOT TO ADOPT A DUPE OVER THE ORIGINAL PRODUCT?

US CONSUMERS ARE MORE RELUCTANT TO PURCHASE DUPES FOR THE FOLLOWING REASONS:

- **QUALITY CONCERN AS #1**
- **PSYCHOLOGICAL SATISFACTION** NOT TO YIELD TO CHEAPER OPTIONS
- **THE SOCIAL STATUS** BROUGHT BY ORIGINAL PRESTIGIOUS BRAND
- **LACK OF SIMILARITY** IN TERMS OF PERFORMANCE. PACKAGING AND INGREDIENTS LISTS

US CONSUMERS TEND TO BE **MORE LOYAL TO ORIGINAL BRANDS**. EXPRESSING MORE BRAND LOVE IN GENERAL.

KEY CONSUMERS BARRIERS
US
(% OF MENTIONED BARRIERS)



QUALITY & SAFETY

“ As someone who has also tried what feels like ALL the sunscreens. I always come back to Supergoop! Matte mineral sunscreen. I broke out trying the Trader Joe's and Elf Supergoop dupes. and have experienced a lot of the same issues you described but the matte mineral never fails me!

PSYCHOLOGICAL BARRIER: MISSING BRAND DNA

“ I agree on what you said. I also value the idea. the concept behind a scent and the history of the brand; all of this cannot be offered elsewhere but at the source. I prefer not buying something rather than getting a dupe/clone. same as with clothing

SOCIAL STATUS: THE EXPERIENCE OF LUXE

“ I started buying more quality makeup when I decided to bite the bullet and pay the price for a makeup by mario soft pop plumping veil blush that I've been drooling over. Ever since then. I realized how much I loved the experience of wearing my luxury items and stopped wasting money on drugstore dupes.

LACK OF PERFORMANCE

“ I tried the makeup revolution dupe and it was not the same even close

POOR PACKAGING

“ The whole clip was me trying to make an Unboxing /first impression video of this lip balm in excitement as they're being claimed to be a RHODE's dupe. 😱 Who knew that I was going to dislike them so much. These really have to be the worst lip balm I have ever tried. 💋 The packaging is cute but cheaply built the applicator broke in two minutes if opening the lip balm.

REMINDER ALL CATEGORIES - KEY CONSUMER BARRIERS IN FRANCE

WHAT ARE THE REASONS FOR CONSUMERS NOT TO ADOPT A DUPE OVER THE ORIGINAL PRODUCT?

9%
OF TOTAL
CONVERSATION 

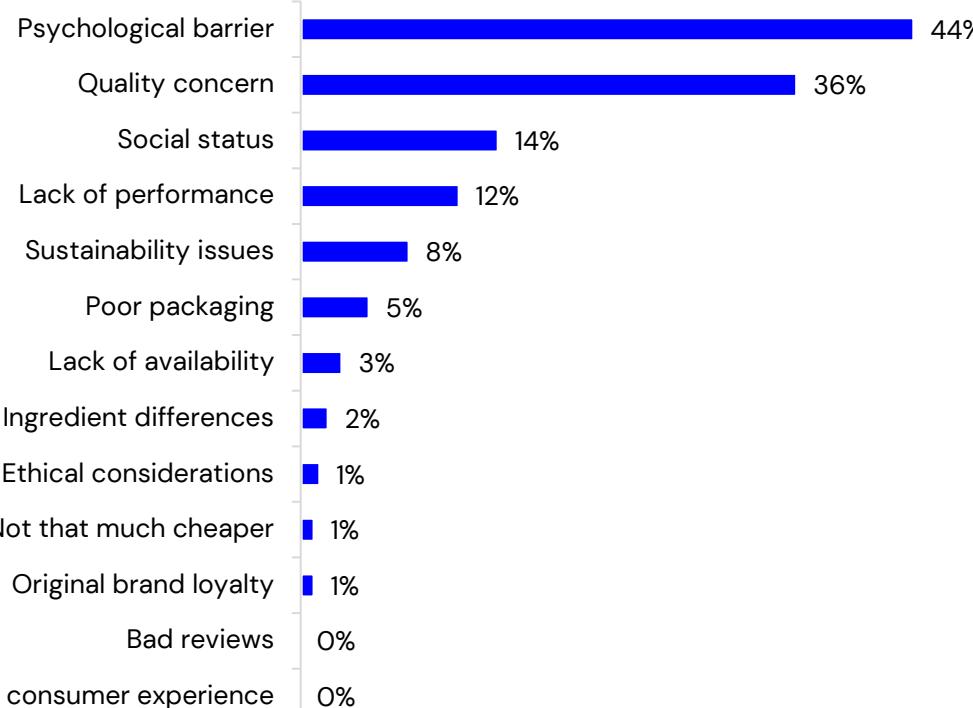
FRENCH CONSUMERS HAVE A STRONGER BIAS NOT TO PURCHASE DUPES. AND EXPRESS MORE SATISFACTION NOT TO YIELD TO CHEAPER PRODUCTS. OFTEN MENTIONING THE VALUE BROUGHT BY THE ORIGINAL CREATOR.

THEY ARE ALSO TWICE AS CONCERNED AS US CONSUMERS ABOUT LOW QUALITY.

WHILE THEY ARE ALSO CONCERNED BY THE LACK OF PERFORMANCE. THE PRIORITY IS ON FORMULA RATHER THAN PACKAGING.

SUSTAINABILITY ISSUES ARE MORE DISCUSSED THAN IN US CONVERSATIONS.

KEY CONSUMERS BARRIERS FRANCE (% OF MENTIONED BARRIERS)



PSYCHOLOGICAL BARRIER: MORAL CONCERN S

“ Oui effectivement je ne parlais pas du point de vu légal mais plutôt moral avec les parfums niche qui coûtent plusieurs centaines d'euros. avec des créateurs qui se cassent la tête pour créer des recettes qui se démarquent et se font copier par des spécialistes des dupes qui eux...

“ On a comme l'impression de se faire voler par les distributeurs !!! Ok pour un bon dupe. ceci dit "acheter un parfum de marque reste la seule et unique façon de rémunérer son créateur" comme dit Sarah Bouasse auteure de Par le bout du nez ed. Calmann-Lévy

QUALITY CONCERN

“ Tiens j'ai jamais essayé de dupes . j'en ai un mauvais apriori concernant la qualité je me trompe peut être

SOCIAL STATUS: DUPES ARE FAKES

“ les "dupes". ces produits qui copient parfums. bijoux ou articles de luxe et sont une forme "tolérée" de contrefaçon 😊 Je ne peux m'empêcher de faire le parallèle avec la viande végétale Ces pratiques signent la mort de la création. du beau et du bon

LACK OF PERFORMANCE

“ J'ai voulu faire la moins chère. j'ai acheté l'anti cernes Maybelline soit disant le dupe du Tarte que j'utilise habituellement. Il est vraiment nul. J'ai essayé le fixateur Révolution. il me fait des boutons pourquoi? L'alcool. Je vais rester avec les marques chères.

SUSTAINABILITY ISSUES

“ Les dupes bon marché m'éner�ent un peu. On voit souvent des produits moins chers proposés par des influenceurs. En général. ces alternatives sont moins clean. Les produits de base ne sont déjà pas top. Alors leurs alternatives. c'est pire. Si tu as un budget serré. ne réduis pas la qualité de tous tes cosmétiques. Réduis plutôt la gamme de produits que tu utilises. Sélectionne un produit vraiment bon pour ta peau.

CONCLUSION : CONSUMERS PRIORITIES & BARRIERS WHEN CHOOSING A PERFUME DUPE

**PERFUME IS THE MOST DUPED CATEGORY DUE TO THE BENEFIT
"SAME SCENT FOR MUCH CHEAPER"**

#1

WHEN PURCHASING PERFUME DUPES, THE CONSUMERS' KEY PRIORITY IS OBTAINING THE SAME SCENT FOR LESS MONEY, FAR AHEAD OF ANY OTHER REASON. THE PRICE OF NICHE FRAGRANCE BEING PARTICULARLY HIGH, THE PSYCHOLOGICAL SATISFACTION LINKED TO FINDING A SMART WAY TO SPEND LESS IS PARTICULARLY STRONG.



SIMILAR SCENT
PACK INSPIRED BY
ORIGINAL

#2

A LARGE PORTION OF CONSUMERS REALIZE DUPES ARE CLONING HEAD NOTES, AND TEND TO DISAPPOINT IN LASTINGNESS. THIS IS A SACRIFICE THEY ARE USUALLY WILLING TO MAKE.



SIMILAR SCENT.
PRICE.
PACKAGING

#3

CONSUMERS ARE ALSO ATTRACTED BY PEER RECOMMENDATIONS, INCLUDING THEIR FAVORITE INFLUENCERS COMPARING PRODUCTS. VIRAL ORIGINAL PRODUCTS TRIGGER VIRAL DUPES.

#4

WHEN THE ORIGINAL BECOMES VIRAL AND IS NO LONGER AVAILABLE, CONSUMERS ARE ATTRACTED TO DUPES TO REPLACE IT.

#5

CONSUMERS ARE REVIEWING DUPES, RATING THEIR OLFACTIVE LIKENESS TO ORIGINAL. SPECIALIZED WEBSITES ARE TRUSTED SUPPORT TO CHOOSE ALTERNATIVES (IE: FRAGRANTICA).

#6

PACKAGING IS MENTIONED IN LOWER SIGNAL, WHEN THIS ONE LOOKS PARTICULARLY CHEAP.

#7

BETTER COMPOSITION AND ETHICAL CHOICES ARE ALSO DISCUSSED, WITH AN INTERESTING BIAS FROM FRENCH CONSUMERS DEFENDING NICHE CREATORS, REFLECTING THE IMPORTANCE OF SOCIAL STATUS ON THIS CATEGORY.



ORIGINAL LACK
OF AVAILABILITY
DUE TO SUCCESS

“ Alors absolument pas : y'a tj un dupe parfait moins cher (skincare ou makeup). C'est juste plus compliqué pour les parfums pck il faut qu'ils tiennent autant que les + chers ”

KEY BARRIERS OVERREPRESENTED IN PERFUME VS OTHER CATEGORIES INCLUDE: SOCIAL STATUS BROUGHT BY ORIGINAL PRODUCT, PACKAGING DIFFERENCES (ESPECIALLY CHEAP BOTTLES) AND SUSTAINABILITY ISSUES (LESS CLEAN FORMULA).



PART 3: KEY CONSUMER PROFILES

EMPOWER YOUR BRAND

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PERFUME TARGETS WITHIN THE DUPE CONVERSATION

WHILE COST EFFICIENCY REMAINS THE MAIN DRIVER OF DUPE CONVERSATIONS IN BOTH MARKETS, DUPES ARE DEEPLY EMBEDDED IN TREND CULTURE IN THE US, CREATING A VARIETY OF CONSUMER TYPOLOGIES BEYOND AFFORDABILITY—RANGING FROM VIRAL TREND ENGAGEMENT TO EXPERT-DRIVEN EXPLORATION.



FANCY ON A BUDGET



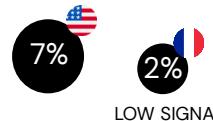
TREND HUNTERS



LAYERING QUEENS



SCENT COLLECTORS



GEN Z TO YOUNGER MILLENNIALS (18-30)

PREDOMINANTLY GEN Z (18-24)

GEN Z TO MILLENNIALS (18-35)

MILLENNIALS TO EARLY GEN X (25-45)



URBAN & SUB-URBAN

URBAN

URBAN & SUB-URBAN

URBAN

AFFORDABILITY
INSPIRATION
DESIRE FOR LUXURY
SELF-CONFIDENCE.

FOMO
CURIOSITY
PLAYFULNESS
TREND ENGAGEMENT

CREATIVITY
EXPERTISE
PERSONALIZATION
INDULGENCE

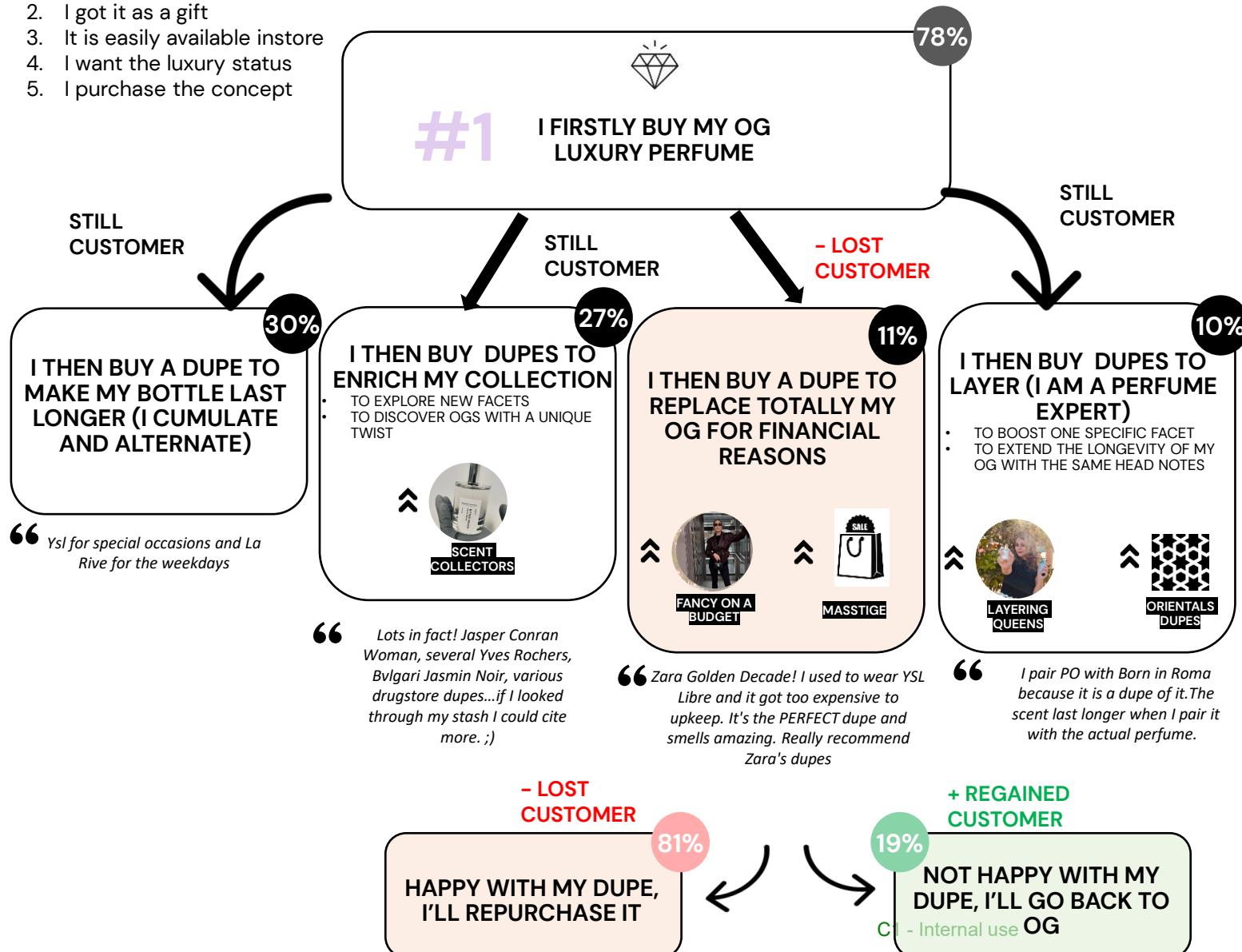
COLLECTION / VARIETY
AFFORDABILITY
OLFACtORY EXPLORATION
NOTE DISCOVERY



DUPE CONSUMER JOURNEYS – MAIN DRIVERS AND ENTRY POINTS

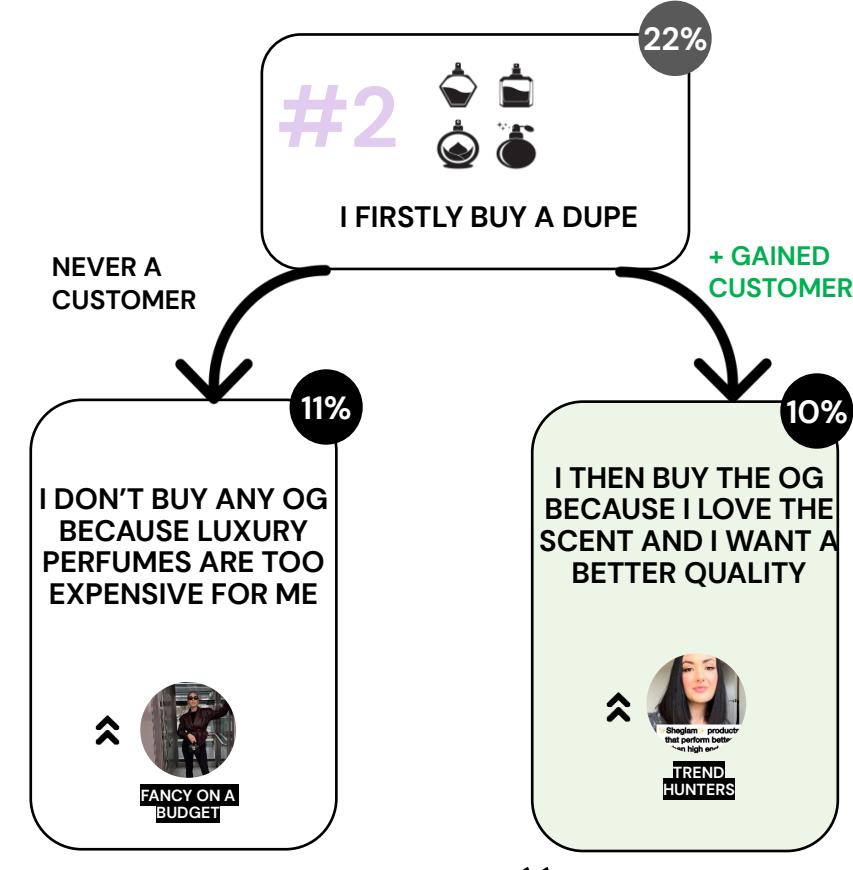
TOP REASONS FOR BUYING THE LUXURY ORIGINAL FIRST?

1. Looking for a perfume → higher awareness (thanks to communication)
2. I got it as a gift
3. It is easily available instore
4. I want the luxury status
5. I purchase the concept



TOP REASONS FOR BUYING THE DUPE FIRST?

1. I am explicitly looking for fragrance for a small budget
2. I wanted the OG but can't afford it and it was recommended as a good dupe by trusted influencers
3. It was viral on social media & I have FOMO



FANCY ON A BUDGET

45%

87%

OF DUPE CONVERSATIONS

In a nutshell

"I use dupes because they let me taste the luxury lifestyle I aspire to without breaking the bank. Dupes help me replicate the look, feel, and vibe of high-end products, letting me feel glamorous and put-together, even on a budget. For me, it's about achieving that 'luxury aesthetic' now while I work towards the real thing in the future."

DRIVERS

- AFFORDABILITY
- ASPIRATION
- DESIRE FOR LUXURY
- SELF-CONFIDENCE.

SOCIO-DEMOGRAPHIC

- GEN Z AND YOUNGER MILLENNIALS (18-30).
- PREDOMINANTLY FEMALE.
- HIGHLY ACTIVE ON TIKTOK AND INSTAGRAM.

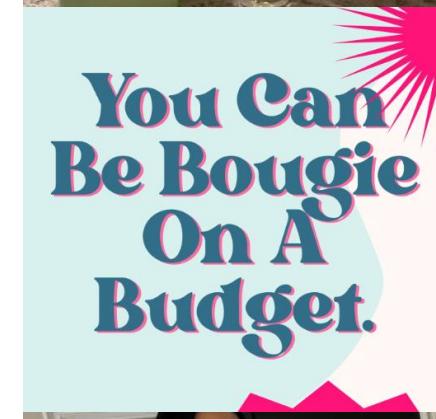
EXPECTATIONS

- LUXURIOUS FINISH
- COMPARABLE PERFORMANCE TO PREMIUM BRANDS AT A FRACTION OF THE COST

CATEGORY AFFINITY

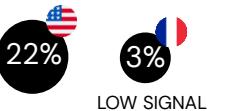
1. FRAGRANCE
2. MAKEUP
3. SKINCARE

“The best accessory a girl can own is CONFIDENCE!
 You don't need to break the bank to look and dress well. Just invest some time to look for the right dupes and you can get that exact same look. Fake it until you make it right?
 Follow for more #luxurylifestyle secrets!



#miimmiicgoddess
#dupelife #highendforless
#glamgoals #luxuryvibes
#bougieonabudget
#fakeittillyoumakeit
#miicmiicqueen

TREND HUNTERS



OF DUPE CONVERSATIONS

In a nutshell

"I use dupes to be part of the latest beauty trends without overcommitting financially. Dupes let me experiment with what's viral and share my discoveries with friends and followers. They help me keep up with the buzz on TikTok while satisfying my curiosity about products everyone's talking about."

DRIVERS

- FOMO
- CURIOSITY
- PLAYFULNESS
- TREND ENGAGEMENT

EXPECTATIONS

- VISIBILITY AND SOCIAL PROOF
- HIGH PERFORMANCE ON TRENDY LOOKS AND SCENTS

SOCIO-DEMOGRAPHIC

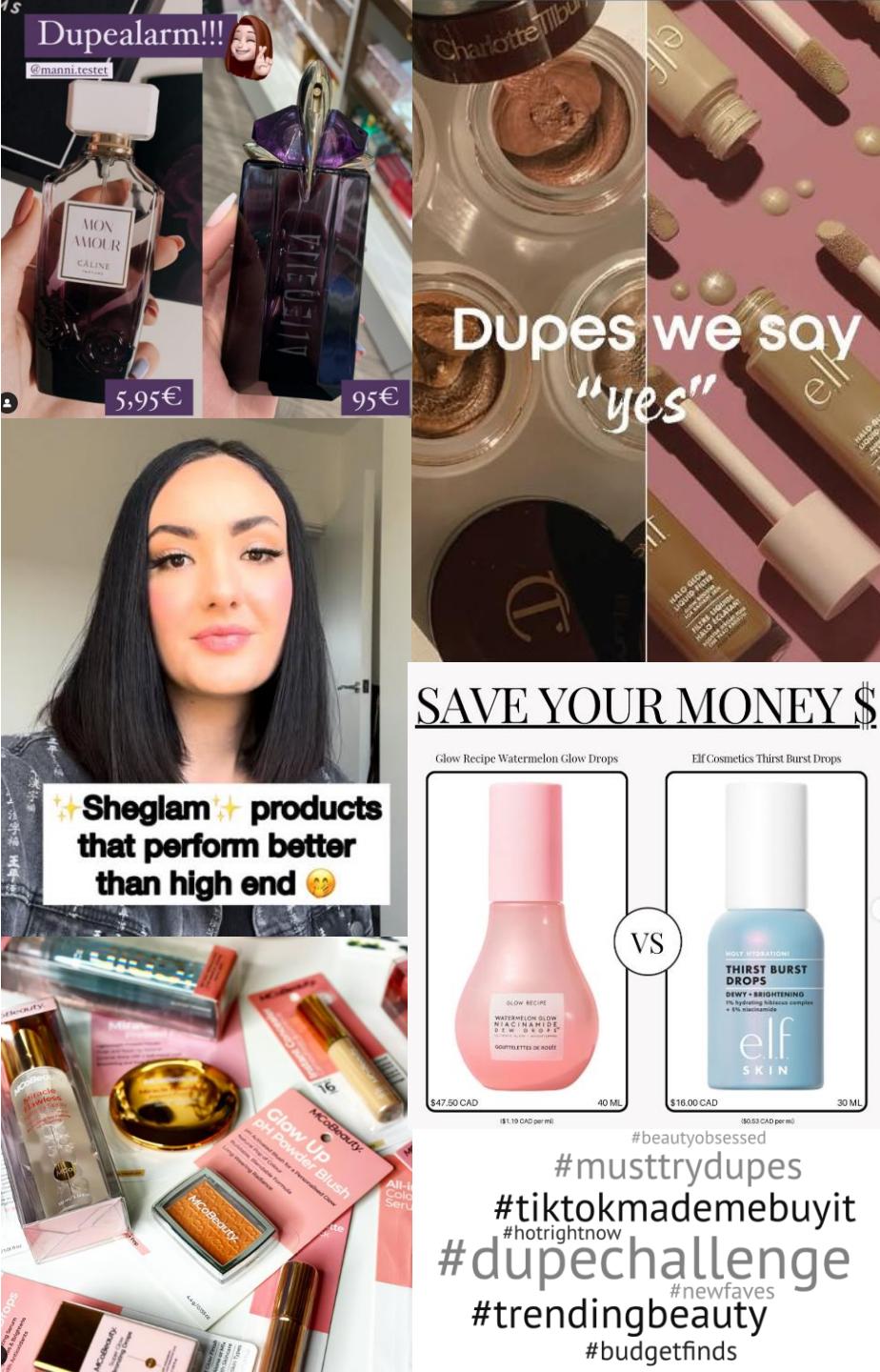
- PREDOMINANTLY GEN Z (18-24).
- HEAVY SOCIAL MEDIA USERS.
- INFLUENCED BY VIRAL CONTENT

CATEGORY AFFINITY

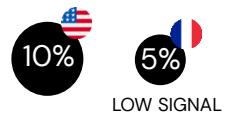
1. MAKEUP
2. FRAGRANCE
3. SKINCARE

“ After months of testing... I FINALLY found a dupe for my beloved @drjart Ceramidin Cream. 🌻 This cream has become one of my holy grails and while this bad boy isn't a perfect texture dupe, it still is incredibly hydrating and occlusive. This gives me an instant glow and leaves me with a dewy, not oily, finish all day. Now I actually get to save some \$ for new products coming out soon.

C1 - Internal use



LAYERING QUEENS



OF DUPE CONVERSATIONS

In a nutshell

"I use dupes to express my creativity and individuality. Whether it's layering fragrances to create my own unique signature scent or combining skincare products for the best result. dupes allow me to explore without the fear of wasting money and allow me to single out ingredients and play with them— Dupes make indulgence affordable and fuel my passion for personalization and discovery.

DRIVERS

- CREATIVITY
- EXPERTISE
- PERSONALIZATION
- INDULGENCE

SOCIO-DEMOGRAPHIC

- GEN Z TO MILLENNIALS (18-35).
- HIGHLY ENGAGED ON TIKTOK WHERE THEY SEEK CREATIVE IDEAS.

EXPECTATIONS

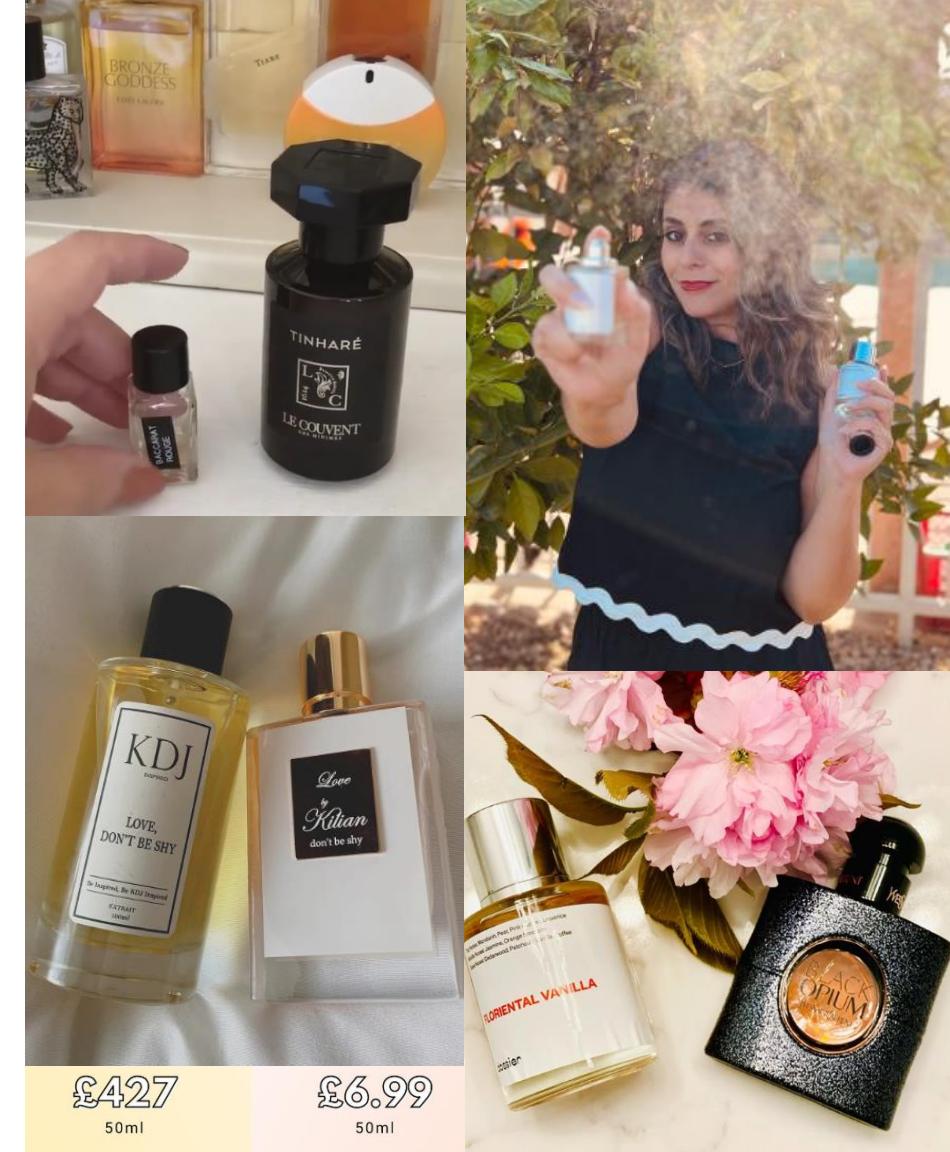
- PRODUCTS THAT OFFER EFFICIENCY ON SPECIFIC SCENTS & INGREDIENTS.
- INNOVATIVE FORMULATIONS FOR DISCOVERY.

CATEGORY AFFINITY

1. FRAGRANCE
2. (SKINCARE LOW SIGNAL)

“ I finally got my hands on some @dossierperfumes in the scents ambery cherry and ambery saffron. I love notes of amber and jasmine. but oh my the saffron one is divine. If you haven't heard of them before. Dossier began its mission to make luxury fragrances accessible. Each scent is crafted of the highest quality. sourced from Grasse, France. the perfume capital of the world (which I did not know!). They pretty much recreate popular high end fragrances at an affordable price and in today's society. who's not going to love that approach?! The ultimate DUPE!

C1 - Internal use



£427
50ml

£6.99
50ml



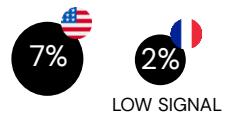
LA PRAIRIE SKIN CAVIAR LUXE CREAM



LACURA CAVIAR NIGHT CREAM

#mixandmatch
#signatureglow
#signaturescent #scentlayering
#beautymyway
#creativeroutines
#perfumeplay

SCENT COLLECTORS



OF DUPE CONVERSATIONS

In a nutshell

"I use dupes to expand my fragrance collection and indulge in my love for unique scent notes. Dupes allow me to single out and explore rare or limited-edition notes without breaking the bank. I love the thrill of discovering new scents and building a collection with as much variety as possible—having many, many options is part of the joy.

DRIVERS

- COLLECTION / VARIETY
- AFFORDABILITY
- OLFACTORY EXPLORATION
- NOTE DISCOVERY

EXPECTATIONS

- MIMIC LUXURY, RARE OR LIMITED-EDITION NOTES
- VARIETY ACROSS FRAGRANCE FAMILIES

SOCIO-DEMOGRAPHIC

- MILLENNIALS TO EARLY GEN X (25-45).
- MIX OF GENDERS.
- FRAGRANCE ENTHUSIASTS.
- OFTEN ACTIVE IN ONLINE FRAGRANCE COMMUNITIES.

CATEGORY AFFINITY

- FRAGRANCE ONLY

“**My sweet fragrance lovers.** if you adore Kayali's Yum Pistachio Gelato 33 as much as I do but want a more budget-friendly option to overspray without any guilt. this post is for you! 🍦 I absolutely love the original (it's so dreamy!). but sometimes you just need that extra spritz without breaking the bank. Enter these pistachio-inspired beauties! I'm personally enjoying Affection by Lattafa. and Khair Pistachio by Paris Corner is calling my name—but if you ask me. Zara's Moonlight Whisper Intense is the absolute best alternative! It's creamy. nutty perfection. Which one tempts you the most?

C1 - Internal use



DUPE INFLUENCERS – WITHIN THIS GROWING INTEREST, SEVERAL INFLUENCERS ARE SPECIALIZING IN CREATING CONTENT FOCUSED ON DUPES.

TOP 5 DUPES PERFUMES INFLUENCERS IN THE U.S. RANKED BY APPROACH

FROM MOST SPECIALIZED IN DUPES CONTENT ↑

1. paulreactss Paul | Fragrance Influencer
Suivre Message ...
601 Abonnements 2.1M Abonnés 93.7M J'aime
King Of Gourmand
IG: @paulreactss YT: @paulreactss
Paul@NightingaleMGMT.co
2. iamnoelle IamNoelle
Suivre Message ...
793 Abonnements 96.5K Abonnés 2.7M J'aime
iamnoelle@nowadystalent.com
YouTube iamnoelle
IG iamnoelle_ig
Buy my perfume
3. oliviaolfactory oliviaolfactory
Suivre Message ...
149 Abonnements 279.2K Abonnés 6.5M J'aime
Your Fragrance Fairy Godmother
olivia@aestheticcreative.com
linktr.ee/oliviaolfactory
4. perfumerism IG: perfumerism
Suivre Message ...
761 Abonnements 558.4K Abonnés 33.1M J'aime
perfumerism@dulcedo.com
IG/YT: @perfumerism
CA perfumery student
5. roziebz Rozie
Suivre Message ...
326 Abonnements 53.1K Abonnés 2M J'aime
roziecampopr@gmail.com
linktr.ee/roziebz

TO MORE GENERAL CONTENT INCLUDING DUPES ↓

FROM MOST SPECIALIZED IN DUPES CONTENT ↑

1. monsieur_dupe_parfum Monsieur dupe parfum
Suivre Message ...
167 Abonnements 34.1K Abonnés 100.9K J'aime
cliquez sur le lien ci-dessous
parfum de dubai et de niche , décant 10ml
monsierdueparfum.com
2. scentssecrets ScentSecrets
Suivre Message ...
256 Abonnements 88.5K Abonnés 2.2M J'aime
Collabs / PR / Inquiries: inquiries.scentssecrets@gmail.com
linktr.ee/scentssecrets
3. annnicoleng__ thatperfumegirl
Suivre Message ...
82 Abonnements 192.8K Abonnés 5M J'aime
perfume/beauty/fashion
helping you smell, look & feel good
help me hit 200K
linktr.ee/annnicoleng
4. pleitewegendufute Miki Monumental
Suivre Message ...
0 Abonnements 246.5K Abonnés 8.8M
Parfum Collector
Lange Videos YouTube
m.youtube.com/@pleitewege...
5. bryan_njh ThatExtraBoy
Suivre Message ...
743 Abonnements 23.2K Abonnés 4M J'aime
i'm a bitch but at least i look good
PR/collab: ngbryan0911@gmail.com
6. maddison.sarah.taylor Maddison
Suivre Message ...
388 Abonnements 612.6K Abonnés 5.9M J'aime
WELCOME TO MY BEAUTY DIARY
MGMT: Maddison@scoutedbyjirma.com
7. allfancythingsz Fancy 🔥 I content creator
Suivre Message ...
80 Abonnements 55.4K Abonnés 2.3M J'aime
life of a fancy babe from Europe
Instagram: @allfancythingsz
allfancythingsz@hotmail.com
8. sananas SANANAS
Suivre Message ...
441 Abonnements 1.2M Abonnés 35.1M J'aime
YOUTUBE & INSTAGRAM : @Sananas2106
FR Sananas@po.agency
www.youtube.com/@Sananas
9. matrandon Mama Random
Suivre Message ...
508 Abonnements 1.3M Abonnés 50.4M J'aime
matteorandonInd@gmail.com
1.4M+ on IG and 1.6M+ on YT
Esthetician Stud
linktr.ee/matrandon
10. c1 - Internal use

TOP 10 DUPES PERFUMES INFLUENCERS WORLDWIDE RANKED BY APPROACH

FROM MOST SPECIALIZED IN DUPES CONTENT ↑

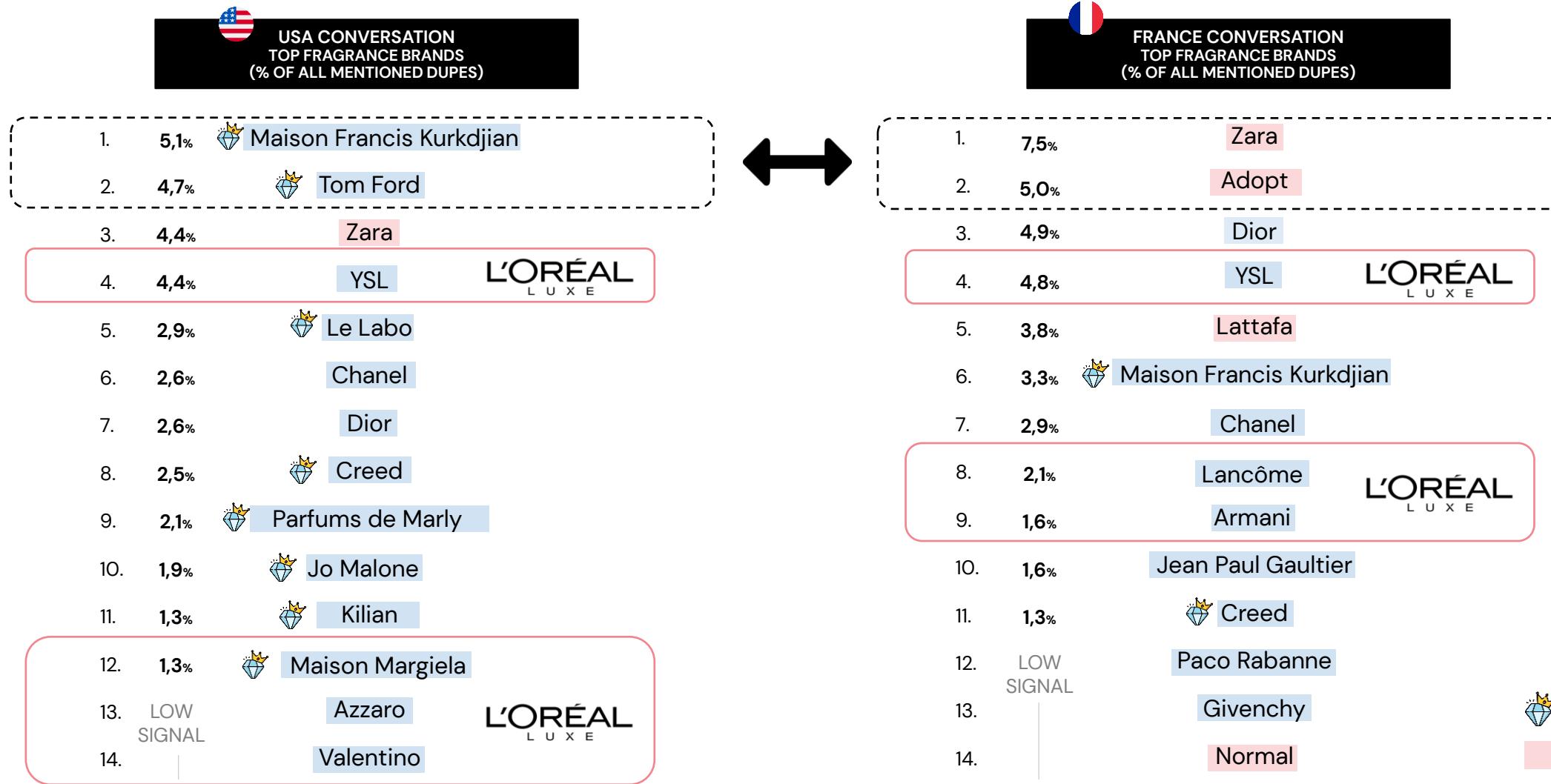
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linktr.ee/scentssecrets
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Lange Videos YouTube
m.youtube.com/@pleitewege...
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7. allfancythingsz Fancy 🔥 I content creator
Suivre Message ...
80 Abonnements 55.4K Abonnés 2.3M J'aime
life of a fancy babe from Europe
Instagram: @allfancythingsz
allfancythingsz@hotmail.com
8. sananas SANANAS
Suivre Message ...
441 Abonnements 1.2M Abonnés 35.1M J'aime
YOUTUBE & INSTAGRAM : @Sananas2106
FR Sananas@po.agency
www.youtube.com/@Sananas
9. matrandon Mama Random
Suivre Message ...
508 Abonnements 1.3M Abonnés 50.4M J'aime
matteorandonInd@gmail.com
1.4M+ on IG and 1.6M+ on YT
Esthetician Stud
linktr.ee/matrandon
10. c1 - Internal use



PART 4: TOP DUPES & DUPES BRANDS IN FRAGRANCE

TOP FRAGRANCE BRANDS - DUPED & DUPE DYNAMICS

- IN THE US, CONSUMERS ACTIVELY SEARCH FOR DUPED FRAGRANCES, LOOKING FOR AFFORDABLE ALTERNATIVES TO SPECIFIC LUXURY SCENTS.
- IN CONTRAST, IN FRANCE, CONSUMERS ENTER THE FRAGRANCE DUPE MARKET THROUGH MAIN DUPE PROVIDERS LIKE ZARA AND ADOPT, WITHOUT NECESSARILY HAVING A SPECIFIC FRAGRANCE IN MIND.
- NICHE LUXURY FRAGRANCE BRANDS ARE THE MOST IMPACTED BY DUPING IN THE US, WITH MAISON FRANCIS KURKDJIAN AND TOM FORD BEING THE MOST FREQUENTLY REFERENCED, WHILE FRANCE IS MORE FOCUSED ON COUTURE LUXURY FRAGRANCES.

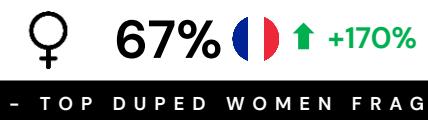


MOST DUPED WOMEN FRAGRANCES

- BACCARAT ROUGE BY MAISON FRANCIS KURKDJIAN IS THE MOST DUPED WOMEN'S FRAGRANCE IN BOTH MARKETS, WITH ZARA'S RED TEMPTATION WIDELY RECOGNIZED AS THE PERFECT ALTERNATIVE.
- THE US MARKET IS MORE NICHE-FRAGRANCE DRIVEN, WITH CONSUMERS DUPING BRANDS LIKE LE LABO AND BY KILIAN TO EXPLORE LAYERING AND OLFACTORY EXPERIMENTATION. IN CONTRAST, FRANCE LEANS TOWARDS COUTURE-LUXURY WITH MANY BRANDS FORM THE L'ORÉAL LUXE PORTFOLIO.



1.	Baccarat Rouge – Maison Francis Kurkdjian	4,3%
	Red Temptation – Zara Fragrance	Ambery Saffron – Dossier
	N°23 – ALT Fragrance	Cloud – Ariana Grande
2.	Black Opium – YSL	1,5%
	Gardenia – Zara Fragrance	Fleur Noire – ALT Fragrance
	Opera Noire – Maison Alhambra	
3.	Lost Cherry – Tom Ford	1,4%
	Ambery Cherry – Dossier	Cherry Smoothie – Zara Fragrance
	Love Fest Burning Cherry – Kayali	
4.	Delina – Les Parfums de Marly	1,3%
	Covered in Roses – Bath & Body Works	Fashionably London – Zara Fragran
	Yara – Lattafa	
5.	Libre – YSL	1,3%
	Golden Decade – Zara Fragrance	Tharwah Gold – Lattafa
	Floral Lavender – Dossier	
6.	Santal 33 – Le Labo	LOW SIGNAL
	Energetically New York – Zara Fragrance	Woody Sandalwood – Dossier
	Jungle Santal – Fine'ry	
7.	Her – Burberry	
	Now Women – Lattafa	Strawberry Snowflakes – Bath & Body Works
	Cheirosa 68 – Sol de Janeiro	
8.	Miss Dior – Dior	
	Nude Bouquet – Zara Fragrance	Floral Pink Pepper – Dossier
	Love Aimer – Aroma Passions	
9.	Another 13 – Le Labo	
	I am a Musk – Fine'ry	Simply Another – ALT Fragrance
10.	Love Don't Shy – By Kilian	
	Floral Marshmallow – Dossier	Bold Love – ALT Fragrance
	Velvet Shadow – Zara Fragrance	



1.	Baccarat Rouge – Maison Francis Kurkdjian	3,1%
	Red Temptation – Zara Fragrance	Ana Abiyedh – Lattafa
2.	Libre – YSL	3,0%
	Golden Decade – Zara Fragrance	Destinée – La Rive
	Cady – Capace	
3.	La Vie est Belle – Lancôme	2,1%
	Tendre Iris – Adopt	Queen of Life – La Rive
	Amazing Life – Figenzi	
4.	Black Opium – YSL	1,1%
	Lady Glitter – Adopt	Crystal Pink – La Rive
	Queen of the Night – La Rive	
5.	Si – Armani	LOW SIGNAL
	In Women – La Rive	Oriental – Zara Fragrance
	Red Dress – Adopt	
6.	Miss Dior – Dior	
	Nude Bouquet – Zara Fragrance	
7.	Good Girl – Carolina Herrera	
	Fairy Land – Adopt	Miss Dream – La Rive
8.	My Way – Armani	
	Her Choice – La Rive	Sublime Epoque – Zara Fragrance
9.	Trésor – Lancôme	
	Midnight for Her – Adopt	Taste of Kiss – La Rive
10.	This is Her – Zadig & Voltaire	
	Starnight – Adopt	

Dupes

Duplicated products

MOST DUPED MEN FRAGRANCES

- TWO KEY MEN'S FRAGRANCES EMERGE AS TOP-DUPED MEN FRAGRANCES ACROSS BOTH MARKETS: CREED'S AVENTUS AND DIOR'S SAUVAGE—EACH WITH DIFFERENT DUPE OPTIONS PER MARKET.
- SOME L'ORÉAL LUXE PRODUCTS APPEAR IN THE LOWER HALF OF MEN FRAGRANCE DUPE RANKINGS, HOWEVER THEY REMAIN LESS IMPACTED BY DUPE CULTURE VS. OTHER COUTURE LUXURY BRAND LIKE DIOR & CHANNEL.

♂ 35% ↑ +57%

US - TOP DUPED MEN FRAGRANCES

1.	Aventus – Creed	2,0%
	Club de Nuit – Armaf Explorer – Montblanc L'Aventure – AL Haramain	Vibrant Leather – Zara Fragrance
2.	Dior Sauvage – Dior	1,5%
	Ventana – Armaf Hunter Intense – Armaf	Asad – Lattafa
3.	Angels' Share – By Kilian	LOW SIGNAL
	Angel – Kismet Khamrah – Lattafa	Nocturnal Life – Zara Fragrance
4.	Bleu de Chanel – Chanel	
	Club de Nuit Iconic – Armaf Bleau – ALT Fragrance	Navy Black – Zara Fragrance
5.	Tobacco Vanille – Tom Ford	
	Tobacco Collection – Zara Fragrance Tobacco Touch – Maison Alhambra	Powdery Tobacco – Dossier
6.	Ombre Leather – Tom Ford	
	Amber & Leather – Maison Alhambra	Oud Vibrant Leather – Zara Fragrance
7.	Oud Wood – Tom Ford	
	Universal Oud – Zara Fragrance	Fougère Oud – Dossier
8.	Acqua Di Gio – Armani	
	Lisboa – Zara Fragrance	
9.	Code – Armani	
	Encode – Maison Alhambra	Ambery Lavender – Dossier
10.	The Most Wanted Parfum – Azzaro	
	Ansaam Silver – Lattafa	Night pour Homme – Zara Fragrance

L'ORÉAL
LUXE

C1 - Internal use

♂ 33% ↑ +178%

FR - TOP DUPED MEN FRAGRANCES

1.	Dior Sauvage – Dior	1,3%
	Green Savage – Zara Fragrance	Extreme Story – La Rive
2.	Aventus – Creed	1,1%
	Black Creek – La Rive	Vibrant Leather – Zara Fragrance
3.	Bois D'Argent – Dior	LOW SIGNAL
	Bois d'Igor – By Igor	Cèdre Cuir – Adopt
	Eau de foudre – RP Paris	
4.	Le Male – Jean Paul Gaultier	
	Brave – La Rive	Magnetic – Adopt
5.	Bleu de Chanel – Chanel	
	L'Eau Viril – Adopt	Iron Stone – La Rive
	Navy Blue – Zara Fragrance	Cotton Blue – Suddenly
6.	One Million – Paco Rabanne	
	Cardamome – Adopt	Prestige The Man Gris – La Rive
	Zara UOMO – Zara Fragrance	
7.	La Nuit de l'Homme – YSL	
	Night pour Homme – Zara Fragrance	Tonic Impact – Zara Fragrance
8.	Invictus – Paco Rabanne	
	Brave – La Rive	Blue Suit – Adopt
	Blue Spirit – Zara Fragrance	
9.	Code – Armani	
	For Him – Zara Fragrance	Into the Night – Adopt
	La Riche – La Rive	
10.	Stronger With You – Armani	
	Heroic Man – La Rive	Amber Ego – Zara Fragrance

L'ORÉAL
LUXE

L'ORÉAL
LUXE



PART 5: ZOOM ON L'ORÉAL BESTSELLERS SELECTION

EMPOWER YOUR BRAND

C1 - Internal use

semantiweb



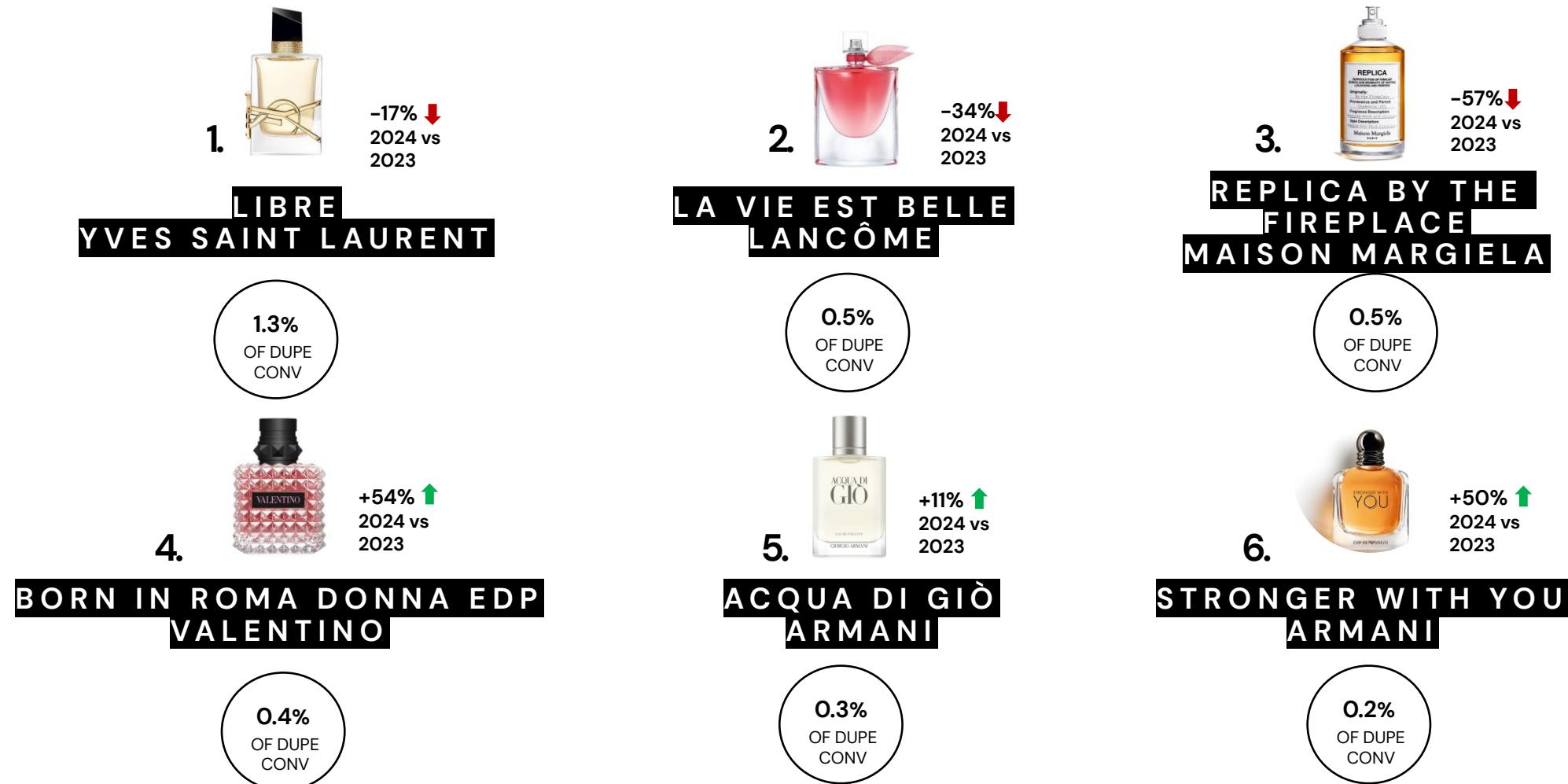
L'OREAL BESTSELLERS SELECTION

- AMONGST THE 6 SELECTED FRAGRANCES, FEMININE BESTSELLERS DUPES ARE THE MOST TALKED-ABOUT, WITH LIBRE LARGELY LEADING THE CONVERSATION (1.3%), AND BORN IN ROMA DONNA SHOWING THE GREATEST INCREASE (+54% VS LY) DUE TO ITS VIRALITY ONLINE.
- MASCULINE PERFUMES ARE GROWING FASTER ON AVERAGE THAN FEMININE ONES WITH STRONGER WITH YOU (+50%) & ACQUA DI GIÒ (+11%), REFLECTING A SHIFT TOWARDS MEN'S FRAGRANCES IN DUPE CONVERSATIONS.

220K

DUPES FRAGRANCE
CONVERSATIONS
US ONLINE MENTIONS

+49%
VS. LAST 12
MONTHS



C1 - Internal use



LIBRE YSL – A FRAGRANCE FIRST IMITATED FOR ITS “SMELLS EXPENSIVE” AURA AND “RICH GIRL AESTHETIC”



KEY THREATS

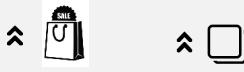
#1

SAME SCENT FOR
A CHEAPER PRICE

CONSUMERS CAN SURF ON LIBRE EDP SUCCESS, TRUST SATISFIED CONSUMERS, AND BUY OLFACTIVE DUPES FOR A CHEAPER PRICE.



FANCY ON A
BUDGET

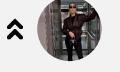


MASSTIGE

#2

THE SAME CONCEPT FOR
A CHEAPER PRICE

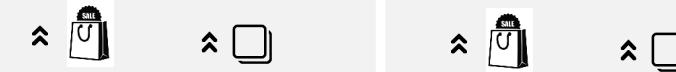
CONSUMERS CAN BE ATTRACTED BY THE SMELL EXPENSIVE VIBE (RICH GIRL AESTHETIC, QUALITY GOLDEN PACK), BUT ALSO BY THE FREEDOM CONCEPT (EMOTIONAL PROJECTION, DUPE NAME), OR FOR MORE EXPERTS THE FEMININE PERFUME WITH MASCULINE STRUCTURE (FOUGERE / LAVENDER).



FANCY ON A
BUDGET



TREND
HUNTERS

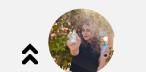


MASSTIGE

#3

OBTAINING MORE VOLUME
FOR A CHEAPER PRICE

CONSUMERS WILL KEEP THEIR OG FOR SPECIAL OCCASIONS, AND USE DUPE FOR DAILY LIFE, OR SPRAY MORE & EVERYWHERE



LAYERING
QUEENS



MASSTIGE

#4

OBTAINING MORE LONGEVITY

THEY WILL BE ATTRACTED BY OTHER DUPES TO OBTAIN A LONGER LASTING OR AN ADDITIONAL SILLAGE.



LAYERING
QUEENS



ORIENTALS
DUPES

#5

FINDING AN OLFACTIVE TWIST

THEY WILL BE ATTRACTED BY OTHER DUPES TO OBTAIN AN OLFACTIVE TWIST.



SCENT
COLLECTORS



TREND
HUNTERS

OPPORTUNITIES

CONSUMERS TRY DUPES AND BE DISAPPOINTED FOR THE BELOW REASONS AND GO BACK TO THE ORIGINAL:

UNIQUE CONCEPT

LASTINGNESS (LACK OF IDENTIC DRYDOWN)

PREMIUM PACKAGING

LOW SIGNAL: ZARA GOLDEN DECADE POPULARITY (TREND HUNTERS+), BETTER COMPOSITION (CLEAN DUPE+), EASIER TO FIND INSTORE.

C1 - Internal use



LIBRE YSL – A FRAGRANCE FIRST IMITATED FOR ITS “SMELLS EXPENSIVE” AURA AND “RICH GIRL AESTHETIC”

170 ml
\$ 90.00

CONSUMER PROFILES



FANCY ON ABUDGET



LAYERING QUEENS



TREND HUNTERS

1.3%

OF DUPE CONV

TOP 5 DUPES MENTIONED

	58% OF DUPE MENTIONS*
	Tharwah Gold LATTAFA
	Floral Lavender DOSSIER
	Libbra MAISON ALHAMBRA
	Destinée LA RIVE

PRICE

80 ml
\$ 35.90

100 ml
\$ 54.00

100 ml
\$ 49.00

100 ml
\$ 34.00

90 ml
\$ 14.29

ORIGINAL STILL USED FOR SPECIAL OCCASIONS:

“The one from La Rive is a good cheap alternative for the YSL one but obviously the original is stronger and iconic. Ysl for special occasions and La Rive for the weekdays. I bought the Ysl from Douglas and the La Rive from DM

PLEASURE TO SPRAY MORE, AND EVERYWHERE:

“The Zara one lasts for me. I always spray my clothes tho.

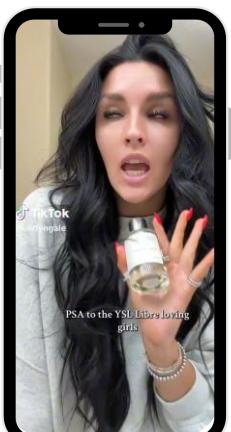
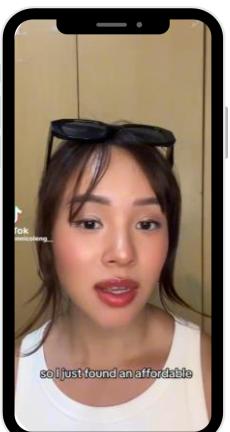
LACK OF LASTINGNESS EXPECTED AND ACCEPTED:

“I don't care about longevity I will re apply as long as smell like YSL lol

*average price suggested online

WHY DOES IT WORK?

- | | | | | |
|----------------------------|--|-------------------------|------------------------------------|--------------------------|
| 1. AFFORDABLE | 1. AFFORDABLE | 1. GOOD VALUE FOR MONEY | 1. VERY AFFORDABLE | 1. GREAT VALUE FOR MONEY |
| 2. SAME « EXPENSIVE » VIBE | 2. EXACT SAME NOTES | 2. EXACT SAME NOTES | 2. SIMILAR NOTES | 2. GOOD PERFORMANCE |
| 3. EASY TO FIND IN STORE | 3. EXPLICIT DUPE | 3. EXPLICIT DUPE | 3. EASY TO FIND IN STORE (WALMART) | 3. LUXURY PACKAGING |
| | 4. EASY TO FIND ONLINE (AVAILABLE ON AMAZON & SHEIN) | 4. MADE IN FRANCE | | |



“Smell expensive on a budget C1 - Internal use

“The bottle is gorgeous”

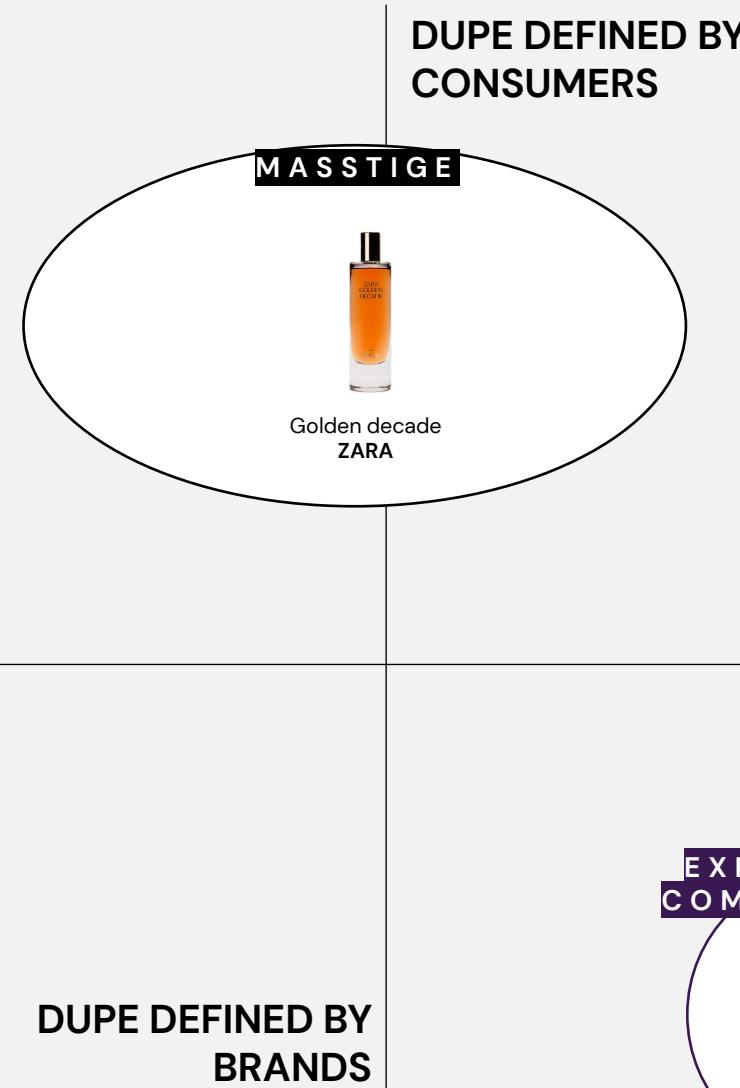
“The same but cheaper”

“Similar dry down to Libre”

“A nice dupe at an unbeatable price”



LIBRE YSL – A FRAGRANCE FIRST IMITATED FOR ITS “SMELLS EXPENSIVE” AURA AND “RICH GIRL AESTHETIC”



LOW QUALITY
DUPES

HIGH QUALITY
DUPES





LA VIE EST BELLE LANCÔME – A FRAGRANCE FIRST IMITATED FOR ITS OLFACTIVE PROPOSITION OF A SWEET FEMININE SCENT



KEY THREATS

#1

SAME SCENT FOR A CHEAPER PRICE

CONSUMERS CAN SURF ON LA VIE EST BELLE SUCCESS, TRUST Satisfied CONSUMERS, AND BUY OLFACTIVE DUPES FOR A CHEAPER PRICE.

#2

OBTAINING MORE VOLUME FOR A CHEAPER PRICE

CONSUMERS WILL KEEP THEIR OG FOR SPECIAL OCCASIONS, AND USE DUPE FOR DAILY LIFE, OR SPRAY MORE & EVERYWHERE

#3

FINDING AN OLFACTIVE TWIST

THEY WILL BE ATTRACTED BY OTHER DUPES TO OBTAIN AN OLFACTIVE TWIST ("LESS SWEET"+)

#4

OBTAINING MORE LONGEVITY

THEY WILL BE ATTRACTED BY OTHER DUPES TO OBTAIN A LONGER LASTING OR AN ADDITIONAL SILLAGE.



LAYERING
QUEENS



ORIENTALS
DUPES

#5

OBTAINING A CLEAN VERSION

CONSUMERS ARE ATTRACTED BY DOSSIER'S DUPE FOR ITS PERCEIVED CLEAN VERSION OF THE SCENT.



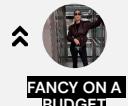
CLEAN
DUPE

OPPORTUNITIES

CONSUMERS TRY DUPES AND BE DISAPPOINTED FOR THE BELOW REASONS AND GO BACK TO THE ORIGINAL:

LASTINGNESS (LACK OF IDENTIC DRYDOWN)

PREMIUM PACKAGING WITH ICONIC BOW



FANCY ON A BUDGET



MASSTIGE



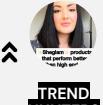
LAYERING
QUEENS



MASSTIGE



SCENT
COLLECTORS



TREND
HUNTERS



LA VIE EST BELLE LANCÔME – A FRAGRANCE FIRST IMITATED FOR ITS OLFACTIVE PROPOSITION OF A SWEET FEMININE SCENT

100 ml
\$ 155.00

CONSUMER PROFILES



FANCY ON ABUDGET



LAYERING QUEENS



SCENT COLLECTORS

0.5%
OF DUPE CONV



TOP DUPES MENTIONED



39%
OF DUPE
MENTIONS

1.

Majestic Opulence
ZARA



2.

Luminous
BATH & BODY WORKS



3.

Gourmand Orange
Blossom
DOSSIER



4.

La vita bella
MAISON ALHAMBRA



5.

Red Vanilla
ZARA



6.

Queen of life
LA RIVE

PRICE

80 ml
\$ 29.00

236 ml
\$ 36.85

100 ml
\$ 49.00

100 ml
\$ 21.26

90 ml
\$ 22.90

75 ml
\$ 15.85

*average price suggested online

WHY DOES IT WORK?

“ Smelled the mini of Luminous today.. The packaging is gorgeous. This scent is an exact dupe of Lancome La Vie Est Belle. It has a bit less depth to it. I did spray it on my hand.... For science and it does last. It will layer beautifully with Lancome La Vie Est Belle.”

DUPE SERVE AS DISCOVERING THE FRAGRANCE, BUT BAD LONGEVITY DRIVES CONSUMERS TO BUY THE OG:

“ This is a gem. Awesome value - in fact I own 3 bottles of this and it made me go out and buy LVEB Intensement as they are extremely similar. I would say that Majestic Opulence is a great dupe for LVEB Intensement, just not as strong and doesn't last as long.”

THE ICONIC BOW PACKAGING IS AN EASY WAY TO CATCH CONSUMERS ATTENTION AS A DUPE.



“It does give off some LVEB comparisons but has its own unique scent”



“Great for layering with LVEB for more projection and a longer lasting scent”
C1 - Internal use



“The same but cheaper”



“Stays on clothes”



“I get the DNA but I can tell the difference”



“Enchants in a similar way to LVEB”



LA VIE EST BELLE LANCÔME – A FRAGRANCE FIRST IMITATED FOR ITS OLFACTIVE PROPOSITION OF A SWEET FEMININE SCENT



LOW QUALITY
DUPES



Queen of life
LA RIVE

DUPE DEFINED BY
CONSUMERS

MASSTIGE



Majestic Opulence
ZARA Luminous
BATH & BODY
WORKS Red Vanilla
ZARA

HIGH QUALITY
DUPES



La vita bella
MAISON ALHAMBRA

DUPE DEFINED BY
BRANDS

PACKAGING
COPY



La vita bella
MAISON ALHAMBRA

EXPLICIT DUPE
COMMUNICATION



Gourmand Orange
Blossom
DOSSIER



STRONGER WITH YOU ARMANI - A FRAGRANCE FIRST IMITATED FOR ITS AUTUMNAL VIBE AND WARM/ COZY CONCEPT, AND ITS IMPACTFUL INTENSITY.

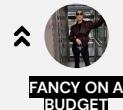


KEY THREATS

#1

SAME SCENT FOR A CHEAPER PRICE

CONSUMERS CAN SURF ON STRONGER WITH YOU SUCCESS, TRUST SATISFIED CONSUMERS, AND BUY OLFACTIVE DUPES FOR A CHEAPER PRICE.



FANCY ON A BUDGET



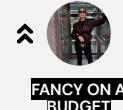
MASSTIGE

EXACT DUPES

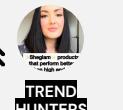
#2

THE SAME CONCEPT FOR A CHEAPER PRICE

CONSUMERS ARE ATTRACTED BY THE WARM COZY SEASONAL CONCEPT (OLFACTION, JUICE COLOR, EMOTIONAL PROJECTION) BUT ALSO BY THE CONCEPT OF DUALITY & STRENGTH OF "STRONGER WITH YOU" (DUPE NAME).



FANCY ON A BUDGET



TREND HUNTERS



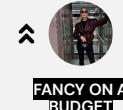
MASSTIGE

EXACT DUPES

#3

A WAY TO DISCOVER THE SCENT

IT IS ALSO ADOPTED AS A WAY TO ENTER INTO THE WORLD OF PERFUMES FOR NOVICE CONSUMERS



FANCY ON A BUDGET



MASSTIGE

#4

FINDING AN OLFACTIVE TWIST

THEY WILL BE ATTRACTED BY OTHER DUPES TO OBTAIN AN OLFACTIVE TWIST ("FRESHER VERSION"+)



SCENT COLLECTORS

#5

OBTAINING MORE LONGEVITY

THEY WILL BE ATTRACTED BY OTHER DUPES TO LAYER AND OBTAIN A LONGER LASTING OR AN ADDITIONAL SILLAGE.



LAYERING QUEENS



ORIENTALS DUPES

OPPORTUNITIES

CONSUMERS TRY DUPES AND BE DISAPPOINTED FOR THE BELOW REASONS AND GO BACK TO THE ORIGINAL:

INTENSITY (DISAPPOINTED BY DUPES LACK OF INTENSITY)

ATTRACTIVE CURVY PACKAGING WITH POWERFUL JUICE COLOR

LOW SIGNAL: EASIER TO FIND INSTORE, SAME NICE PACKAGING (PACK DUPE+).

C1 - Internal use



0.2%
OF DUPE
CONV

STRONGER WITH YOU ARMANI - A FRAGRANCE FIRST IMITATED FOR ITS AUTUMNAL VIBE AND WARM/ COZY CONCEPT, AND ITS IMPACTFUL INTENSITY.



100 ml
\$ 110.00

CONSUMER PROFILES



FANCYONA
BUDGET



SCENT
COLLECTORS



TREND
HUNTERS

TOP DUPES MENTIONED



PRICE

*average price suggested online

DRIVERS TO BUY

- | | | | | |
|---------------------------------|--------------------------------|------------------------------|------------------------------------|------------------------------------|
| 1. AFFORDABLE | 1. AFFORDABLE | 1. AFFORDABLE | 1. AFFORDABLE | 1. VERY AFFORDABLE |
| 2. EXPLICIT DUPE | 2. GOOD VALUE FOR MONEY | 2. SAME DNA, FRESHER VERSION | 2. EXPLICIT DUPE | 2. SAME VIBE |
| 3. EXACT SAME NOTES | 3. GOOD PERFORMANCE/ LONGEVITY | 3. GOOD | 3. GREAT VALUE FOR MONEY | 3. GOOD LONGEVITY |
| 4. EASY TO FIND ONLINE (AMAZON) | 4. PERFORMANCE/LONGEVITY | 4. GOOD VALUE FOR MONEY | 4. EASY TO FIND IN STORE (WALMART) | 4. EASY TO FIND IN STORE (WALMART) |

LOOKING FOR A CHEAPER VERSION OF THE SAME SEASON SCENT

“ I'm new to the world of fragrances and I've recently fallen in love with Armani's Stronger With You Classic. I adore its warm, cozy, and alluring scent, but I'm interested in exploring some more affordable alternatives or 'clones'.

CONSUMERS ARE PRIMARILY LOOKING FOR THE SAME WARM, COZY VIBE:

“ Today I smelt Stronger with You for the first time - absolutely stunning fragrance.

What should I be looking at to get this calming, warm, sweet, cosy vanilla scent in a cheaper clone?

A WAY TO GET INTO THE WORLD OF PERFUMES

As a fragrance newbie, I'm not sure where to start. Could anyone recommend some clones that capture the essence of Stronger With You? I'm particularly drawn to the notes of chestnut, vanilla, and lavender in the original.

THE ICONIC CURVY PACK IS AN EASY WAY TO CATCH CONSUMERS ATTENTION AS A DUPE.



“Won't be a very long lasting perfume, but definitely good” **C1 - Internal use**



“Performance is insane”



“Amazing. Very close and performs great”



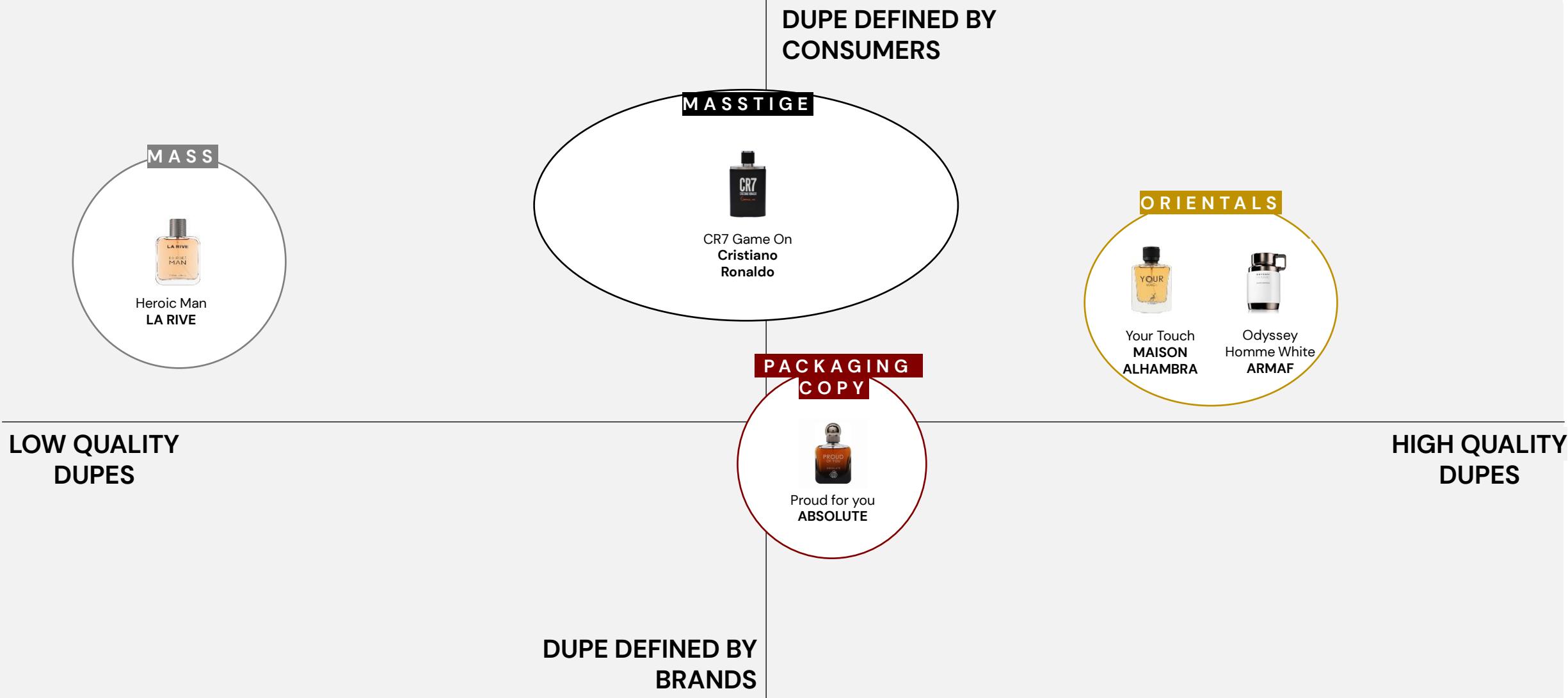
“Somewhat between og and Absolutely, craaaaaazy good for that price”



“Good value for money but doesn't last”



STRONGER WITH YOU ARMANI – A FRAGRANCE FIRST IMITATED FOR ITS AUTUMNAL VIBE AND WARM/ COZY CONCEPT, AND ITS IMPACTFUL INTENSITY.





BORN IN ROMA DONNA EDP VALENTINO - A FRAGRANCE FIRST IMITATED FOR ITS VIRALITY AND "IT GIRL" UNIVERSE : AESTHETIC AND SWEET SCENT



KEY THREATS

#1

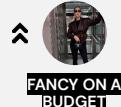
SAME SCENT FOR A CHEAPER PRICE

CONSUMERS CAN SURF ON BIR EDP SUCCESS, TRUST SATISFIED CONSUMERS, AND BUY OLFACTIVE DUPES FOR A CHEAPER PRICE.

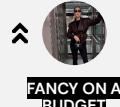
#2

THE SAME CONCEPT FOR A CHEAPER PRICE

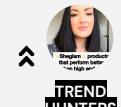
CONSUMERS CAN BE ATTRACTED BY THE "IT GIRL" AESTHETICS CONCEPT (EMOTIONAL PROJECTION, OLFACTION, PINK PACK), THE EXPENSIVE LUXURIOUS VIBE (SMELL EXPENSIVE, QUALITATIVE PACK) AND THE FASHIONABLE APPROACH (FASHIONABLE PACK)



FANCY ON A BUDGET



FANCY ON A BUDGET



TREND HUNTERS



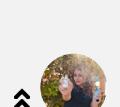
MASSTIGE

EXACT DUPES

#3

OBTAINING MORE VOLUME FOR A CHEAPER PRICE

CONSUMERS WILL KEEP THEIR OG FOR SPECIAL OCCASIONS, AND USE DUPE FOR DAILY LIFE, OR SPRAY MORE & EVERYWHERE



LAYERING QUEENS



MASSTIGE

#4

OBTAINING MORE LONGEVITY

THEY WILL BE ATTRACTED BY OTHER DUPES TO OBTAIN A LONGER LASTING OR AN ADDITIONAL SILLAGE.



LAYERING QUEENS



ORIENTALS DUPES

#5

FINDING AN OLFACTIVE TWIST

THEY WILL BE ATTRACTED BY OTHER DUPES TO OBTAIN AN OLFACTIVE TWIST (PLAY WITH SWEETNESS).



SCENT COLLECTORS



TREND HUNTERS

OPPORTUNITIES

CONSUMERS TRY DUPES AND BE DISAPPOINTED FOR THE BELOW REASONS AND GO BACK TO THE ORIGINAL:

UNIQUE IT GIRL CONCEPT

PREMIUM FASHIONABLE PACKAGING – PRETTY TO DISPLAY IN COLLECTION

LASTINGNESS (LACK OF IDENTIC DRYDOWN)



BORN IN ROMA DONNA EDP VALENTINO - A FRAGRANCE FIRST IMITATED FOR ITS VIRALITY AND "IT GIRL" UNIVERSE : AESTHETIC AND SWEET SCENT



0.4%
OF DUPE
CONV

50 ml
\$ 140.00

CONSUMER PROFILES



FANCY ON ABUDGET



LAYERING QUEENS



TREND HUNTERS

TOP DUPES MENTIONED



33%
OF DUPE
MENTIONS



27%
OF DUPE
MENTIONS



3.
Pink Obsessed
BATH & BODY WORKS



4.
Love in Rome
OAKCHA



5.
Pink Flambé Summer
ZARA

1.
Electric Fantasy
BRITNEY SPEARS

2.
Yara Rose
LATTAFA

3.
Pink Obsessed
BATH & BODY WORKS

4.
Love in Rome
OAKCHA

5.
Pink Flambé Summer
ZARA

PRICE
100 ml
\$ 25.99

100 ml
\$ 21.37

236 ml
\$ 17.99

50 ml
\$ 35.00

90 ml
\$ 22.90

*average price suggested online

DRIVERS TO BUY

1. AFFORDABLE
2. REVISITED VERSION
3. EASY TO FIND IN STORE (SEPHORA)

1. AFFORDABLE
2. REVISITED VERSION
3. LUXURY PACKAGING

1. VERY AFFORDABLE
2. EXACT SAME HEAD NOTES
3. EASY TO FIND IN STORE

1. PREMIUM PRICE
2. EXACT SAME NOTES
3. EXPLICIT DUPE
4. LUXURY PACKAGING

1. AFFORDABLE
2. VERY REVISITED VERSION

CONSUMERS USE DUPES FOR LAYERING FOR BETTER LONGEVITY:

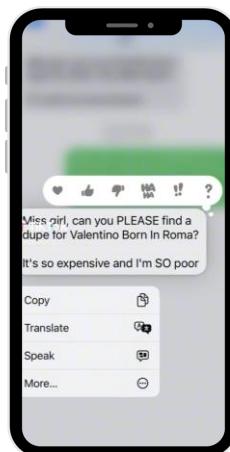
"I pair PO with Born in Roma because it is a dupe of it. The scent last longer when I pair it with the actual perfume."

IN GENERAL, HEAD NOTES MATCH BUT NOT THE DRY DOWN AND THE LONGEVITY:

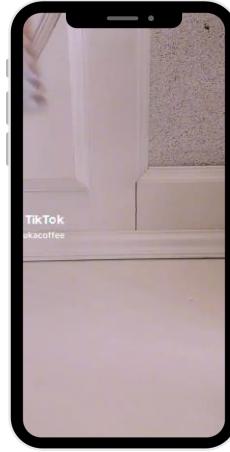
"It's time for my Oakcha review! Let's start with Love In Rome. It's a dupe for Donna Born In Roma by Valentino. The scent matches but the staying power doesn't. The sillage isn't there either. The little bit of time it did last, it wasn't very strong."

DUPES PLAY ON THE FRAGRANCE EMOTIONAL PROJECTION : THE IT GIRL, GIRLY, SWEET SCENT.

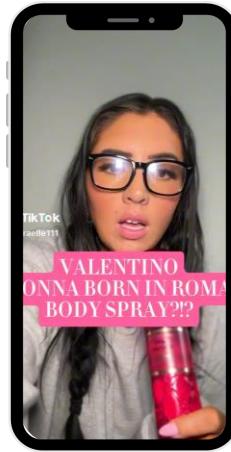
LUXURY PACKAGING IN DUPES IS APPRECIATED AS IT IS A KEY STRENGTH FROM THE OG



"An exact dupe"



"First smell gives Valentino"
C1 - Internal use



« Gorgeous packaging it's giving Barbie vibes »



"Perfect for layering"



"Same vibe"



BORN IN ROMA DONNA EDP VALENTINO - A FRAGRANCE FIRST IMITATED FOR ITS VIRALITY AND "IT GIRL" UNIVERSE : AESTHETIC AND SWEET SCENT



LOW QUALITY
DUPES

DUPE DEFINED BY
CONSUMERS

MASSTIGE



DUPE DEFINED BY
BRANDS

HIGH QUALITY
DUPES

EXPLICIT DUPE
COMMUNICATION





REPLICA BY THE FIREPLACE MAISON MARGIELA - A FRAGRANCE FIRST IMITATED FOR ITS BY THE FIREPLACE CONCEPT, AUTUMNAL VIBE AND UNIQUE WOODY/SMOKY SCENT

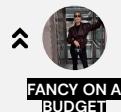


KEY THREATS

#1

SAME SCENT FOR A CHEAPER PRICE

CONSUMERS CAN EASILY BE ATTRACTED BY THE NICHE PERFUME BRANDS WITHOUT HAVING THE BUDGET, AND WILL LOOK FOR SOPHISTICATED CRAFTED SCENTS FOR A LOWER BUDGET.



FANCY ON A BUDGET



MASSTIGE

#2

THE SAME CONCEPT FOR A CHEAPER PRICE

CONSUMERS ARE ATTRACTED BY THE "BY THE FIREPLACE" SMOKY WOODY COMFY CONCEPT (EMOTIONAL PROJECTION, OLFACTION, DUPE NAME, PACKAGING), AND THE NICHE VIBE (SMELL EXPENSIVE, SMELL CONCEPTUAL)



FANCY ON A BUDGET

TREND HUNTERS



MASSTIGE

EXACT DUPES

#3

FINDING AN OLFACTIVE TWIST

FRAGRANCE EXPERTS WILL PLAY WITH DUPES TO FIND ALTERNATIVE FACETS OR PLAY WITH DIFFERENT OLFACTIVE PYRAMIDS TO REACH THE SAME VIBE (WOODS+)



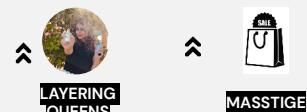
SCENT COLLECTORS

TREND HUNTERS

#4

OBTAINING MORE VOLUME FOR A CHEAPER PRICE

ESPECIALLY FOR EXPENSIVE NICHE PERFUME, CONSO WILL SHOW ROTATION BETWEEN DUPE AND NICHE PERFUME FOR DIFFERENT OCCASIONS



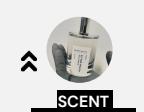
LAYERING QUEENS

MASSTIGE

#5

OBTAINING EVEN MORE UNIQUENESS

THEY WILL LAYER WITH OTHER SCENTS TO FIND A PERFECT UNIQUE FALL COMBO.



SCENT COLLECTORS

OPPORTUNITIES

CONSUMERS TRY DUPES AND BE DISAPPOINTED FOR THE BELOW REASONS AND GO BACK TO THE ORIGINAL:

PREMIUM NICHE QUALITY AND CRAFTSMANSHIP (INCLUDING PREMIUM INGREDIENTS, PACK, INTEREST FOR PERFUMER'S WORK)

BRAND PRESTIGE

UNIQUE FIREPLACE CONCEPT

GOOD LASTINGNESS

LOW SIGNAL: BETTER COMPOSITION (CLEAN DUPE+), MORE LONGEVITY (ORIENTAL DUPES+), EASIER TO FIND INSTORE.

C1 - Internal use



REPLICA BY THE FIREPLACE MAISON MARGIELA - A FRAGRANCE FIRST IMITATED FOR ITS BY THE FIREPLACE CONCEPT, AUTUMNAL VIBE AND UNIQUE WOODY/SMOKY SCENT



0.5%
OF DUPE
CONV

100 ml
\$165.00

CONSUMER PROFILES



FANCY ON A
BUDGET



SCENT
COLLECTORS



LAYERING
QUEENS

TOP DUPES MENTIONED



1. Woody Chestnut
DOSSIER

32%
OF DUPE
Mentions



2. Bohemian Oud
ZARA



3. Ameer Al Oudh
LATTFA



4. Bonfire Bash
BATH & BODY WORKS



5. Fireside Marshmallow
ALT.

PRICE

*average price suggested online

80 ml
\$29.00

30 ml
\$17.90

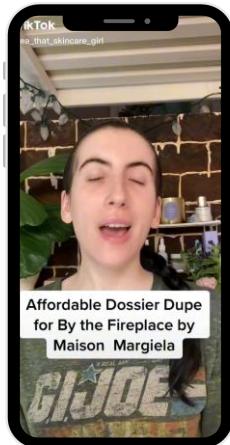
100 ml
\$49.00

100 ml
\$21.26

60 ml
\$49.99

DRIVERS TO BUY

- | | | | | |
|------------------------------------|--------------------------|---------------------------------------|---------------------------|--|
| 1. AFFORDABLE | 1. AFFORDABLE | 1. AFFORDABLE | 1. SAME FIRE SIDE CONCEPT | 1. SAME FIRESIDE CONCEPT PREMIUM PRICE |
| 2. EXACT SAME NOTES | 2. REVISITED OUD VERSION | 2. REVISITED SMOKY VERSION (STRONGER) | 2. VERY AFFORDABLE | 2. REVISITED VERSION |
| 3. PLAYING ON THE WOODY CONCEPT | 3. SAME AUTUMNAL VIBE | 3. EASY TO FIND ONLINE (AMAZON) | 3. REVISITED VERSION | 3. REVISITED VERSION (SWEETER) |
| 4. EASY TO FIND IN STORE (WALMART) | 4. EASY TO FIND IN STORE | 4. MORE LONGEVITY | 4. MORE LONGEVITY | 4. HANDCRAFTED IN THE U.S. |
| 5. CRUELTY FREE | | 5. EASY TO FIND IN STORE | 5. EASY TO FIND IN STORE | 5. EASY TO FIND IN STORE (TJ MAXX) |



"The closest I've ever found"



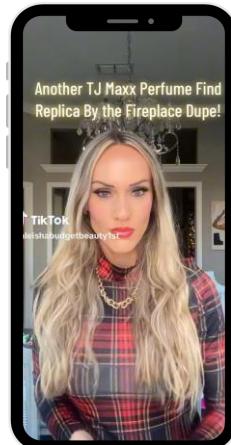
"By the Fireplace without that trademark smokiness"
C1 - Internal Use



"It's By the Fireplace on steroids"



"By The Fireplace dupe (Bonfire) lasts longer"



"By the Fireplace with marshmallow sweetness"



REPLICA BY THE FIREPLACE MAISON MARGIELA - A FRAGRANCE FIRST IMITATED FOR ITS BY THE FIREPLACE CONCEPT, AUTUMNAL VIBE AND UNIQUE WOODY/SMOKY SCENT



LOW QUALITY
DUPES



HIGH QUALITY
DUPES





ACQUA DI GIÒ ARMANI - A SOUGHT-AFTER FRAGRANCE FOR ITS FRESH, DEEP MARINE "BLUE PERFUME" UNIVERSE, AND AS A CLASSIC MASCULINE SCENT—AN IDEAL GATEWAY INTO THE WORLD OF PERFUMERY.



KEY THREATS

#1

SAME SCENT FOR
A CHEAPER PRICE

CONSUMERS CAN SURF ON ACQUA DI GIO SUCCESS, TRUST SATISFIED CONSUMERS, AND BUY OLFACTIVE DUPES FOR A CHEAPER PRICE.



FANCY ON A
BUDGET



MASSTIGE



EXACT
DUPES

#2

THE SAME CONCEPT FOR
A CHEAPER PRICE

CONSUMERS ARE ATTRACTED BY THE FRESH MARINE BLUE PERFUME CONCEPT (OLFACTION, JUICE COLOR, EMOTIONAL PROJECTION).



FANCY ON A
BUDGET



TREND
HUNTERS



MASSTIGE



EXACT
DUPES

#3

EASIER TO FIND
AVAILABILITY

CONSUMERS CAN BE DRIVEN BY PURCHASING A DUPE SCENT AS THEY SEE IT ONLINE (AMAZON), INSTORE (WALMART) OR EVEN ON THE SPECIFIC OCCASION (DUTY FREE)



FANCY ON A
BUDGET



MASSTIGE

#4

FINDING AN OLFACTIVE
TWIST

THEY WILL BE ATTRACTED BY OTHER DUPES TO OBTAIN AN OLFACTIVE TWIST (PERRY ELLIS ORIGINAL VIBE+)



SCENT
COLLECTORS

OPPORTUNITIES

CONSUMERS TRY DUPES AND BE DISAPPOINTED FOR THE BELOW REASONS AND GO BACK TO THE ORIGINAL:

NOT EASY TO MATCH DRYDOWN (VS FRESH TOP NOTES)

LASTINGNESS
(DISAPPOINTED BY DUPES LACK OF LONGEVITY)

LOW SIGNAL: TO OBTAIN MORE LONGEVITY (LAYERING KINGS+ & ORIENTAL DUPES+)

C1 - Internal use



ACQUA DI GIO ARMANI - A SOUGHT-AFTER FRAGRANCE FOR ITS FRESH, DEEP MARINE "BLUE PERFUME" UNIVERSE, AND AS A CLASSIC MASCULINE SCENT—AN IDEAL GATEWAY INTO THE WORLD OF PERFUMERY.



0.3%
OF DUPE
CONV

100 ml
\$ 120.00

CONSUMER PROFILES



FANCY ON A
BUDGET



TREND
HUNTERS



SCENT
COLLECTORS

CONSUMERS ARE PRIMARILY LOOKING FOR THE SAME MARINE FRESH VIBE – A “BLUE FRAGRANCE”:

“Lattafa Suqraat is a good choice as well! Dupe of Acqua Di Gio Profumo; very easy going and crowd pleasing fresh scent

THEY ARE LOOKING FOR A SEDUCTIVE/NIGHT TWIST OF THE SCENT:

“Alternative to Acqua di Gio. Hi, I've been using Acqua Di Gio as my daily perfume/cologne, and I love it. The only downside is that the smell fades away quite fast on me. Recently, I've been looking for a perfume to use during the night (date, club, bar, etc.), given that Acqua Di Gio fits the purpose, but not for too long.

A WAY TO ENTER THE PERFUME WORLD AS A NOVICE CONSO

“My boyfriend and I are just starting to get into the world of perfumes lol we dont have the budget yet so we went for dupea for now. I'm using Zara's Golden Decade for YSL intense dupe and his was Lisboa for Acqua Di Gio. Trying to learn and figure more things about perfumes for now

TOP DUPES MENTIONED

1.		2.		3.		4.		5.	
PRICE	90 ml \$ 22.90	100 ml \$ 37.20		100 ml \$ 29.00		100 ml \$ 26.95		100 ml \$ 23.58	

*average price suggested online

DRIVERS TO BUY

- | | | | | |
|--------------------------|--|---|------------------------------|------------------------------|
| 1. AFFORDABLE | 1. VERY AFFORDABLE | 1. AFFORDABLE | 1. AFFORDABLE | 1. VERY AFFORDABLE |
| 2. SAME FRESH VIBE | 2. SAME FRESH VIBE | 2. SAME FRESH VIBE | 2. SAME FRESH VIBE | 2. SIMILAR DRY DOWN TO |
| 3. EASY TO FIND IN STORE | 3. GOOD VALUE FOR MONEY | 3. GOOD VALUE FOR MONEY | 3. GOOD VALUE FOR MONEY | THE FIRST BATCH OF ADG |
| | GOOD LONGEVITY | GOOD LONGEVITY | GOOD LONGEVITY | GOOD LONGEVITY |
| | THE TRADITIONNAL DUPE | | EASY TO FIND ONLINE (AMAZON) | GOOD VALUE FOR MONEY |
| | EASY TO FIND IN STORE (WALMART, DUTY FREE) | 4. EASY TO FIND IN STORE (WALMART, DUTY FREE) | (AMAZON) | EASY TO FIND ONLINE (AMAZON) |



“This and this



“360° Red Perry Ellis



“Lattafa



“LONES???



“blueTouch

“Zara Lisboa is also close but not great with longevity” C1 - Internal use

“An absolute banger! My brother makes me go look for that stuff every time I cross a duty free”

“Designer quality and alive”

“Among the better clones in budget”

“smell just like the first Bach of aqua di Gio”



ACQUA DI GIÒ ARMANI – A SOUGHT-AFTER FRAGRANCE FOR ITS FRESH, DEEP MARINE “BLUE PERFUME” UNIVERSE, AND AS A CLASSIC MASCULINE SCENT—AN IDEAL GATEWAY INTO THE WORLD OF PERFUMERY.



DUPE DEFINED BY
CONSUMERS

MASSTIGE



LOW QUALITY
DUPES

HIGH QUALITY
DUPES

ORIENTALS



DUPE DEFINED BY
BRANDS

RECOMMENDATIONS

1.

HIGHLIGHT YOUR BRAND'S DNA, STATUS & LEGITIMACY

→ To make consumers understand all brands are not legitimate to launch perfume

- REINFORCE STORYTELLING AROUND THE BRAND'S ORIGINS, CREATORS, HERITAGE, AND VALUES, TO CONVEY AUTHENTICITY AND PERCEIVED LEGITIMACY.
- FOR EXAMPLE HIGHLIGHT THE FASHION / SIGNED TOUCH / LUXURY POSITIONING.
- SHOWCASE WHY YOUR UNIQUE CONCEPTS ARE LINKED TO YOUR UNIQUE BRAND'S VALUES.
- PUSH EMOTIONAL CONNECTION & PRESTIGE STATUS IN YOUR COMMUNICATION.

2.

EXPRESS YOUR OLFACTIVE EXPERTISE

→ To make consumers understand your brands are offering expert, signed, refined compositions

- FOCUS STORYTELLING ON INGREDIENTS' QUALITY, OLFACTIVE FAMILY, OLFACTIVE PYRAMID, EXPERT PERFUMERS' WAY OF COMPOSING.
- HIGHLIGHT THE UNREPLICABLE ASPECTS OF THE FRAGRANCE: PROPRIETARY INGREDIENTS, MASTER PERFUMERS' UNIQUE SIGNATURE.
- HIGHLIGHT THE CONFIDENTIALITY OF THE FORMULA (HIDDEN SECRET NEVER REVEALED)
- EXPRESS HOW EXCLUSIVE, COMPLEX SCENT STRUCTURES ARE HARDER TO COPY (NICHE+).

3.

SUPPORT YOUR LONGLASTING CLAIMS

→ To dissuade consumers to adopt dupes, commonly known as less lasting

- FOCUS YOUR STORYTELLING ON LONG-LASTING WITH RATIONAL EXPLANATION: CHOICE OF SPECIFIC RAW MATERIAL, UNIQUE QUALITIES, METHODS OF EXTRACTION, BALANCED COMPOSITIONS ...
- TALK MORE ABOUT DRYDOWN BEAUTY AND SILLAGE (#BEASTMODE) : CONSUMERS ACKNOWLEDGE DUPES OFTEN LACK PROJECTION, LONGEVITY, AND COPY HEAD NOTES BETTER THAN DRYDOWNS.

4.

HIGHLIGHT YOUR PRODUCTS' QUALITY & CRAFTSMANSHIP

→ To make consumers understand why they pay a premium price

- REINFORCE STORYTELLING AROUND UNIQUE CRAFTSMANSHIP AND SAVOIR FAIRE, ACQUIRED OVER THE YEARS.
- HIGHLIGHT THE QUALITY OF EXECUTION (INCLUDING LUXURIOUS PACK) THANKS TO PRODUCT DESCRIPTIONS AND BEHIND-THE-SCENE CONTENT.

5.

DEVELOP PRODUCTS THAT ARE PERCEIVED AS DIFFICULT TO COPY

→ To make consumers understand they will never find the same thing elsewhere

- LAUNCH LIMITED EDITIONS TO MAINTAIN DESIRABILITY IN THE LONG TERM.
- BUILD EXCLUSIVE LAUNCHES IN COCREATION WITH ARTISTS/DESIGNERS -> PERCEIVED AS NOT EASY TO DUPLICATE, AND POSITION YOUR PRODUCT AS A COLLECTOR/DECORATION ITEM.
- PREEMPT UNIQUE INGREDIENT OR ASSOCIATION OF INGREDIENTS AND VERY EXCLUSIVE ORIGIN STORY, ETC

6.

EDUCATE & RAISE AWARENESS ON SAFETY & ETHICS

→ To encourage consumers to stop buying cheap products, counterfeit or dupes.

- DEVELOP EDUCATIVE CONTENT ON SAFETY & HEALTH: VALORIZE RESEARCH & LAB TESTS' ADVANCE REQUIREMENT (IE: # OF TESTS, ELABORATE SKIN SAFETY TESTS ETC...)
- RAISE AWARENESS ON ETHICS & SUSTAINABILITY ISSUES: (SOURCING TRACEABILITY, LOCAL PRODUCERS' FAIR REMUNERATION...)
- LEVERAGE THE WEIGHT OF YOUR SOCIAL MEDIA OFFICIAL ACCOUNT & POWER OF YOUR COMMUNITIES & INFLUENCERS TO RELAY THIS CONTENT.
- MERGE EFFORTS BETWEEN BRANDS TO HAVE MORE IMPACT.
- COCREATE CONTENT WITH RETAILERS.
- CREATE AN INDUSTRY LABEL (RESPECTFUL OF SAFETY & ETHICS)

EXAMPLES OF HOW BRANDS ADDRESS THE DUPE PHENOMENON?

Maison
Francis Kurkdjian
Paris

SUBTLE REINFORCEMENT

VERY SUBTLE, LIKE MFK, OR RELYING ON INFLUENCERS RATHER THAN DIRECTLY ADDRESSING THE TOPIC (NICHE, ULTRA-PREMIUM +).



“ MARCHAND DE BONHEUR. Au cœur d'un Paris féerique, Baccarat Rouge 540 marque de son empreinte inimitable et révèle une signature olfactive graphique et condensée à l'extrême. Intensément Rouge, le fabuleux Extrait de Parfum marque par son sillage hors-norme et hautement addictif.

Charlotte Tilbury

UNAPOLOGETICALLY & BOLD COMMUNICATION

CLEAR COMMUNICATION, LIKE CT, LEVERAGING YOUR FAME AND TRENDINESS TO HIGHLIGHT WHY YOU'RE THE BEST AND THAT IS WHY YOU'RE BEING DUPED (MAKEUP).



LEGENDARY. FOR A REASON.

“ I have bottled over 30 years of artistry + expertise in my backstage beauty icons! ❤️ Developed with world-leading scientists, my award-winning makeup + skincare formulas give you the Tilbury Feeling – making you look + feel like the most beautiful, confident version of you! 🎉

From my GLOBALLY-LOVED Magic Cream to the ORIGINAL confidence glow booster, my viral Hollywood Flawless Filter, and my VIRAL Beauty Light Wands, I love to see how my LEGENDARY ICONS have changed people's lives around the world! 🌎 There's a reason why they are STAPLE ICONS in every CELEBRITY RED CARPET CLUTCH + in EVERY MAKEUP ARTIST'S KIT! It's magic that CANNOT be duped, darlings! ❤️

⬇️ THE ORIGINAL! THE ONE + ONLY! THE UNDUPABLE! ⬇️

<3 # :) THANK YOU !
YOUR TEAM



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