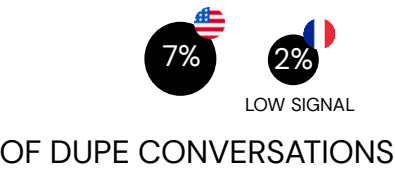


# SCENT COLLECTORS



## 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

### SOCIO-DEMOGRAPHIC

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

### EXPECTATIONS

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

### 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



ght Addiction y and warm		<b>All Eyes on Her</b> A burst of tempting red berries illuminated by the glow of radiant amber and creamy vanilla Coming Spring 3
g Rouge floral woody		<b>Strawberry Flirt</b> Fruity, juicy, floral, creamy, and feminine Coming Spring 3
of Blue , citrus, & woody		<b>Pistachio Glaze</b> Indulgent, creamy and nutty gourmand Coming Spring 3
ignature atic, citrus & floral		<b>Imperfect Beauty</b> Bright, watery floral with a playful, comforting and creamy back Coming Spring 3
So Navy atic, woody &		<b>Beyond Savvy</b> Aromatic, woody & warm



#rarenotes  
#fragrancelovers  
#perfumeaddict  
#scenthunt  
#perfumecollection



# 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

## TOP 10 DUPES PERFUMES INFLUENCERS WORLDWIDE RANKED BY APPROACH

↑  
FROM MOST  
SPECIALIZED  
IN DUPES  
CONTENT

- 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
- \_iamnoelle** IamNoelle  
 Suivre Message  
 793 Abonnements 96.5K Abonnés 2.2M J'aime  
 iamnoelle@nowadaystalent.com  
 YouTube iamnoelle  
 IG iamnoelle\_ig  
 Buy my perfume
- oliviaofactory** oliviaofactory  
 Suivre Message  
 149 Abonnements 279.2K Abonnés 6.5M J'aime  
 Your Fragrance Fairy Godmother  
 olivia@aestheticcreative.com  
 linktr.ee/oliviaofactory
- perfumerism** IG: perfumerism  
 Suivre Message  
 761 Abonnements 558.4K Abonnés 33.1M J'aime  
 perfumerism@dulcedo.com  
 IG/YT: @perfumerism  
 CA  
 perfumery student
- roziebz** Rozie  
 Suivre Message  
 326 Abonnements 53.1K Abonnés 2M J'aime  
 rozieocampopr@gmail.com  
 linktr.ee/roziebz

↓  
TO MORE  
GENERAL  
CONTENT  
INCLUDING  
DUPES

↑  
FROM MOST  
SPECIALIZED  
IN DUPES  
CONTENT

- 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  
 monsieurdupeparfum.com
- scentsecrets** ScentSecrets  
 Suivre Message  
 256 Abonnements 88.5K Abonnés 2.2M J'aime  
 Collabs / PR / Inquiries: inquiries.scentsecrets@gmail.com  
 linktr.ee/scentsecrets
- annicoleng** 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/annicoleng
- pleitewegendufte** Miki Monumental  
 Suivre Message  
 0 Abonnements 246.5K Abonnés 8.8M J'aime  
 Parfum Collector  
 Lange Videos YouTube  
 m.youtube.com/@pleitewege...
- 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

↓  
TO MORE  
GENERAL  
CONTENT  
INCLUDING  
DUPES

- asmaa\_loves\_perfumes** Asmaa loves perfumes  
 Suivre Message  
 538 Abonnements 182.5K Abonnés 6.5M J'aime  
 All things beauty&perfumes  
 sm\_smi@hotmail.com  
 Discounts
- mattrandon** 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/mattrandon
- allfancythingsz** Fancy | content creator  
 Suivre Message  
 80 Abonnements 55.4K Abonnés 2.3M J'aime  
 life of a fancy babe  
 from Europe  
 allfancythingsz@hotmail.com
- maddison.sarah.taylor** Maddison  
 Suivre Message  
 388 Abonnements 612.6K Abonnés 5.9M J'aime  
 WELCOME TO MY BEAUTY DIARY  
 MGMT: Maddison@scoutedbyjrma.com
- sananas** SANANAS  
 Suivre Message  
 441 Abonnements 1.2M Abonnés 35.1M J'aime  
 YOUTUBE & INSTAGRAM : @Sananas2106  
 rSananas@po.agency  
 www.youtube.com/@Sananas

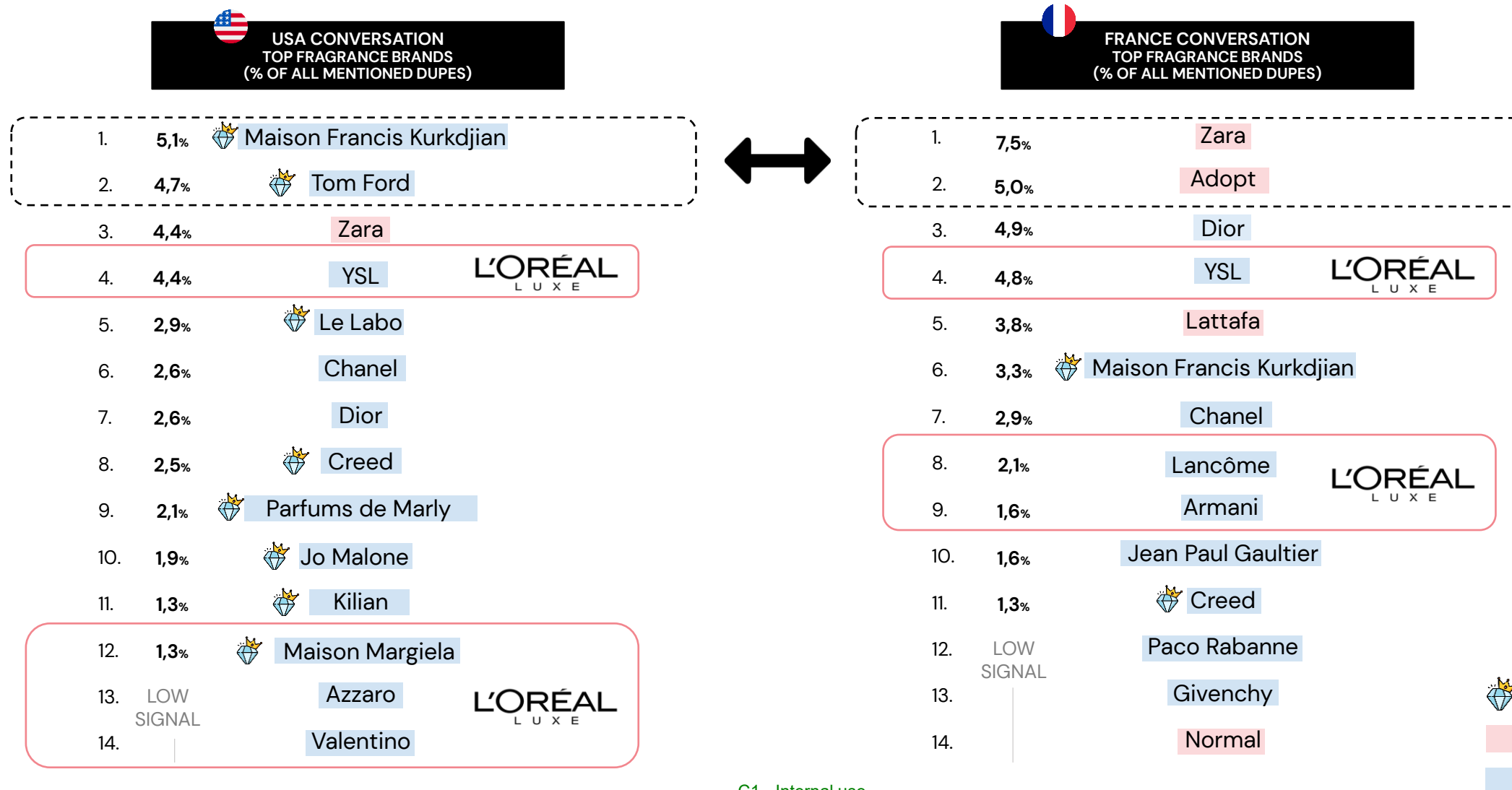
\*Source: Hype Auditor



## 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**.



C1 - Internal use





# 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.**

♀ 65% ↑ +45%

## US - TOP DUPED WOMEN FRAGRANCES

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%	L'ORÉAL LUXE
	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%	L'ORÉAL LUXE
	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		

♀ 67% ↑ +170%

## FR - TOP DUPED WOMEN FRAGRANCES

1.	Baccarat Rouge – Maison Francis Kurkdjian	3,1%	
	Red Temptation – Zara Fragrance    Ana Abiyedh – Lattafa		
2.	Libre – YSL	3,0%	L'ORÉAL LUXE
	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		L'ORÉAL LUXE
	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  
 Duped 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    Bleu – 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	

♂ 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    Magnetico – 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	

C1 - Internal use



## 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



1.

-17% ↓  
2024 vs  
2023

**LIBRE**  
**YVES SAINT LAURENT**

1.3%  
OF DUPE  
CONV



4.

+54% ↑  
2024 vs  
2023

**BORN IN ROMA DONNA EDP**  
**VALENTINO**

0.4%  
OF DUPE  
CONV



2.

-34% ↓  
2024 vs  
2023

**LA VIE EST BELLE**  
**LANCÔME**

0.5%  
OF DUPE  
CONV



5.

+11% ↑  
2024 vs  
2023

**ACQUA DI GIÒ**  
**ARMANI**

0.3%  
OF DUPE  
CONV



3.

-57% ↓  
2024 vs  
2023

**REPLICA BY THE  
FIREPLACE**  
**MAISON MARGIELA**

0.5%  
OF DUPE  
CONV



6.

+50% ↑  
2024 vs  
2023

**STRONGER WITH YOU**  
**ARMANI**

0.2%  
OF DUPE  
CONV





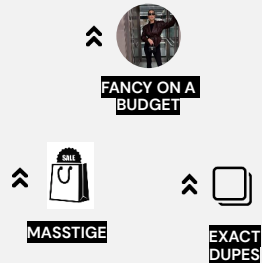
# LIBRE YSL – A FRAGRANCE FIRST IMITATED FOR ITS “SMELLS EXPENSIVE” AURA AND “RICH GIRL AESTHETIC”

## KEY THREATS

### #1

#### SAME SCENT FOR A CHEAPER PRICE

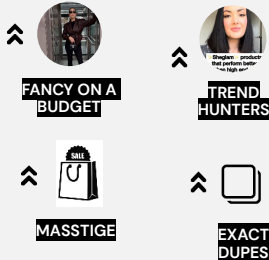
CONSUMERS CAN SURF ON LIBRE EDP SUCCESS, TRUST SATISFIED CONSUMERS, AND BUY OLFACTIVE DUPES FOR A CHEAPER PRICE.



### #2

#### THE SAME CONCEPT FOR A CHEAPER PRICE

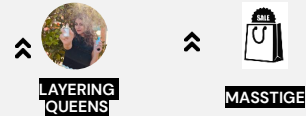
CONSUMERS CAN BE ATTRACTED BY THE SMELL EXPENSIVE VIBE (RICH GIRL AESTHETIC, QUALITY GOLDEN PACK), BUT ALSO BY THE FREEDOM CONCEPT (EMOTIONAL PROJECTION, DUPE NAME), OR FOR MORE EXPERTS THE FEMININE PERFUME WITH MASCULINE STRUCTURE (FOUGERE / LAVENDER).



### #3

#### OBTAINING MORE VOLUME FOR A CHEAPER PRICE

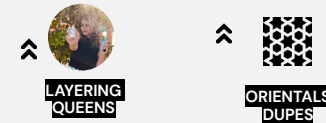
CONSUMERS WILL KEEP THEIR OG FOR SPECIAL OCCASIONS, AND USE DUPE FOR DAILY LIFE, OR SPRAY MORE & EVERYWHERE



### #4

#### OBTAINING MORE LONGEVITY

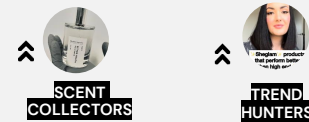
THEY WILL BE ATTRACTED BY OTHER DUPES TO OBTAIN A LONGER LASTING OR AN ADDITIONAL SILLAGE.



### #5

#### FINDING AN OLFACTIVE TWIST

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



## 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  
A BUDGET



LAYERING  
QUEENS



TREND  
HUNTERS

## 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

## TOP 5 DUPES MENTIONED

58%  
OF DUPE  
MENTIONS\*

1.



Golden decade  
ZARA

80 ml  
\$ 35.90

2.



Tharwah Gold  
LATTAFA

100 ml  
\$ 54.00

3.



Floral Lavender  
DOSSIER

100 ml  
\$ 49.00

4.



Libbra  
MAISON ALHAMBRA

100 ml  
\$ 34.00

5.



Destinée  
LA RIVE

90 ml  
\$ 14.29

\*average price suggested online

## WHY DOES IT WORK?

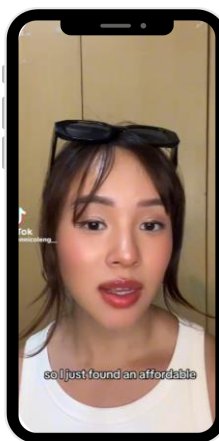
1. AFFORDABLE
2. SAME « EXPENSIVE » VIBE
3. EASY TO FIND IN STORE

1. AFFORDABLE
2. EXACT SAME NOTES
3. EXPLICIT DUPE
4. EASY TO FIND ONLINE (AVAILABLE ON AMAZON & SHEIN)

1. GOOD VALUE FOR MONEY
2. EXACT SAME NOTES
3. EXPLICIT DUPE
4. MADE IN FRANCE

1. VERY AFFORDABLE
2. SIMILAR NOTES
3. EASY TO FIND IN STORE (WALMART)

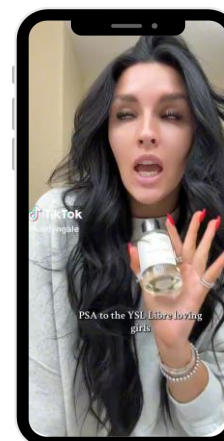
1. GREAT VALUE FOR MONEY
2. GOOD PERFORMANCE
3. LUXURY PACKAGING



“Smell expensive on a budget”



“The bottle is gorgeous”



“The same but cheaper”



“Similar dry down to Libre”



“A nice dupe at an unbeatable price”



1.3%  
OF DUPE  
CONV