



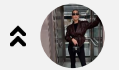
REPLICA BY THE FIREPLACE MAISON MARGIELA – A FRAGRANCE FIRST IMITATED FOR ITS BY THE FIREPLACE CONCEPT, AUTUMNAL VIBE AND UNIQUE WOODY/SMOKY SCENT

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

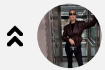


EXACT DUPES

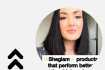
#2

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

DUPES REQUESTED BY CONSUMERS WHO ONLY BUY TRAVEL SIZES DUE TO THE HIGH PRICE:

“Dupe for replicas by the fireplace?. Love this scent but the travel spray runs out so quickly & I can't spend the \$\$ on the bigger sizes

WHAT IS SOUGHT IN THE DUPES IS THE SAME AUTUMNAL/WINTER VIBE:

Lattafa Ameer Al Oud Intense. For me it's the epitome of a winter fragrance and is a good dupe of Maison Margiela's By The Fireplace but well within your budget.

LAYERING DUPES AND THE ORIGINAL IS ALLOWING A UNIQUE “FALL COMBO”:

“My favorite fall combo that I've been doing every year is by the fireplace by replica with bonfire bash, wicked vanilla woods, or pumpkin pecan waffles. It mixes so well with anything fall related and it is my favorite of all time.

TOP DUPES MENTIONED

1.

Woody Chestnut
DOSSIER



32%
OF DUPE
MENTIONS

2.

Bohemian Oud
ZARA



3.

Ameer Al Oudh
LATTIFA



4.

Bonfire Bash
BATH & BODY WORKS



5.

Fireside Marshmallow
ALT.



PRICE

80 ml
\$ 29.00

30 ml
\$ 17.90

100 ml
\$ 49.00

100 ml
\$ 21.26

60 ml
\$ 49.99

*average price suggested online

DRIVERS TO BUY

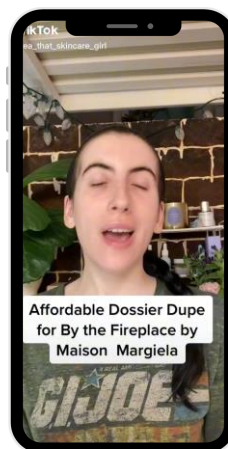
1. AFFORDABLE
2. EXACT SAME NOTES
3. PLAYING ON THE WOODY CONCEPT
4. EASY TO FIND IN STORE (WALMART)
5. CRUELTY FREE

1. AFFORDABLE
2. REVISITED OUD VERSION
3. SAME AUTUMNAL VIBE
4. EASY TO FIND IN STORE

1. AFFORDABLE
2. REVISITED SMOKY VERSION (STRONGER)
3. EASY TO FIND ONLINE (AMAZON)

1. SAME FIRE SIDE CONCEPT
2. VERY AFFORDABLE
3. REVISITED VERSION
4. MORE LONGEVITY
5. EASY TO FIND IN STORE

1. SAME FIRESIDE CONCEPT
2. PREMIUM PRICE
3. REVISITED VERSION (SWEETER)
4. HANDCRAFTED IN THE U.S.
5. EASY TO FIND IN STORE (TJ MAXX)



“The closest I've ever found”



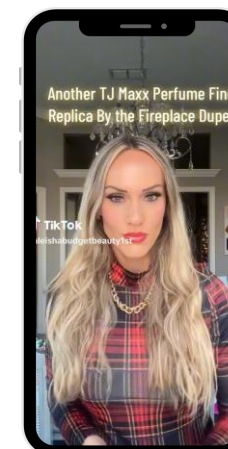
“By the Fireplace without that trademark smokiness”



“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

DUPE DEFINED BY
CONSUMERS

MASSTIGE



Bohemian Oud
ZARA



Bonfire Bash
BATH & BODY
WORKS

CLEAN



Woody
Chestnut
DOSSIER

ORIENTALS



Ameer Al Oudh
LATTFA

DUPE DEFINED BY
BRANDS

EXPLICIT DUPE
COMMUNICATION



Woody
Chestnut
DOSSIER



Fireside
Marshmallow
ALT.



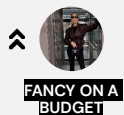
ACQUA DI GIÒ ARMANI – A SOUGHT-AFTER FRAGRANCE FOR ITS FRESH, DEEP MARINE “BLUE PERFUME” UNIVERSE, AND AS A CLASSIC MASCULINE SCENT—AN IDEAL GATEWAY INTO THE WORLD OF PERFUMERY.

KEY THREATS

#1

SAME SCENT FOR A CHEAPER PRICE

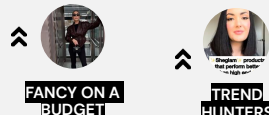
CONSUMERS CAN SURF ON ACQUA DI GIÒ SUCCESS, TRUST SATISFIED CONSUMERS, AND BUY OLFACTIVE DUPES FOR A CHEAPER PRICE.



#2

THE SAME CONCEPT FOR A CHEAPER PRICE

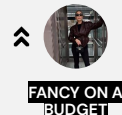
CONSUMERS ARE ATTRACTED BY THE FRESH MARINE BLUE PERFUME CONCEPT (OLFACTION, JUICE COLOR, EMOTIONAL PROJECTION).



#3

EASIER TO FIND AVAILABILITY

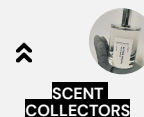
CONSUMERS CAN BE DRIVEN BY PURCHASING A DUPE SCENT AS THEY SEE IT ONLINE (AMAZON), INSTORE (WALMART) OR EVEN ON THE SPECIFIC OCCASION (DUTY FREE)



#4

FINDING AN OLFACTIVE TWIST

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



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 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.



0.3%
OF DUPE
CONV

100 ml
\$ 120.00

CONSUMER PROFILES



FANCYONA
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.



Lisboa
ZARA

90 ml
\$ 22.90

2.



360° Red
PERRY ELLIS

100 ml
\$ 37.20

3.



Suqraat
LATTAFA

100 ml
\$ 29.00

4.



Blue Homme
ARMAF

100 ml
\$ 26.95

5.



Blue Touch
FRANCK OLIVIER

100 ml
\$ 23.58

*average price suggested online

DRIVERS TO BUY

1. AFFORDABLE
2. SAME FRESH VIBE
3. EASY TO FIND IN STORE

1. VERY AFFORDABLE
2. SAME FRESH VIBE
3. GOOD VALUE FOR MONEY
GOOD LONGEVITY
4. THE TRADITIONNAL DUPE
5. EASY TO FIND IN STORE
(WALMART, DUTY FREE)

1. AFFORDABLE
2. SAME FRESH VIBE
3. GOOD VALUE FOR MONEY
GOOD LONGEVITY
4. EASY TO FIND ONLINE
(AMAZON)

1. AFFORDABLE
2. SAME FRESH VIBE
3. GOOD VALUE FOR MONEY
4. EASY TO FIND ONLINE
(AMAZON)

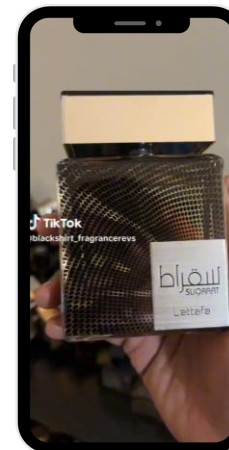
1. VERY AFFORDABLE
2. SIMILAR DRY DOWN TO
THE FIRST BATCH OF ADG
GOOD LONGEVITY
3. GOOD VALUE FOR MONEY
4. EASY TO FIND ONLINE
(AMAZON)



“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
Batch 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



Lisboa
ZARA



360° Red
PERRY ELLIS



Blue Touch
FRANCK
OLIVIER

ORIENTALS



Suqraat
LATTAFA



Blue
Homme
ARMAF

LOW QUALITY
DUPES

HIGH QUALITY
DUPES

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

C1 - Internal use

6.

EDUCATE & RAISE AWARENESS ON SAFETY & ETHICS

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

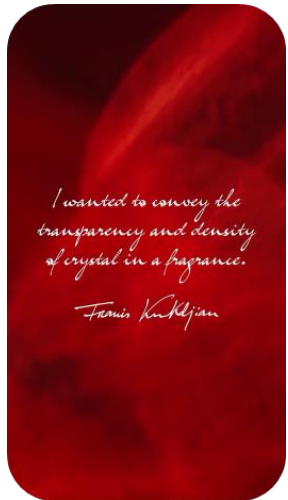
- DEVELOP EDUCATIVE CONTENT ON SAFETY & HEALTH: VALORIZE RESEARCH & LAB TESTS' ADVANCE REQUIREMENT (IE: # OF TESTS, ELABORATE SKIN SAFETY TESTS ETC...)
- RAISE AWARENESS ON ETHICS & SUSTAINABILITY ISSUES: (SOURCING TRACEABILITY, LOCAL PRODUCERS' FAIR REMUNERATION...)
- LEVERAGE THE WEIGHT OF YOUR SOCIAL 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 féérique, 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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