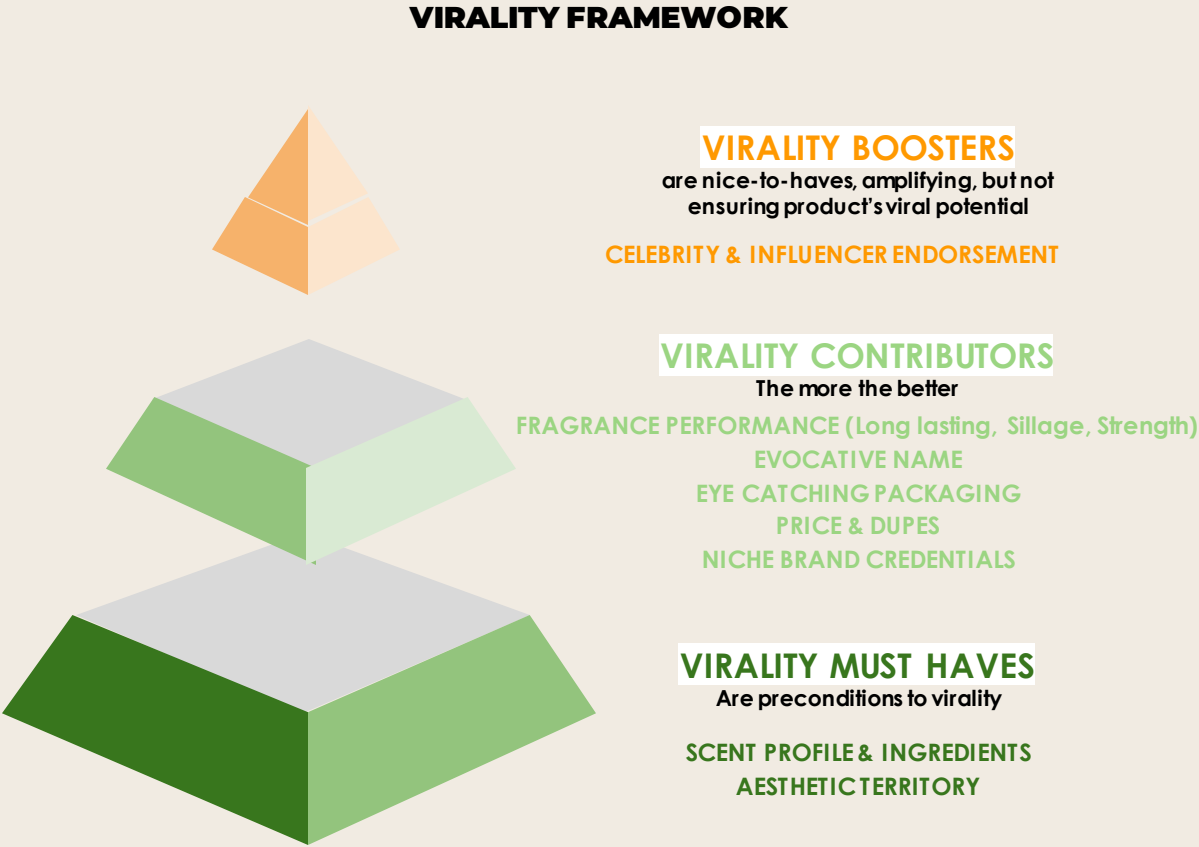


5 VIRALITY COMES ON TOP TO BOOST AN EXCEPTION SUCCESS

Exception fragrance is a fast-growing topic (+740% 2023 vs 2021). However, not all viral perfumes are not necessarily best sellers (Gris Dior).

12 SKUs	Sell-Out (source: NPD ; FY 2022)	Virality (TikTok ; 2023)
Baccarat Rouge 540 – Maison Francis Kurkdjian	121M	543M (#1)
Aventus - Creed	79M	133M (#3)
Oud Wood – Tom Ford	46M	48M (#6)
Lazy Sunday Mornings – Maison Margiela	32M	28M (#7)
Delina – Parfums de Marly	29M	19M (#8)
Santal 33 – Le Labo	6M	100M (#4)
Coveted Duchess Rose – Penhaligon's	5M	727K (#11)
Erba Pura - Xerjoff	3.4M	50M (#5)
Rose of no man's land - ByRedo	2.5M	1M (#10)
La fille de Berlin – Serge Lutens	1.1M	42K (#12)
Bois d'Argent - Dior	0.2M	5M (#9)
Gris Dior - Dior	0.1M	198M (#2)



MAJOR INSIGHT

Virality is necessary but not sufficient. Virality only amplifies propositions that adhere to the exceptional contract, which has for base an exceptional juice. For example, 'Missing Person' from Phlur was a failure due to its short-term journey, not designed to be enduring. Time is required for a creation to establish itself as the cornerstone of exceptional success.

6 POS EXPERIENCE KEEPS LAGGING BEHIND ALTHOUGH IT IS KEY FOR PERFUME DISCOVERY

Expert consumers

They look for exceptional places and stores scarcity

- Expert consumers highly value the in-store experience as it provides them with **advice, knowledge, and the feeling of being 'special'**.
- They look for exceptional stores that they associate to special destinations.
- They are proud when they find the “**hidden treasure**” they will make their signature scent.
- They expect the perfume advisor to **educate them and understand who they are**.

Newcomer consumers

They look for exceptional digital experiences

- Newcomers that discover Exceptional Fragrances on social media are more inclined to **blind buy perfumes**.
- Brands need to address this need **of playful and emotional discovery** through samples and/or phygital experiences.

7 STRONG INSIGHTS BUT NO “ONE SIZE FITS ALL” RECIPE. EACH SUCCESS HAS ITS OWN MAGICAL, IMPONDERABLE DREAM FACTOR.

ART OF THE JUICE

- Staying true to original perfumer / artistic director inspiration to deliver an **authentic message**
- **Associate the juice to a story** (fictional or based on reality) to justify and support the uniqueness of the scent (Women ++)
- **Culturally rooted ingredients** are relevant in China

ART OF THE PACKAGING

- In France: more **minimalistic**
- In the US: instantly **recognizable and collectible**
- Overall, consumers expect **high quality & perfect execution** (heavy materials, luxury feeling, gold/precious materials...)

ART OF EVOKING NAME

- **First hook** to make the consumer enter your **cultural universe**: brand heritage, aesthetics, emotions etc...

FIT WITH NEW SHIFTS

- China : social elevation through knowledge / next-gen genderless..
- **Gen Z** : co-creation process, sustainable packs, ultra personalization..

RISK-TAKING

A perfect playground for our twist culture



THE DREAM FACTOR

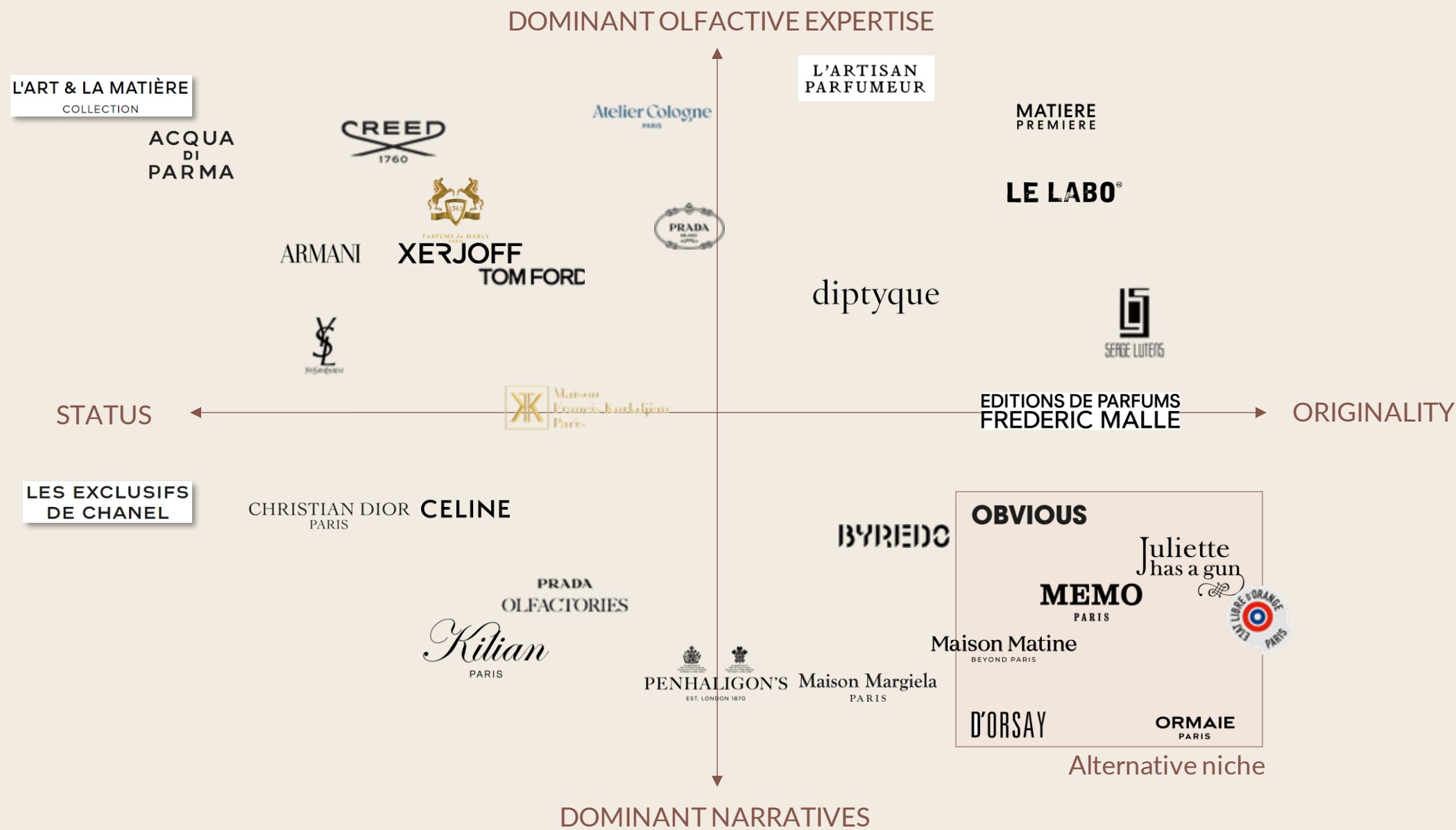
Imponderable & unpredictable mix elements

TIME TO LET THE MAGIC HAPPEN

MAJOR INSIGHT

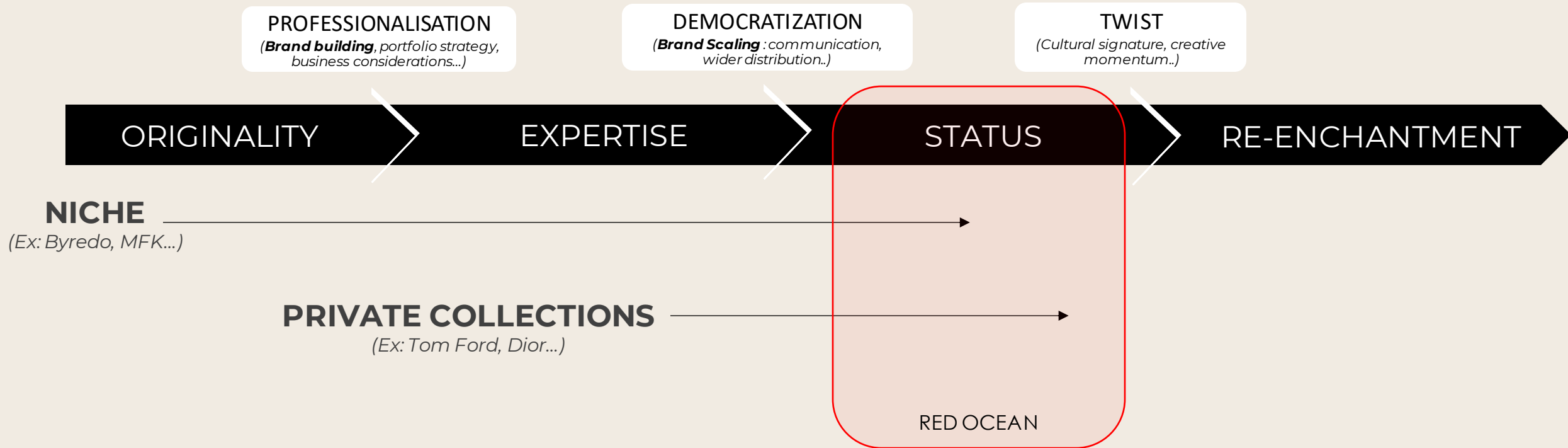
Success is a long-term journey : whether it is about creation, consumer appreciation, skin revelation or virality, time is the prevalent component of a market success. Most of the 12 benches were not immediate successes. There is a challenge of the creative process and challenges in the communication. Brands often need to choose between fast sell-out and shooting star virality.

EXCEPTION BRAND MAPPING BASED ON CONSUMERS' MOTIVATIONS



EXCEPTION BRANDS LIFECYCLE

- Successful exception franchises/brands all follow the **same pattern**.
- Through **democratization**, both collections and niche end up in the same statutory **crowded space**
- Brands will have to bring their own **Signature Twist** to the table to reenchant the category



THANK YOU



ANNEXES



OFFER STRUCTURE : NICHE PURE PLAYERS DOMINATE SALES. NARRATIVE OFFER IS MORE DYNAMIC.



EXPECTATIONS ABOUT THE MIX ARE DIFFERENT DEPENDING ON ASPIRATIONS

ELEVATION THROUGH UNIQUENESS

INSTANT EDGE OF SOPHISTICATION AND COMPLEXITY → MORE EXPERT TARGET

Key elements that aspire:

- **Discreet quality:** low-key, no commercial, no spokesperson, sharing-the-secret talks
- **Perfume properties are important:** unusual note combinations, precious ingredients, performance (++ sillage, long lasting)
- **Packaging:** minimal, neutral
- **Brands:** patrimonial, artisanal
- **References** of culture and history
- **In France:** feeling of wearing something unique & refined



ELEVATION THROUGH COMPLIMENT-GETTING

MAINLY PRAISED BY NEWCOMERS -BUT NOT ONLY- THAT WANT TO PROJECT A CAPTIVATING AURA THROUGH THEIR PERFUME

Key elements that aspire:

- **Compliment-getter scent:** a juice that doesn't leave anyone indifferent
 - ✓ Strong projection
 - ✓ Noticeable sillage
- **Confidence boosters:** scents that give confidence and strength
- **Seduction at the center:** desire to get compliments is often linked to the desire to seduce (lovers & global entourage)
- **Narratives & aesthetics +++ :** mesmerizing, hypnotizing, otherworldly, "Femme Fatale"



ELEVATION THROUGH STATUS

A NEWCOMER ASPIRATION

Key elements that aspire:

- **Trend-setter quality:** exclusive enough to stand out, but also recognizable enough to be trendy
- **Perfume recognition is important:** scents that invite attention, "signature" quality, performance (++ strength, beast-mode)
- **Packaging:** more decorative, instantly recognizable and collectible
- **Brands:** designer, cult, exclusive
- **References** of arts and fashion, local
- **In China:** refers to high education. A way to fight new-money status.

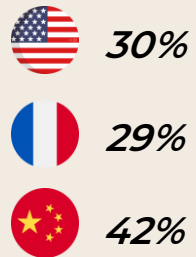


CONFIDENTIAL

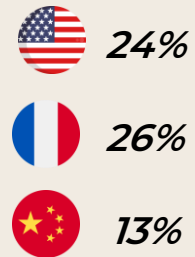
CONVERSATIONAL

MAIN TOPICS OF CONVERSATION

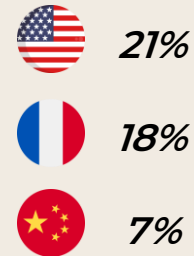
#1 31%
SCENT & NOTES



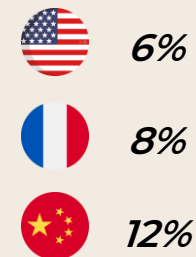
#2 23%
PERFORMANCE & QUALITY



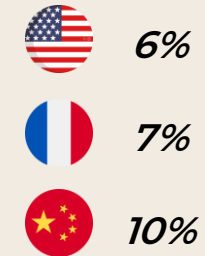
#3 18%
EMOTIONS



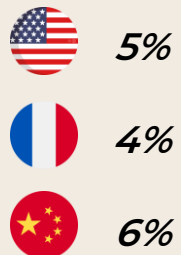
#4 8%
VALUE PERCEPTION



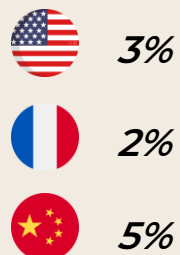
#5 7%
PACKAGING PERCEPTION



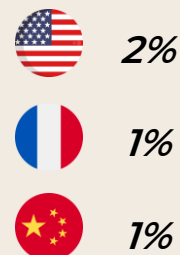
#6 5%
SAMPLING CAMPAIGNS



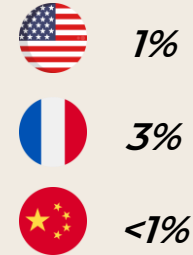
#7 4%
AESTHETICS



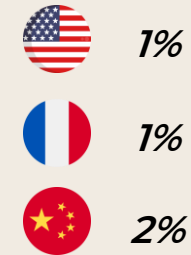
#8 2%
AFFORDABLE DUPES



#9 1%
SUSTAINABILITY



#10 1%
INSTORE EXPERIENCE



#11 1%
PRODUCT CUSTOMIZATION

