

GenZ	0.02
Millenials	0.05
GenX	<b>-0.06</b>
Access	<b>0.07</b>
High End	0.02
Exception	<b>0.23</b>

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## INSPIRATION



### INTO THE WILD

Givenchy, L'INTERDIT

"A white flower crossed by a dark woody accord. L'Interdit Eau de Parfum for women — a fearless fragrance imbued with the **frisson of freedom. Transgress your limits** with audacity and feel empowered on the journey to self-discovery."

## COMPONENT ITEMS

- I am a **very different person** when I wear my favourite fragrance
- I wear fragrance to **feel like a different person**
- I wear fragrance to **feel ready to do things I have never done before**
- I wear fragrance to be **non-conventional, to shock people**
- I am:  
Mysterious  
Dramatic  
Unconventional
- I would like to be more:  
Mysterious  
Dramatic  
Unconventional
- I dream of being:  
A beautiful princess  
A pop star  
A mysterious woman with unexpected/hidden facets
- When I choose a perfume brand, I prefer: **Brands whose ads campaigns show my favourite celebrities/influencers**
- The category which best help me to be myself, express my unique identity is **NOT PERFUME**

## SUBVERTING EXPECTATIONS

Gucci, FLORA

"The Flora Gorgeous Gardenia campaign is a challenge to reinterpret the world of flowers in an **unexpected way**. The inspiration comes from Miley Cyrus, an artist with a spirit that is both rock 'n' roll and eclectic at the same time" Says Alessandro Michele, Creative Director at Gucci.

"@gucci and I have felt like family for a long time in our collaborations which have always revolved around **vibrant color** (...) and **unapologetic contradiction** (...). **None of us are made with one ingredient. We all have different notes, some subtle and some bold.** Just like Flora!" the singer wrote on Instagram.



Green/red = significantly over/under US+EU5+CN standardized score (mean 0/standard deviation 1) (statistical reliability at least 95%).

Please refer to the methodology (slides 25 and 26).

## AUGMENT



GenZ	0.06
Millenials	-0.02
GenX	0.00
Access	-0.02
High End	0.01
Exception	<b>0.16</b>

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## COMPONENT ITEMS

- The category which best helps me **be myself, express my unique identity** is: **PERFUME**
- I wear fragrance to **express my personality, my uniqueness**
- I do what I like, regardless of what others may think
- I sometimes speak or behave in a way that shocks people
- I am:
  - Unique, different
  - Unpredictable
- I dream of being:
  - A free spirit, who doesn't follow other people's rules
  - An artist (actress, musician, writer, painter, etc.)
  - An explorer/ adventurer
- I am NOT Social NOR Caring
- I wear fragrance BUT NOT To feel confident NOR To please someone who likes it NOR To feel fresh, clean and pure
- When I choose a perfume brand, I prefer: **Independant brands (Indie brand) / Brands hardly anybody knows**

## INSPIRATION



### FEARLESS FREEDOM

Givenchy, IRRESISTIBLE

"Fran Summers is the face of this new fragrance. Her talent, **authenticity** and natural grace make her a regular at fashion shows, especially chez Givenchy. Her presence alone is **an invitation to partying and letting-go**. Just like Fran, the truly IRRESISTIBLE woman is **lively, vivacious, irresistibly authentic**. Someone people love to follow, emulate and hold close. **In a spirit of total freedom, this fragrance beckons to let go, reach out and link up.**"



### CELEBRATING INDIVIDUALITY

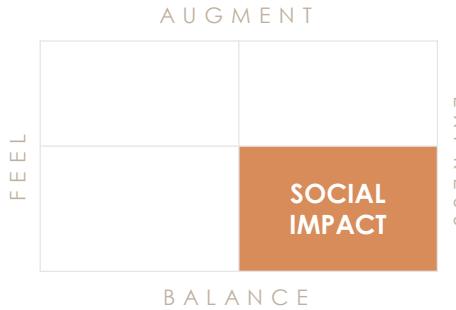
Marc Jacobs, PERFECT

It's no secret that Jacobs **celebrates self-love, authenticity and individuality**. "With the new fragrance, Jacobs is looking to **amplify the message of individualism, and redefine what "perfect" means** (...).

That indeed translates to the campaign, which includes a video and a collage of portraits and vignettes **showcasing the individuality of the large cast**. (...) 'I feel like it **expresses self-expression and creativity**, and it validates this idea of style and individuality, and I think that's something that fashion has missed for many, many years. It's always like, 'Oh, if you want to belong, you have to look like this, you have to be like this,' and I just feel like this is a project where we said, 'No.'"'

Green/red = significantly over/under US+EU5+CN standardized score (mean 0/standard deviation 1) (statistical reliability at least 95%).

Please refer to the methodology (slides 25 and 26).



GenZ	<b>0.23</b>
Millenials	0.04
GenX	<b>-0.14</b>
Access	0.04
High End	0.01
Exception	<b>0.15</b>

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### COMPONENT ITEMS

- I wear fragrance to **feel powerful**
- I wear fragrance to **feel super successful**
- I take care of my appearance:  
To feel empowered / in control  
To be more admired by others  
To be more successful in my career
- Social and professional success is my top priority
- I am:  
Successful  
Powerful
- I dream of being:  
A social media influencer  
A successful businesswoman / A woman who has a successful career  
A top model / beauty queen
- When I choose a perfume brand, I prefer: **Brands created by my favourite celebrities/influencers**
- I wear fragrance BUT NOT To please someone who likes it NOR To pamper myself

### INSPIRATION



### SUCCESS GODDESS

Pacco Rabbane, LADY MILLION EMPIRE

"A highly impudent floral chypre from Paco Rabanne. How to **build an empire** Million style? **Her reign, her rules.** Power full. Risk it all. Never stop. Desire your destiny. Now. Criticism, ignore it. **Diamonds, lets have more.**"



### BOLD LEADERSHIP

Ralph Lauren, EDP INTENSE

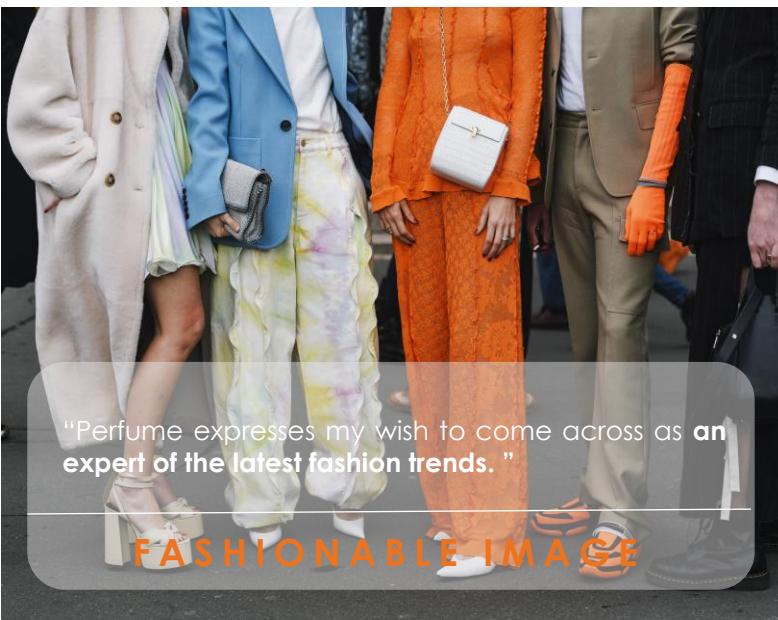
"inspired and made for women who live and **lead with intensity**", "an extremely luxurious scent for the **successful woman who does not compromise with neither herself nor her career."**



Green/red = significantly over/under US+EU5+CN standardized score (mean 0/standard deviation 1) (statistical reliability at least 95%).

Please refer to the methodology (slides 25 and 26).

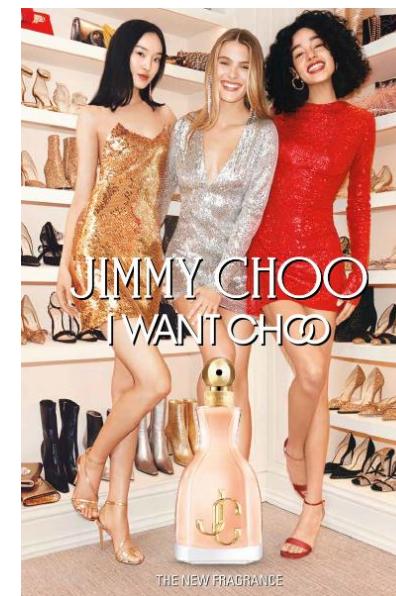
## AUGMENT



GenZ	0.08
Millenials	0.02
GenX	-0.05
Access	0.03
High End	0.02
Exception	0.04

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## INSPIRATION



## COMPONENT ITEMS

- The category which **best project the social image I wish to have:** PERFUME
- I wear fragrance to **be fashionable and trendy**
- It is very important that the perfume I wear **express youthfulness**
- I wear fragrance to **make an impression**
- I take care of my appearance:
  - To look / feel younger
  - To be more fashionable
- When I choose a perfume brand, I prefer:
  - Fashion apparel brands** (e.g., Victoria's Secret, Diesel, Calvin Klein, Guess, etc.)
  - Independent brands (Indie brands)**
- When I love a perfume's scent, I buy it even if I don't like the bottle or the brand (Strongly DISAGREE)
- I am NOT: Natural
- I wear fragrance BUT NOT To please someone who likes it NOR To feel good and have a sense of well-being NOR To feel appropriate

## PLAYFUL GLAM

### Jimmy Choo, I WANT CHOO

"Jimmy Choo, the **world-famous shoe brand** that **many celebs like Beyoncé and Heidi Klum run off with**, has released a must-have perfume: "I Want Choo" is an ode to the **playful, confident** Jimmy Choo woman (...). As with everything from Jimmy Choo, the bottle is a **true object of desire** (...). **Beauty meets fashion** in the shimmering and stunning outer-packaging. The metallic box with vivid red glitter and the golden JC monogram embodies the **glamorous soul of the Jimmy Choo universe.**"

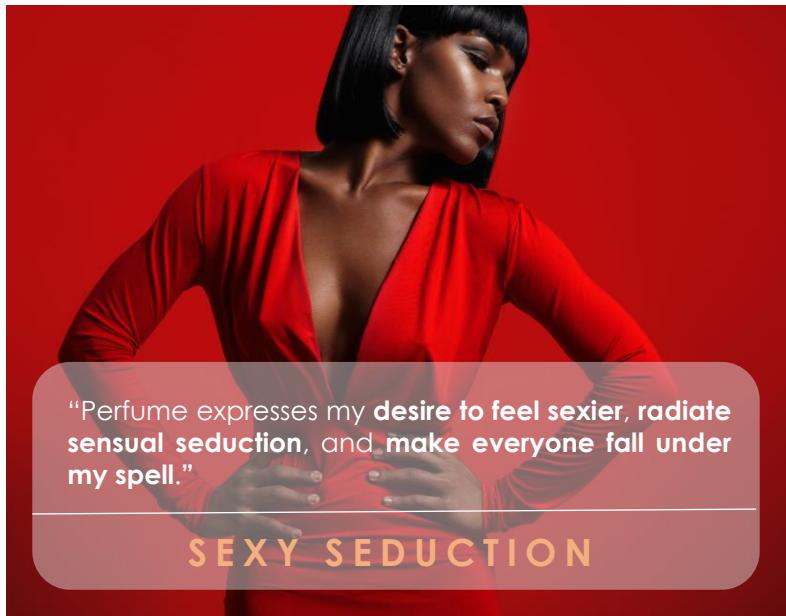


## DESIGNER MUSES

### Versace, DYLAN TURQUOISE

"Starring **Hailey Bieber** and **Bella Hadid**, the campaign evokes escapism and the crystal clear waters in the background are reflected in the new perfume bottle's aqua blue shades."

Embodied by Hailey Bieber, who is the face of the brand, the Dylan Turquoise imagery has a **young exuberance** to it much like the fragrance's zesty notes."



GenZ	<b>0.11</b>
Millenials	0.02
GenX	<b>-0.07</b>
Access	0.00
High End	0.02
Exception	<b>0.09</b>

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## COMPONENT ITEMS

- I wear fragrance to **feel sexy/attractive to others**
- I like to wear perfumes that **highlight my sensuality**
- I wear fragrance to **please someone who likes it**
- I do regularly for my appearance and wellbeing: **Using hair mists or hair perfumes**
- I take care of my appearance to be desirable / sexy
- Seduction plays an important part in my life
- It is important to me that others recognise my femininity
- I am: Sexy
- I would like to be more: Sexy
- I dream of being: A sex symbol
- I wear fragrance BUT NOT To have a good professional image NOR To feel appropriate
- I am NOT Demure AND NOT I love scents that bring back happy childhood memories

## INSPIRATION



**HYPNOTIC LOVE**  
Louis Vuitton, SPELL ON YOU  
"Imbued with sophistication and **sensuality**, Spell On You **expresses this thrilling tension of attraction as a magnetic floral composition**. Like a **love potion for the senses**, upon contact with the body the fragrance releases an enveloping, euphoric warmth."



**EXTREME SENSUALITY**  
Jean Paul Gaultier, LA BELLE EAU DE PARFUM  
"A real addictive and luminous elixir for an **ultra-sensual and feminine woman**."  
"The bottle; a **dream body!** With **feminine curves**, a slim waist and a flower necklace, the La Belle bottle is an **ode to ultra-sensual femininity**."



## AUGMENT



GenZ	<b>0.09</b>
Millenials	0.04
GenX	<b>-0.08</b>
Access	0.00
High End	0.01
Exception	-0.02

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	+
	-

## INSPIRATION



### LADY BOSS

Carolina Herrera, VERY GOOD GIRL

"Fun, fabulous and fearless, Very Good Girl is a bold new interpretation of the iconic Good Girl scent. (...) In her [Carolina Herrera] own words: "I have a responsibility to the woman of today—to **make her feel confident, modern** and, above all else, beautiful."

## COMPONENT ITEMS

- I wear fragrance to **feel confident**
- I wear fragrance to **have a good professional image**
- I wear fragrance to **feel appropriate**
- I take care of my appearance to feel that I "fit in"/ more self-confident
- I take care of my appearance to be more respected/ taken seriously
- I dream of being:  
A self-made, wealthy woman  
An entrepreneur
- I wear fragrance BUT NOT To treat myself NOR To be non-conventional, to shock people
- I am NOT Rebel NOR Unconventional

## POWERFUL AURA

Dolce & Gabbana, DOLCE LILY

"Expressing the authentic and caring side of the Dolce girl, the sparkling fruity-floral fragrance embodies her **evolution to a self-confident young woman** (...). The campaign stars Deva Cassel perfectly embodies the **vibrant energy and authentic character of the Dolce girl**. She is seen soaking up the lively atmosphere of picturesque Portofino, arriving along the corniche in an open-top red convertible, and enjoying a coffee with friends in a harbourside café. Her joyful spirit and **sparkling confidence radiate in her every move**, as she takes pleasure in life's simple moments."





GenZ	<b>0.09</b>
Millenials	<b>0.06</b>
GenX	<b>-0.11</b>
Access	0.03
High End	0.00
Exception	0.05

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	+

**INSPIRATION****COMPONENT ITEMS**

- I expect my favourite fragrances to **share my convictions on what women should fight and stand for**
- I wish perfumes could have **skin care benefits** (e.g., hydrating, anti-age, anti-oxydant)
- It is very important to me that my preferred beauty brands have a strong ethical commitment (e.g., to women's empowerment, environmental health, diversity and inclusivity, etc.)
- Using cosmetics is not eco-friendly
- I am very sensitive to how beauty brands address racial or ethnic issues
- When I choose a perfume brand, I prefer:
  - 100% natural brands/ Certified organic brands**
  - Vegan, cruelty-free brands**
  - Brands with a strong sustainability commitment**
  - Brands which offer refillable packs/bottles**
- I wear fragrance BUT NOT To add a final touch, whenever I get dressed up NOR To feel super successful AND NOT When I love a perfume's scent, I buy it even if I don't like the bottle or the brand

**'THE WORLD IS OUR GARDEN'**

Guerlain, ACQUA ALLEGORIA COLLECTION

Guerlain's Aqua Allegoria Gets A Sustainable Makeover  
 "The Aqua Allegoria fragrance collection **celebrates the wonders of the world**. Each creation pays tribute to nature's beauty and sweeps us up in a **discovery of exceptional raw ingredients and notes**, beautifully enhanced by Guerlain's perfumer-explorers.

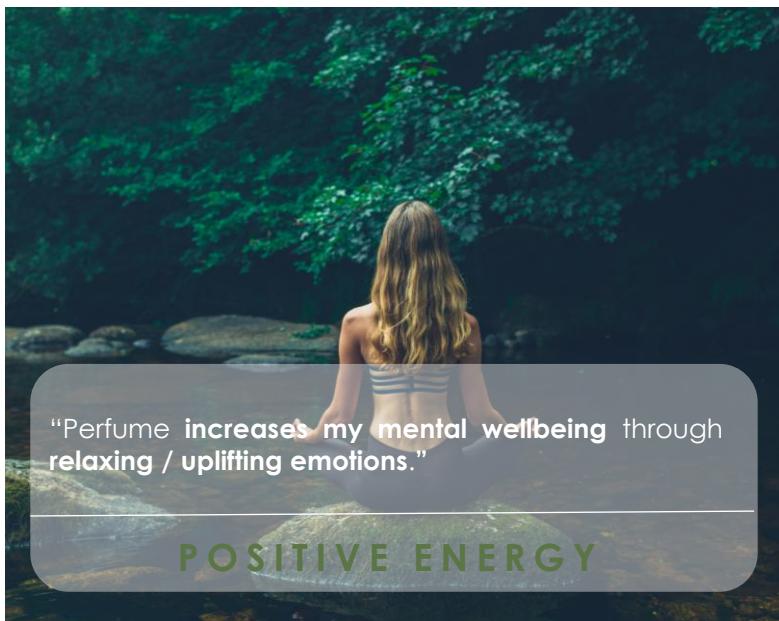
Luminous and cheerful fragrance creations, **true odes to nature**, magnifying the exceptional flowers that compose them."

**TOTAL TRANSPARENCY**

Henry Rose Fragrance Collection

"We're removing the last black box in the beauty industry, and revealing our mystery." When Michelle Pfeiffer launched **Henry Rose** in 2019, it was the **first EWG-verified luxury perfume brand**. The actress discloses 100% of the collection's ingredients and uses **sustainably-sourced, recyclable materials for its bottles and packaging**. Queens & Monsters is a fresh, but sensual sent with notes of violet leaf, neroli, freesia, jasmine, vanilla, coco musk, and sandalwood.

## AUGMENT



GenZ	0.03
Millenials	0.02
GenX	-0.03
Access	0.01
High End	0.00
Exception	0.07

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	+

## INSPIRATION

## COMPONENT ITEMS

- I wear fragrance to:

**Feel energized, vibrant/ Boost my mood**

**Get the sensation I am travelling/ escaping to new worlds**

**Bring back memories**

**Relieve stress**

- I am: sensitive
- When I choose a perfume brand, I prefer: **Brands which support mental health initiatives**
- I wear fragrance BUT NOT To make an impression NOR To be non-conventional to shock people NOR To pamper myself



## BLISSFUL SERENITY

Marc Jacobs, DAISY SKIES

"Daisy Skies Eau De Toilette invites a **serene and balanced state of mind** (...). Inspired by the blue open sky and warm rays of sunshine, the Daisy Skies collection **captures that moment of calm** and its **intimate and serene effect on our spirit**. Perfumer Alberto Morillas wanted to re-create a spring day spent in the soothing breeze under the open skies, feeling the way the wind moves and ripples with life—almost like flowing water."

## RESET AND RE-CENTER

The Nue Co, FUNCTIONAL FRAGRANCE

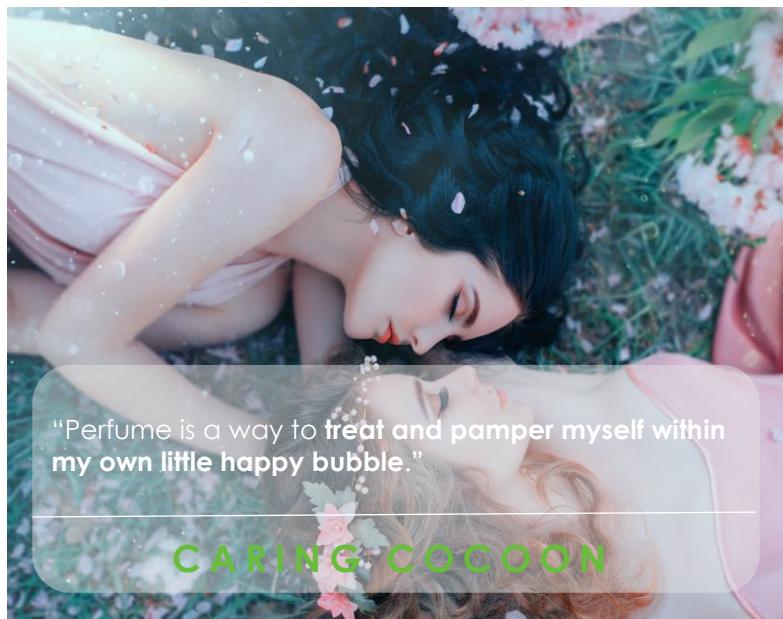
"A fragrance with a function, designed to **help you reset at times of high stress**. Developed using data insight and research into **the connection between cognitive function and the olfactory system**. This is an **anti-stress supplement delivered in the form of a unisex fragrance**. Clean, woody, spicy and smoky. When? Use daily, or at moment of high stress".



Green/red = significantly over/under US+EU5+CN standardized score (mean 0/standard deviation 1) (statistical reliability at least 95%).

Please refer to the methodology (slides 25 and 26).

## AUGMENT



GenZ	<b>-0.10</b>
Millennials	-0.05
GenX	<b>0.10</b>
Access	0.01
High End	-0.01
Exception	<b>-0.08</b>

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## INSPIRATION

### COMPONENT ITEMS

- I wear fragrance to:
  - Feel good and have a sense of well-being**
  - Treat myself**
  - Pamper myself**
- I take care of my appearance to:
  - Feel good about myself
  - Be happier
- When I choose a perfume brand, I prefer: **Fun brands**
- I wear fragrance BUT NOT To feel like a different person NOR To feel powerful NOR To feel fresh, clean and pure



### SUMMER IN A BOTTLE

Nina Ricci, NINA SOLEIL

"Nina's iconic apple-shaped bottle adopts a sunny and **optimistic yellow shade**, seemingly having soaked up an abundance of summer rays. Its glossy finish instantly evokes an **irresistible tangy sugar glaze**. Yellow and white stripes emerge where the apple's fleshy contours appear to have been crunched; a design that also adorns the box. These charming stripes are **evocative of the parasol canvases that bedeck the shores of seaside towns each summer.**"

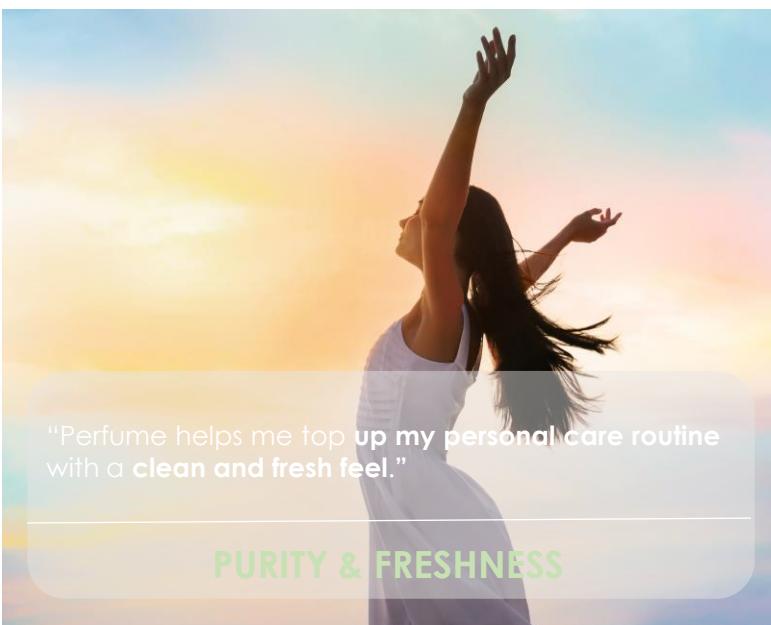


### SCENTED ESCAPE

Jo Malone, BLOSSOM

**"Escape to the Mediterranean with a new collection for you and your home.** Inspired by a Sardinian summer. Blossom season is upon us and with it brings **a sense of optimism, hope and unadulterated joy**. At Jo Malone London we revel in the **carefree elation**, taking the opportunity to celebrate the olfactory diversity the period brings."

## AUGMENT



GenZ	-0.06
Millenials	0.00
GenX	0.02
Access	-0.03
High End	-0.01
Exception	<b>-0.16</b>

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## INSPIRATION

## COMPONENT ITEMS

- I wear fragrance to **feel fresh, clean and pure**
- I take care of my appearance just to be clean and well-groomed
- I wear fragrance to **add a final touch, whenever I get dressed up**
- I am: natural
- When I choose a perfume brand, I prefer: **Brands which guarantee the perfect safety of their products**
- I love fragrances that smell like sweet food (e.g., candy, cake, etc.) (Strongly DISAGREE)
- I wear fragrance BUT NOT To feel like a different person NOR To feel sexy/attractive to others NOR To be fashionable and trendy NOR To feel super successful



### MORNING FRESHNESS

FRESH LIFE, Eau de Parfum

"You won't underestimate the **power of a breath of fresh air** after getting a whiff of this crisp scent (...). Fresh's co-founder Liv Glazman created this fragrance as **an ode to the beauty of an early morning rise**. Fresh Life Eau de Parfum is sensual citrus fragrance that captures the ultimate Fresh moment, conjuring the **freshness of a clear blue sky**, a sparkling sun, and velvety water."



### PURE & SIMPLE

Philosophy, AMAZING GRACE

Philosophy's Pure Grace is what modern simplicity dreams are made of. The **soap-and-water scent** is enhanced with notes of water lily, leafy greens, and musk for **an end product that's out-of-the-shower good**.

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Please refer to the methodology (slides 25 and 26).