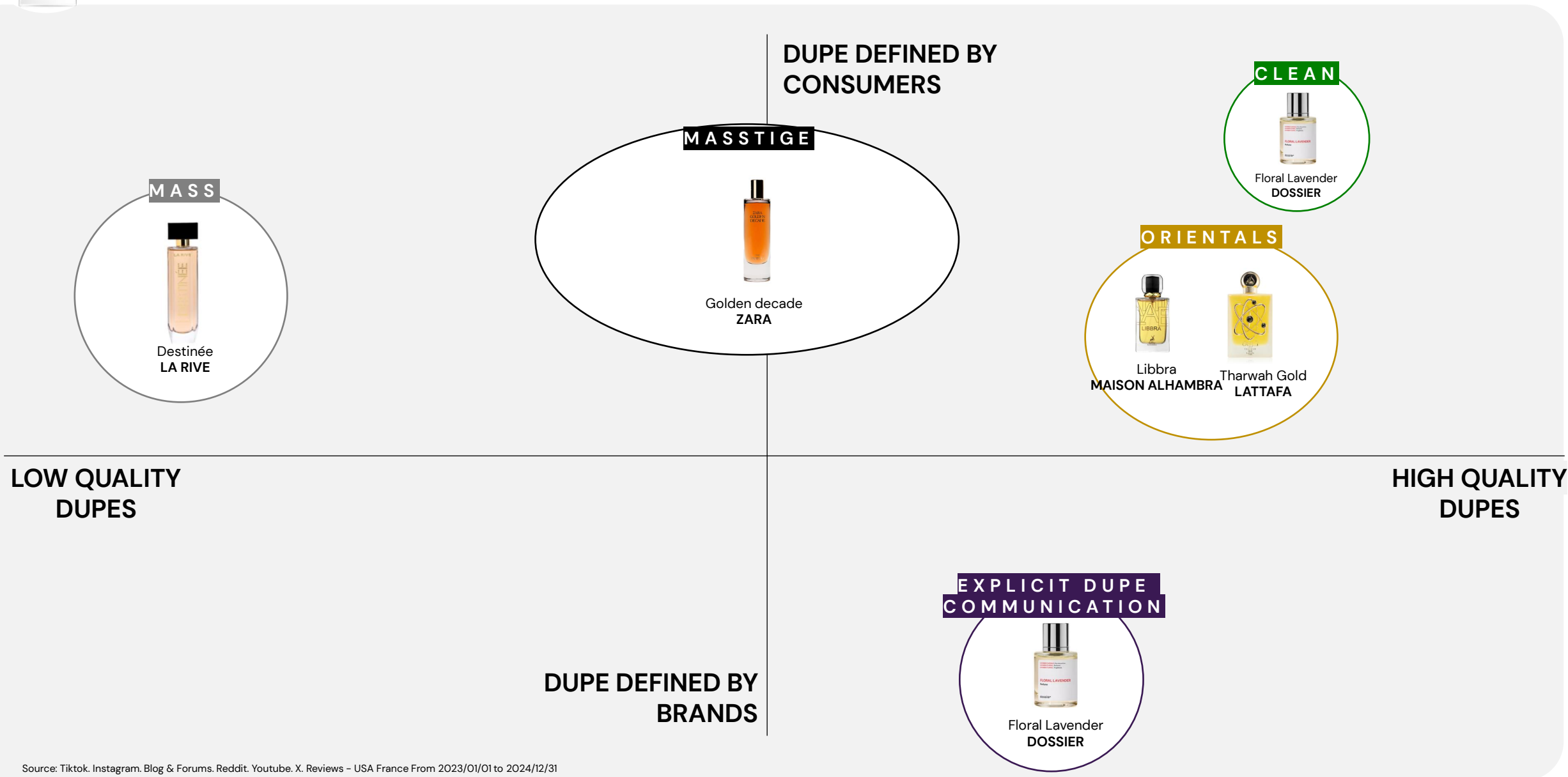




LIBRE YSL – A FRAGRANCE FIRST IMITATED FOR ITS “SMELLS EXPENSIVE” AURA AND “RICH GIRL AESTHETIC”





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

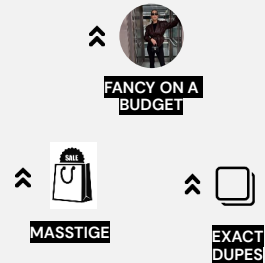


KEY THREATS

#1

SAME SCENT FOR A CHEAPER PRICE

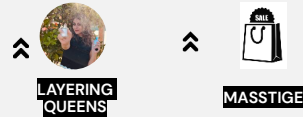
CONSUMERS CAN SURF ON LA VIE EST BELLE SUCCESS, TRUST SATISFIED CONSUMERS, AND BUY OLFACTIVE DUPES FOR A CHEAPER PRICE.



#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

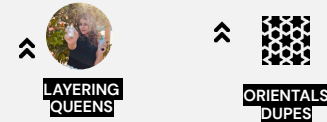
THEY WILL BE ATTRACTED BY OTHER DUPES TO OBTAIN AN OLFACTIVE TWIST ("LESS SWEET"+)



#4

OBTAINING MORE LONGEVITY

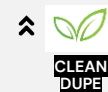
THEY WILL BE ATTRACTED BY OTHER DUPES TO OBTAIN A LONGER LASTING OR AN ADDITIONAL SILLAGE.



#5

OBTAINING A CLEAN VERSION

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



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

LOW SIGNAL: ZARA MAJESTIC OPULENCE (TREND HUNTERS+), SAME "PRETTY LIFE" CONCEPT, EASIER TO FIND INSTORE, SAME PRETTY PACKAGING (PACK DUPE+).

C1 - Internal use



100 ml
\$ 155.00

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

0.5%
OF DUPE
CONV

CONSUMER PROFILES



FANCY ON
ABUDGET



LAYERING
QUEENS



SCENT
COLLECTORS

CONSUMERS USE DUPES FOR LAYERING :

“ 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 Intense as they are extremely similar. I would say that Majestic Opulence is a great dupe for LVEB Intense, 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.

TOP DUPES MENTIONED

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

39%
OF DUPE
MENTIONS

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?

1. AFFORDABLE
2. REVISITED VERSION (LESS SWEET)
3. DISCONTINUED (RARE & WANTED)

1. AFFORDABLE
2. GREAT FOR LAYERING
3. GOOD VALUE FOR MONEY
4. EASY TO FIND IN STORE

1. EASY TO FIND IN STORE (WALMART)
2. EXPLICIT DUPE
3. BEST VALUE FOR MONEY

1. EXACT SAME NOTES
2. SIMILAR PACKAGING
3. EXPLICIT DUPE
4. AFFORDABLE
5. GOOD LONGEVITY ON CLOTHES
6. AVAILABLE ON AMAZON & SHEIN

1. SAME DNA
2. AFFORDABLE
3. EASY TO FIND IN STORE

1. VERY AFFORDABLE
2. SAME ENCHANTING VIBE (SWEET AND POWDERY BUT LESS LIVELY AND SUGARY)
3. EASY TO FIND IN STORE (WALMART)



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

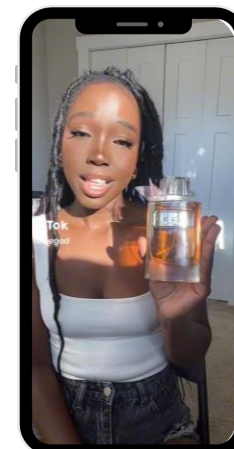


“Great for layering with LVEB for more projection and a longer lasting scent”

C1 - Internal use



“The same but cheaper”



“Stays on clothes”



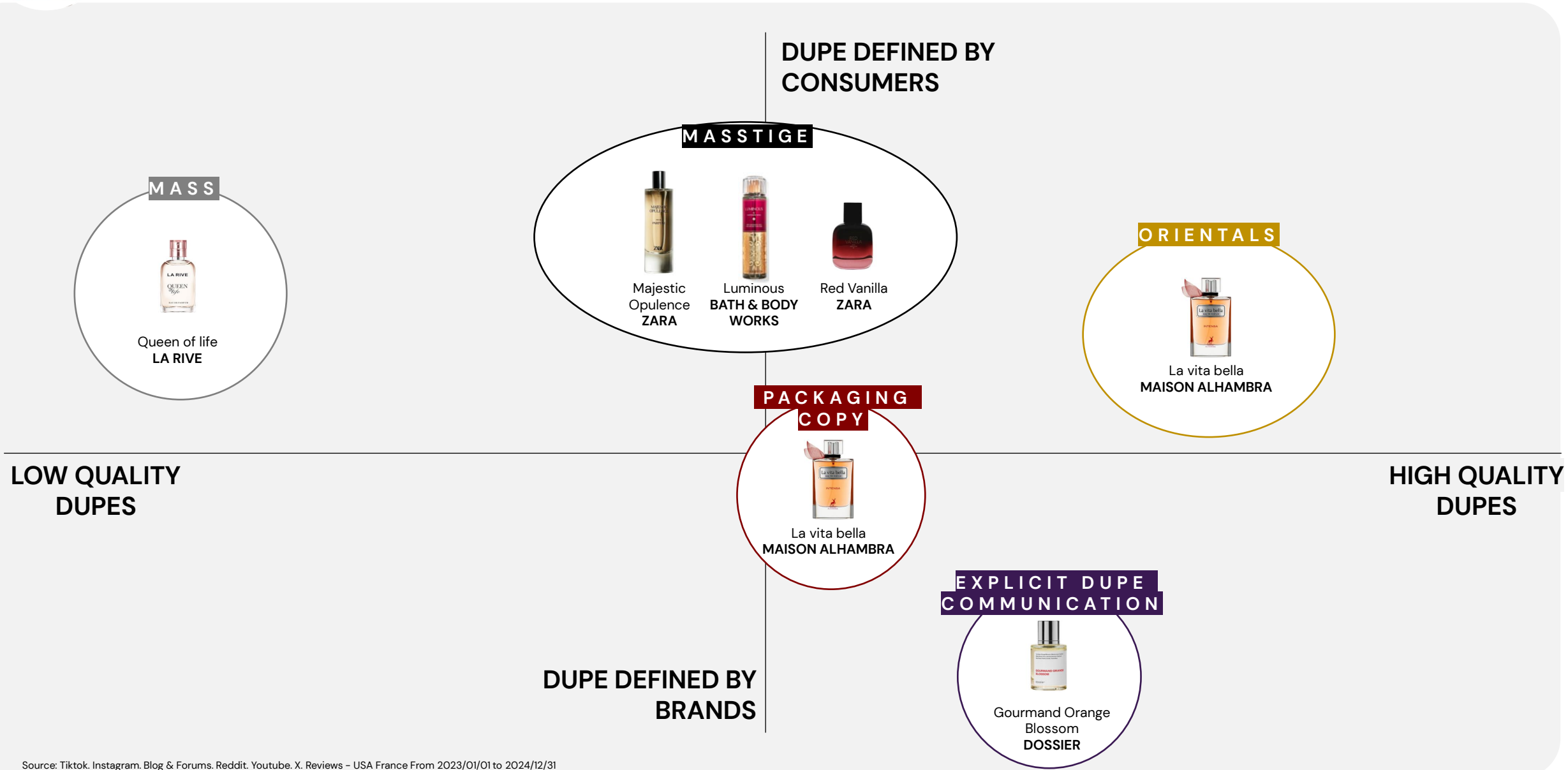
“I get the DNA but I can tell the difference”



“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

HIGH QUALITY
DUPES

DUPE DEFINED BY
CONSUMERS

MASS TIGE

Majestic
Opulence
ZARA

Luminous
BATH & BODY
WORKS

Red Vanilla
ZARA

ORIENTALS

La vita bella
MAISON ALHAMBRA

PACKAGING
COPY

La vita bella
MAISON ALHAMBRA

DUPE DEFINED BY
BRANDS

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.

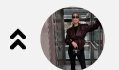


KEY THREATS

#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

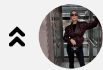


EXACT DUPES

#2

THE SAME CONCEPT FOR A CHEAPER PRICE

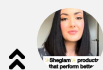
CONSUMERS ARE ATTRACTED BY THE WARM COZY SEASONAL CONCEPT (OLFACTION, JUICE COLOR, EMOTIONAL PROJECTION) BUT ALSO BY THE CONCEPT OF DUALITY & STRENGTH OF "STRONGER WITH YOU" (DUPE NAME).



FANCY ON A BUDGET



MASSTIGE



TREND HUNTERS

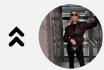


EXACT DUPES

#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"+)

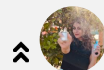


SCENT COLLECTORS

#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

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

0.2%
OF DUPE
CONV



100 ml
\$ 110.00

CONSUMER PROFILES



FANCY ON A
BUDGET



SCENT
COLLECTORS



TREND
HUNTERS

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.

TOP DUPES MENTIONED

1. Your Touch
MAISON ALHAMBRA
2. Odyssey Homme White
ARMAF
3. CR7 Game On
CRISTIANO RONALDO
4. Proud for you
ABSOLUTE
5. Heroic Man
LA RIVE

PRICE

100 ml
\$ 20.09

100 ml
\$ 24.99

100 ml
\$ 28.30

100 ml
\$ 21.00

100 ml
\$ 9.99

*average price suggested online

DRIVERS TO BUY

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

1. AFFORDABLE
2. GOOD VALUE FOR MONEY
3. GOOD PERFORMANCE/ LONGEVITY

1. AFFORDABLE
2. SAME DNA, FRESHER VERSION
3. GOOD PERFORMANCE/ LONGEVITY
4. GOOD VALUE FOR MONEY

1. AFFORDABLE
2. EXPLICIT DUPE
3. GREAT VALUE FOR MONEY
4. EASY TO FIND ONLINE (AMAZON)

1. VERY AFFORDABLE
2. SAME VIBE
3. GOOD LONGEVITY
4. EASY TO FIND IN STORE (WALMART)

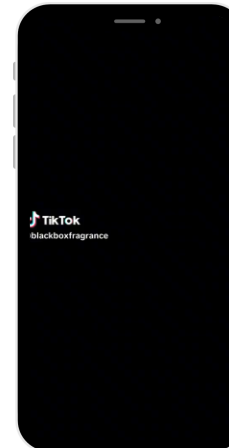


“Won't be a very long lasting perfume, but definitely good”

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.



MASS



Heroic Man
LA RIVE

**LOW QUALITY
DUPES**

**DUPE DEFINED BY
CONSUMERS**

MASSTIGE



CR7 Game On
Cristiano
Ronaldo

**PACKAGING
COPY**



Proud for you
ABSOLUTE

**DUPE DEFINED BY
BRANDS**

ORIENTALS



Your Touch
MAISON
ALHAMBRA



Odyssey
Homme White
ARMAF

**HIGH QUALITY
DUPES**



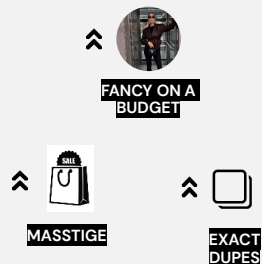
BORN IN ROMA DONNA EDP VALENTINO – A FRAGRANCE FIRST IMITATED FOR ITS VIRALITY AND “IT GIRL” UNIVERSE : AESTHETIC AND SWEET SCENT

KEY THREATS

#1

SAME SCENT FOR A CHEAPER PRICE

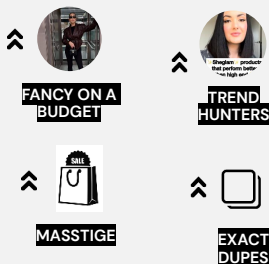
CONSUMERS CAN SURF ON BIR EDP SUCCESS, TRUST SATISFIED CONSUMERS, AND BUY OLFACTIVE DUPES FOR A CHEAPER PRICE.



#2

THE SAME CONCEPT FOR A CHEAPER PRICE

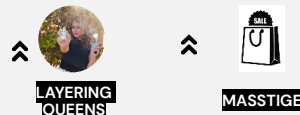
CONSUMERS CAN BE ATTRACTED BY THE “IT GIRL” AESTHETICS CONCEPT (EMOTIONAL PROJECTION, OLFACTION, PINK PACK), THE EXPENSIVE LUXURIOUS VIBE (SMELL EXPENSIVE, QUALITATIVE PACK) AND THE FASHIONABLE APPROACH (FASHIONABLE PACK)



#3

OBTAINING MORE VOLUME FOR A CHEAPER PRICE

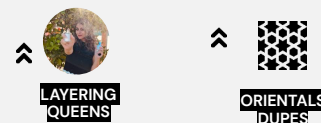
CONSUMERS WILL KEEP THEIR OG FOR SPECIAL OCCASIONS, AND USE DUPE FOR DAILY LIFE, OR SPRAY MORE & EVERYWHERE



#4

OBTAINING MORE LONGEVITY

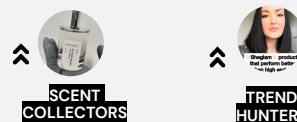
THEY WILL BE ATTRACTED BY OTHER DUPES TO OBTAIN A LONGER LASTING OR AN ADDITIONAL SILLAGE.



#5

FINDING AN OLFACTIVE TWIST

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



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)

LOW SIGNAL: BRITNEY SPEARS AND LATTAFI POPULARITY (TREND HUNTERS+), EASIER TO FIND INSTORE.

C1 - Internal use



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
A BUDGET



LAYERING
QUEENS



TREND
HUNTERS

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

TOP DUPES MENTIONED



1.

Electric Fantasy
BRITNEY SPEARS

33%
OF DUPE
MENTIONS



2.

Yara Rose
LATTIFA

27%
OF DUPE
MENTIONS



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

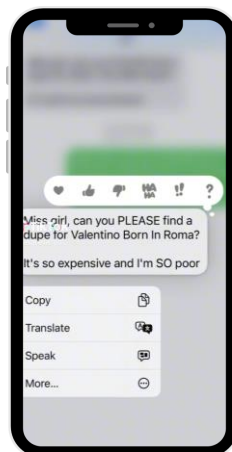
1. AFFORDABLE
2. REVISITED VERSION
3. EASY TO FIND IN STORE (SEPHORA)

1. AFFORDABLE
2. REVISITED VERSION
3. LUXURY PACKAGING

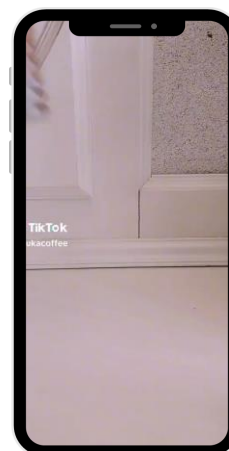
1. VERY AFFORDABLE
2. EXACT SAME HEAD NOTES
3. EASY TO FIND IN STORE

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

1. AFFORDABLE
2. VERY REVISITED VERSION

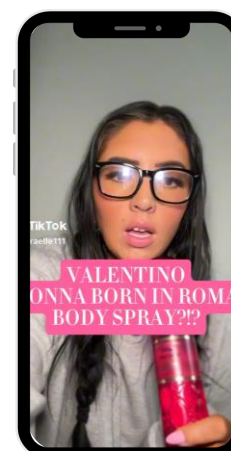


“An exact dupe”



“First smell gives Valentino”

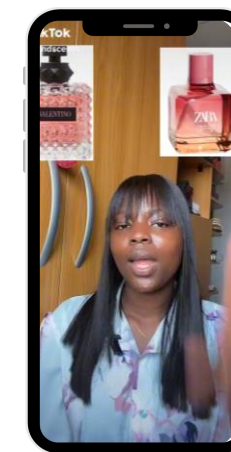
C1 - Internal use



« 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

DUPE DEFINED BY CONSUMERS

MASSTIGE



Electric Fantasy
BRITNEY
SPEARS



Pink Obsessed
BATH & BODY
WORKS



Pink Flambé
Summer
ZARA

ORIENTALS



Yara Rose
LATTAFA

LOW QUALITY
DUPES

HIGH QUALITY
DUPES

DUPE DEFINED BY BRANDS

EXPLICIT DUPE
COMMUNICATION



Love in Rome
OAKCHA