



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

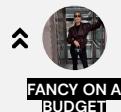


## KEY THREATS

### #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

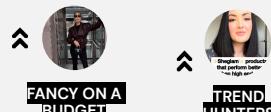


MASSTIGE

### #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

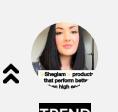
### #3

#### 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

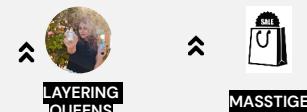


TREND HUNTERS

### #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

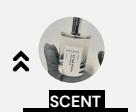


MASSTIGE

### #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  
LATTABA



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"



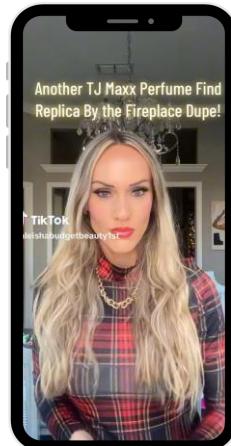
"By the Fireplace without that trademark smokiness"  
C1 - Internal Use



"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

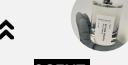


MASSTIGE

#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



Sheslam products  
that perform better  
in high end

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

<b>1.</b>		<b>2.</b>		<b>3.</b>		<b>4.</b>		<b>5.</b>	
<b>PRICE</b>	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    |
|                          | EASY TO FIND IN STORE (WALMART, DUTY FREE) | 4. EASY TO FIND IN STORE (WALMART, DUTY FREE) | (AMAZON)                | (AMAZON)               |



“This and this



“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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