

SCENT COLLECTORS



OF DUPE CONVERSATIONS

In a nutshell

"I use dupes to expand my fragrance collection and indulge in my love for unique scent notes. Dupes allow me to single out and explore rare or limited-edition notes without breaking the bank. I love the thrill of discovering new scents and building a collection with as much variety as possible—having many, many options is part of the joy.

DRIVERS

- COLLECTION / VARIETY
- AFFORDABILITY
- OLFACTORY EXPLORATION
- NOTE DISCOVERY

EXPECTATIONS

- MIMIC LUXURY, RARE OR LIMITED-EDITION NOTES
- VARIETY ACROSS FRAGRANCE FAMILIES

SOCIO-DEMOGRAPHIC

- MILLENNIALS TO EARLY GEN X (25-45).
- MIX OF GENDERS.
- FRAGRANCE ENTHUSIASTS.
- OFTEN ACTIVE IN ONLINE FRAGRANCE COMMUNITIES.

CATEGORY AFFINITY

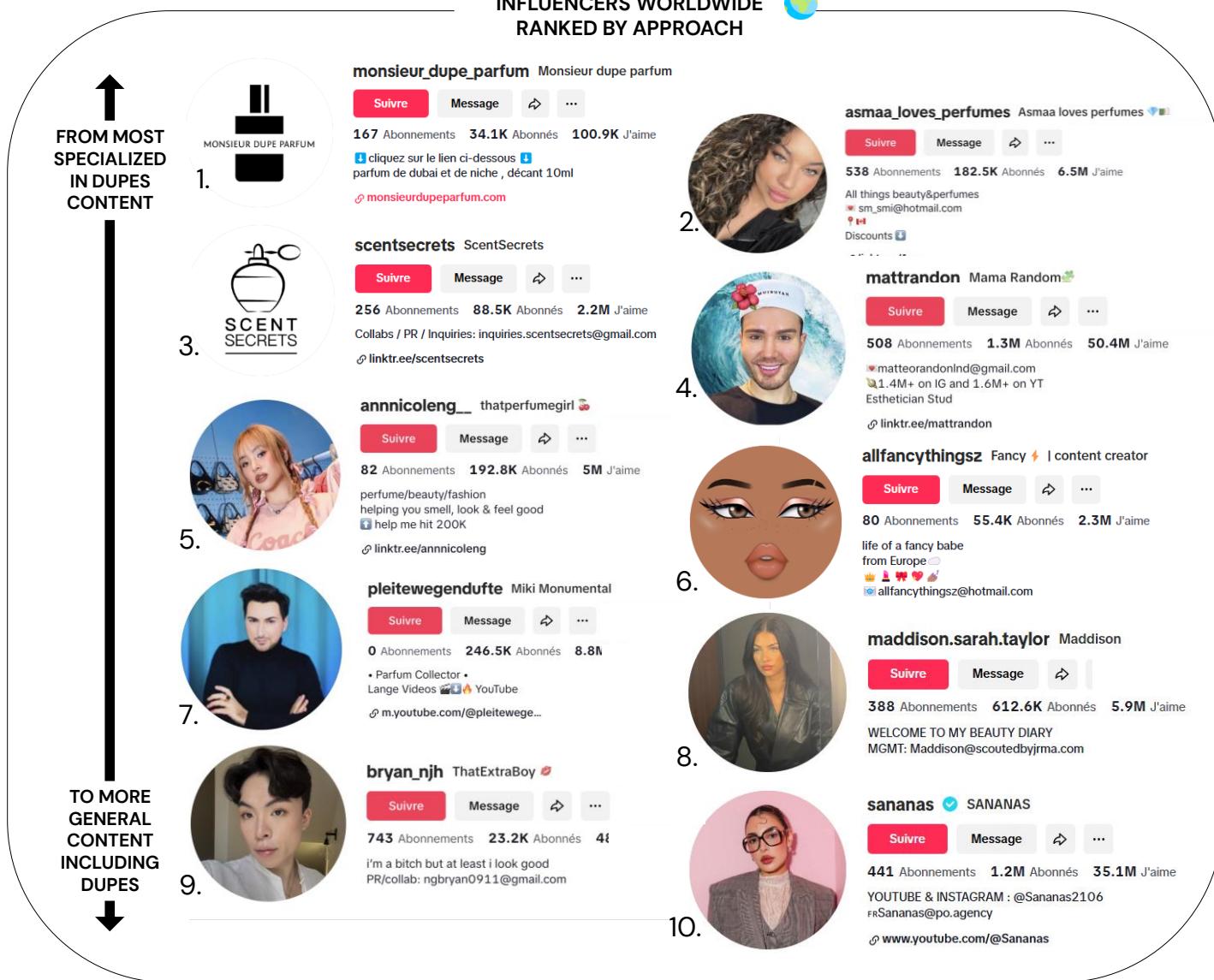
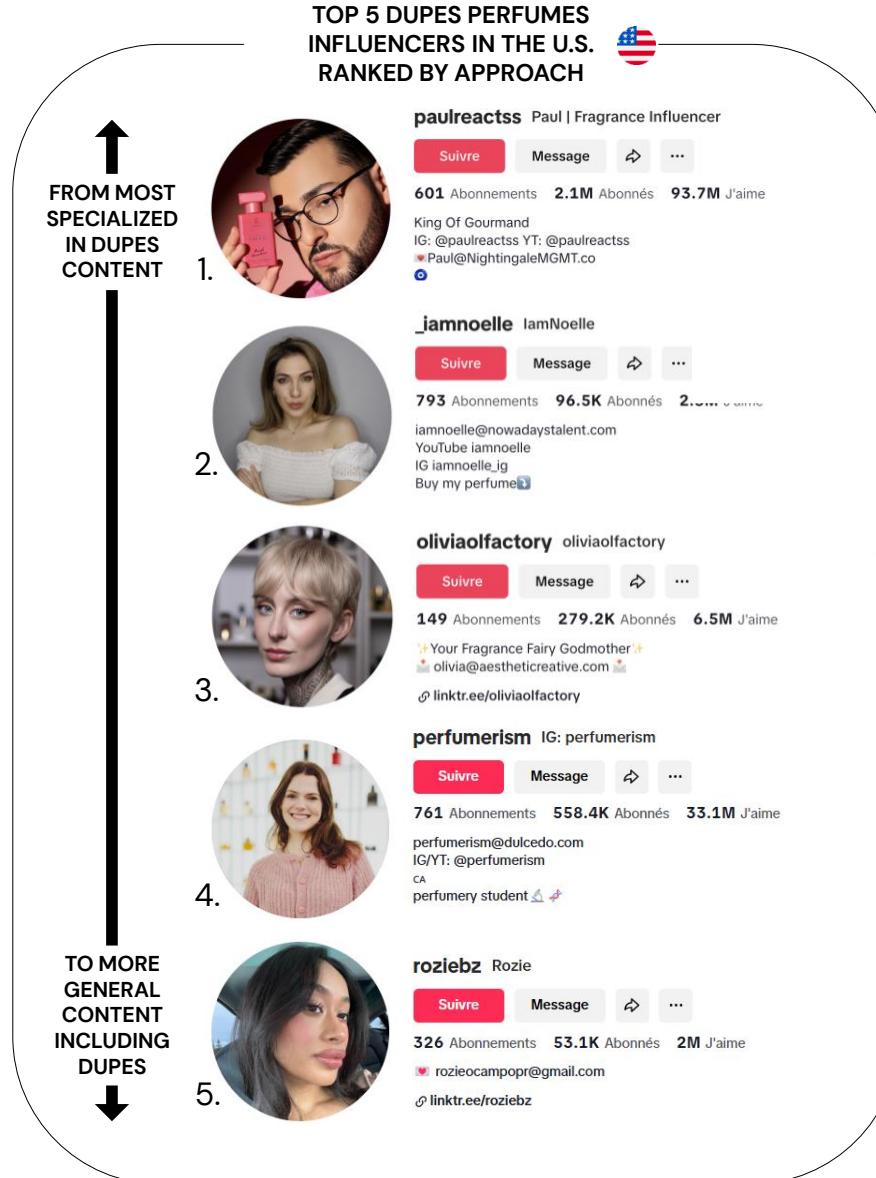
- FRAGRANCE ONLY

“**My sweet fragrance lovers.** if you adore Kayali's Yum Pistachio Gelato 33 as much as I do but want a more budget-friendly option to overspray without any guilt. this post is for you! 🍦 I absolutely love the original (it's so dreamy!). but sometimes you just need that extra spritz without breaking the bank. Enter these pistachio-inspired beauties! I'm personally enjoying Affection by Lattafa. and Khair Pistachio by Paris Corner is calling my name—but if you ask me. Zara's Moonlight Whisper Intense is the absolute best alternative! It's creamy. nutty perfection. Which one tempts you the most?

C1 - Internal use



DUPE INFLUENCERS – WITHIN THIS GROWING INTEREST, SEVERAL INFLUENCERS ARE SPECIALIZING IN CREATING CONTENT FOCUSED ON DUPES.

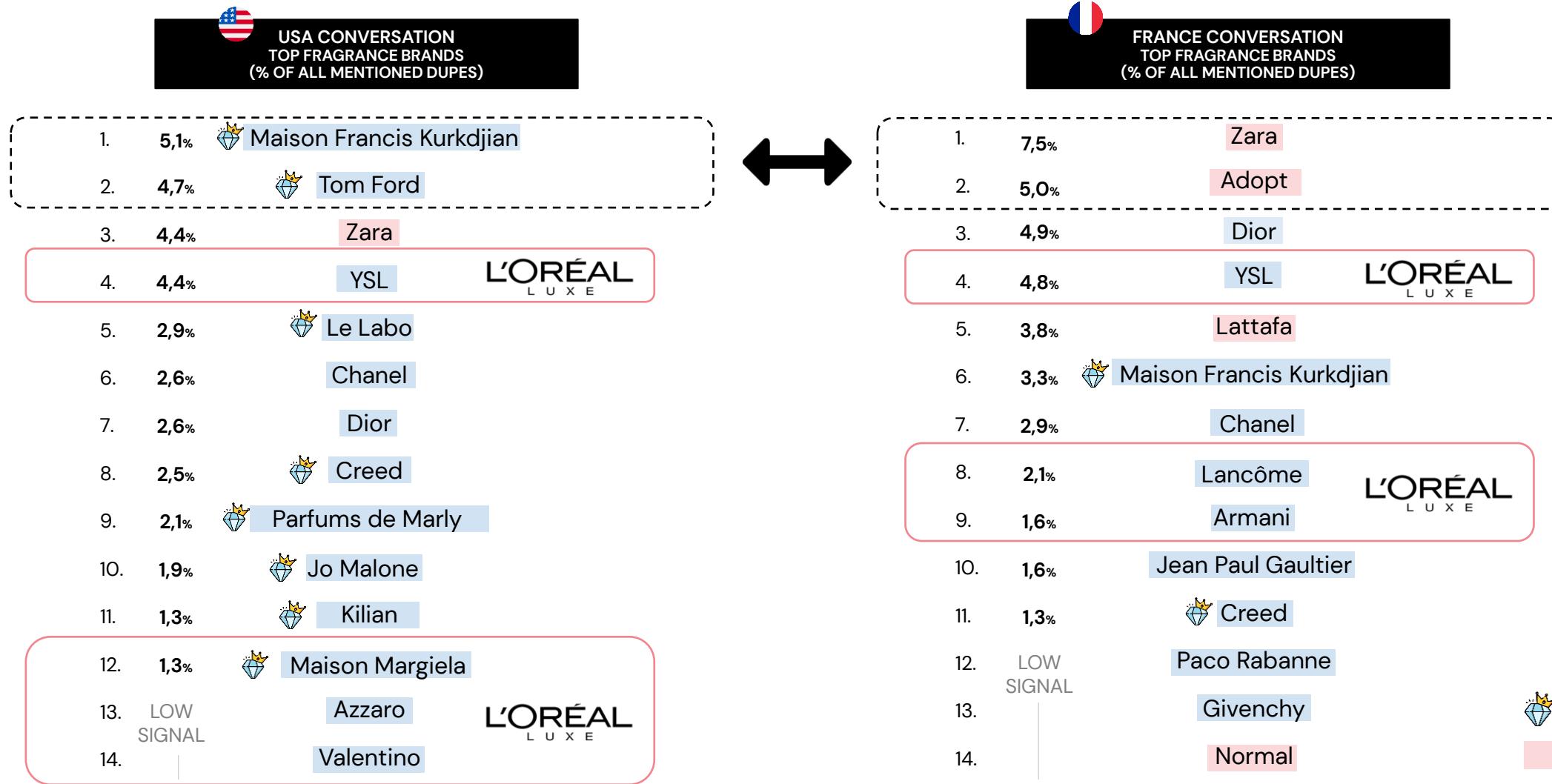




PART 4: TOP DUPES & DUPES BRANDS IN FRAGRANCE

TOP FRAGRANCE BRANDS - DUPED & DUPE DYNAMICS

- IN THE US, CONSUMERS ACTIVELY SEARCH FOR DUPED FRAGRANCES, LOOKING FOR AFFORDABLE ALTERNATIVES TO SPECIFIC LUXURY SCENTS.
- IN CONTRAST, IN FRANCE, CONSUMERS ENTER THE FRAGRANCE DUPE MARKET THROUGH MAIN DUPE PROVIDERS LIKE ZARA AND ADOPT, WITHOUT NECESSARILY HAVING A SPECIFIC FRAGRANCE IN MIND.
- NICHE LUXURY FRAGRANCE BRANDS ARE THE MOST IMPACTED BY DUPING IN THE US, WITH MAISON FRANCIS KURKDJIAN AND TOM FORD BEING THE MOST FREQUENTLY REFERENCED, WHILE FRANCE IS MORE FOCUSED ON COUTURE LUXURY FRAGRANCES.

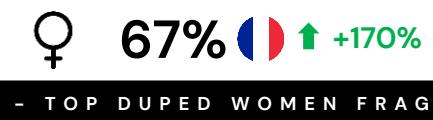


MOST DUPED WOMEN FRAGRANCES

- BACCARAT ROUGE BY MAISON FRANCIS KURKDJIAN IS THE MOST DUPED WOMEN'S FRAGRANCE IN BOTH MARKETS, WITH ZARA'S RED TEMPTATION WIDELY RECOGNIZED AS THE PERFECT ALTERNATIVE.
- THE US MARKET IS MORE NICHE-FRAGRANCE DRIVEN, WITH CONSUMERS DUPING BRANDS LIKE LE LABO AND BY KILIAN TO EXPLORE LAYERING AND OLFACTORY EXPERIMENTATION. IN CONTRAST, FRANCE LEANS TOWARDS COUTURE-LUXURY WITH MANY BRANDS FORM THE L'ORÉAL LUXE PORTFOLIO.



1.	Baccarat Rouge – Maison Francis Kurkdjian	4,3%
	Red Temptation – Zara Fragrance	Ambery Saffron – Dossier
	N°23 – ALT Fragrance	Cloud – Ariana Grande
2.	Black Opium – YSL	1,5%
	Gardenia – Zara Fragrance	Fleur Noire – ALT Fragrance
	Opera Noire – Maison Alhambra	
3.	Lost Cherry – Tom Ford	1,4%
	Ambery Cherry – Dossier	Cherry Smoothie – Zara Fragrance
	Love Fest Burning Cherry – Kayali	
4.	Delina – Les Parfums de Marly	1,3%
	Covered in Roses – Bath & Body Works	Fashionably London – Zara Fragran
	Yara – Lattafa	
5.	Libre – YSL	1,3%
	Golden Decade – Zara Fragrance	Tharwah Gold – Lattafa
	Floral Lavender – Dossier	
6.	Santal 33 – Le Labo	LOW SIGNAL
	Energetically New York – Zara Fragrance	Woody Sandalwood – Dossier
	Jungle Santal – Fine'ry	
7.	Her – Burberry	
	Now Women – Lattafa	Strawberry Snowflakes – Bath & Body Works
	Cheirosa 68 – Sol de Janeiro	
8.	Miss Dior – Dior	
	Nude Bouquet – Zara Fragrance	Floral Pink Pepper – Dossier
	Love Aimer – Aroma Passions	
9.	Another 13 – Le Labo	
	I am a Musk – Fine'ry	Simply Another – ALT Fragrance
10.	Love Don't Shy – By Kilian	
	Floral Marshmallow – Dossier	Bold Love – ALT Fragrance
	Velvet Shadow – Zara Fragrance	



1.	Baccarat Rouge – Maison Francis Kurkdjian	3,1%
	Red Temptation – Zara Fragrance	Ana Abiyedh – Lattafa
2.	Libre – YSL	3,0%
	Golden Decade – Zara Fragrance	Destinée – La Rive
	Cady – Capace	
3.	La Vie est Belle – Lancôme	2,1%
	Tendre Iris – Adopt	Queen of Life – La Rive
	Amazing Life – Figenzi	
4.	Black Opium – YSL	1,1%
	Lady Glitter – Adopt	Crystal Pink – La Rive
	Queen of the Night – La Rive	
5.	Si – Armani	LOW SIGNAL
	In Women – La Rive	Oriental – Zara Fragrance
	Red Dress – Adopt	
6.	Miss Dior – Dior	
	Nude Bouquet – Zara Fragrance	
7.	Good Girl – Carolina Herrera	
	Fairy Land – Adopt	Miss Dream – La Rive
8.	My Way – Armani	
	Her Choice – La Rive	Sublime Epoque – Zara Fragrance
9.	Trésor – Lancôme	
	Midnight for Her – Adopt	Taste of Kiss – La Rive
10.	This is Her – Zadig & Voltaire	
	Starnight – Adopt	

Dupes

Duplicated products

MOST DUPED MEN FRAGRANCES

- TWO KEY MEN'S FRAGRANCES EMERGE AS TOP-DUPED MEN FRAGRANCES ACROSS BOTH MARKETS: CREED'S AVENTUS AND DIOR'S SAUVAGE—EACH WITH DIFFERENT DUPE OPTIONS PER MARKET.
- SOME L'ORÉAL LUXE PRODUCTS APPEAR IN THE LOWER HALF OF MEN FRAGRANCE DUPE RANKINGS, HOWEVER THEY REMAIN LESS IMPACTED BY DUPE CULTURE VS. OTHER COUTURE LUXURY BRAND LIKE DIOR & CHANNEL.

♂ 35% ↑ +57%

US - TOP DUPED MEN FRAGRANCES

1.	Aventus – Creed	2,0%
	Club de Nuit – Armaf Explorer – Montblanc L'Aventure – AL Haramain	Vibrant Leather – Zara Fragrance
2.	Dior Sauvage – Dior	1,5%
	Ventana – Armaf Hunter Intense – Armaf	Asad – Lattafa
3.	Angels' Share – By Kilian	LOW SIGNAL
	Angel – Kismet Khamrah – Lattafa	Nocturnal Life – Zara Fragrance
4.	Bleu de Chanel – Chanel	
	Club de Nuit Iconic – Armaf Bleau – ALT Fragrance	Navy Black – Zara Fragrance
5.	Tobacco Vanille – Tom Ford	
	Tobacco Collection – Zara Fragrance Tobacco Touch – Maison Alhambra	Powdery Tobacco – Dossier
6.	Ombre Leather – Tom Ford	
	Amber & Leather – Maison Alhambra	Oud Vibrant Leather – Zara Fragrance
7.	Oud Wood – Tom Ford	
	Universal Oud – Zara Fragrance	Fougère Oud – Dossier
8.	Acqua Di Gio – Armani	
	Lisboa – Zara Fragrance	
9.	Code – Armani	
	Encode – Maison Alhambra	Ambery Lavender – Dossier
10.	The Most Wanted Parfum – Azzaro	
	Ansaam Silver – Lattafa	Night pour Homme – Zara Fragrance

L'ORÉAL
LUXE

C1 - Internal use

♂ 33% ↑ +178%

FR - TOP DUPED MEN FRAGRANCES

1.	Dior Sauvage – Dior	1,3%
	Green Savage – Zara Fragrance	Extreme Story – La Rive
2.	Aventus – Creed	1,1%
	Black Creek – La Rive	Vibrant Leather – Zara Fragrance
3.	Bois D'Argent – Dior	LOW SIGNAL
	Bois d'Igor – By Igor	Cèdre Cuir – Adopt
	Eau de foudre – RP Paris	
4.	Le Male – Jean Paul Gaultier	
	Brave – La Rive	Magnetic – Adopt
5.	Bleu de Chanel – Chanel	
	L'Eau Viril – Adopt	Iron Stone – La Rive
	Navy Blue – Zara Fragrance	Cotton Blue – Suddenly
6.	One Million – Paco Rabanne	
	Cardamome – Adopt	Prestige The Man Gris – La Rive
	Zara UOMO – Zara Fragrance	
7.	La Nuit de l'Homme – YSL	
	Night pour Homme – Zara Fragrance	Tonic Impact – Zara Fragrance
8.	Invictus – Paco Rabanne	
	Brave – La Rive	Blue Suit – Adopt
	Blue Spirit – Zara Fragrance	
9.	Code – Armani	
	For Him – Zara Fragrance	Into the Night – Adopt
	La Riche – La Rive	
10.	Stronger With You – Armani	
	Heroic Man – La Rive	Amber Ego – Zara Fragrance

L'ORÉAL
LUXE

L'ORÉAL
LUXE



PART 5: ZOOM ON L'ORÉAL BESTSELLERS SELECTION

EMPOWER YOUR BRAND

C1 - Internal use

semantiweb



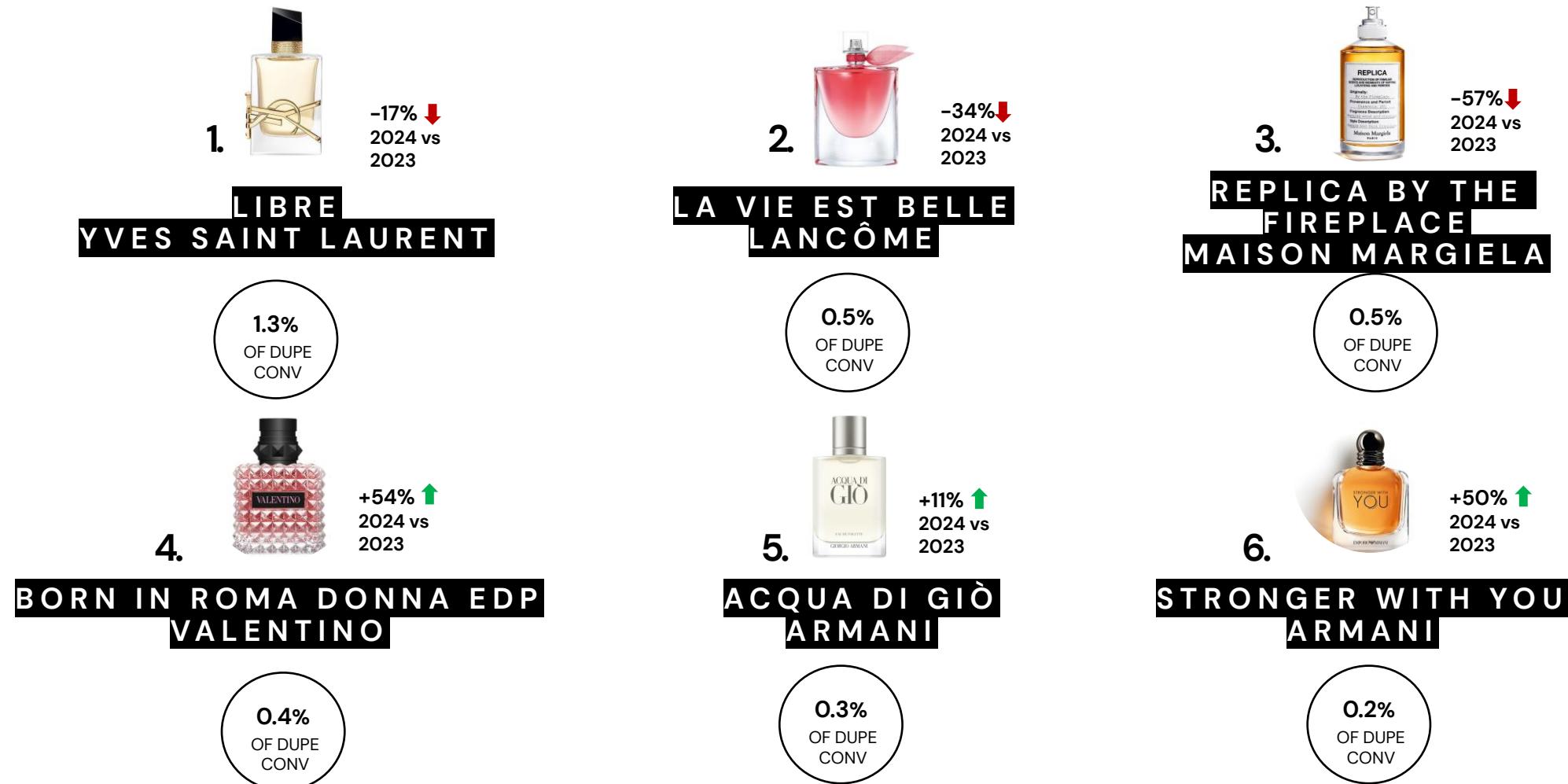
L'OREAL BESTSELLERS SELECTION

- AMONGST THE 6 SELECTED FRAGRANCES, FEMININE BESTSELLERS DUPES ARE THE MOST TALKED-ABOUT, WITH LIBRE LARGELY LEADING THE CONVERSATION (1.3%), AND BORN IN ROMA DONNA SHOWING THE GREATEST INCREASE (+54% VS LY) DUE TO ITS VIRALITY ONLINE.
- MASCULINE PERFUMES ARE GROWING FASTER ON AVERAGE THAN FEMININE ONES WITH STRONGER WITH YOU (+50%) & ACQUA DI GIÒ (+11%), REFLECTING A SHIFT TOWARDS MEN'S FRAGRANCES IN DUPE CONVERSATIONS.

220K

DUPES FRAGRANCE
CONVERSATIONS
US ONLINE MENTIONS

+49%
VS. LAST 12
MONTHS



C1 - Internal use



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



KEY THREATS

#1

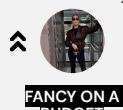
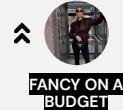
SAME SCENT FOR
A CHEAPER PRICE

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

#2

THE SAME CONCEPT FOR
A CHEAPER PRICE

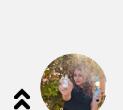
CONSUMERS CAN BE ATTRACTED BY THE SMELL EXPENSIVE VIBE (RICH GIRL AESTHETIC, QUALITY GOLDEN PACK), BUT ALSO BY THE FREEDOM CONCEPT (EMOTIONAL PROJECTION, DUPE NAME), OR FOR MORE EXPERTS THE FEMININE PERFUME WITH MASCULINE STRUCTURE (FOUGERE / LAVENDER).



#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

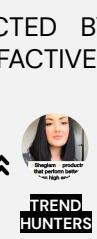
THEY WILL BE ATTRACTED BY OTHER DUPES TO OBTAIN A LONGER LASTING OR AN ADDITIONAL SILLAGE.



#5

FINDING AN OLFACTIVE TWIST

THEY WILL BE ATTRACTED BY OTHER DUPES TO OBTAIN AN OLFACTIVE TWIST.



OPPORTUNITIES

CONSUMERS TRY DUPES AND BE DISAPPOINTED FOR THE BELOW REASONS AND GO BACK TO THE ORIGINAL:

UNIQUE CONCEPT

LASTINGNESS (LACK OF IDENTIC DRYDOWN)

PREMIUM PACKAGING

LOW SIGNAL: ZARA GOLDEN DECADE POPULARITY (TREND HUNTERS+), BETTER COMPOSITION (CLEAN DUPE+), EASIER TO FIND INSTORE.

C1 - Internal use



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

170 ml
\$ 90.00

CONSUMER PROFILES



FANCY ON ABUDGET



LAYERING QUEENS



TREND HUNTERS

She glam + products that perform better than high end

TOP 5 DUPES MENTIONED

58%
OF DUPE MENTIONS*

1.
Golden decade
ZARA



2.
Tharwah Gold
LATTAFA



3.
Floral Lavender
DOSSIER



4.
Libbra
MAISON ALHAMBRA



5.
Destinée
LA RIVE



PRICE

80 ml
\$ 35.90

100 ml
\$ 54.00

100 ml
\$ 49.00

100 ml
\$ 34.00

90 ml
\$ 14.29

*average price suggested online

ORIGINAL STILL USED FOR SPECIAL OCCASIONS:

“The one from La Rive is a good cheap alternative for the YSL one but obviously the original is stronger and iconic. Ysl for special occasions and La Rive for the weekdays. I bought the Ysl from Douglas and the La Rive from DM

PLEASURE TO SPRAY MORE, AND EVERYWHERE:

“The Zara one lasts for me. I always spray my clothes tho.

LACK OF LASTINGNESS EXPECTED AND ACCEPTED:

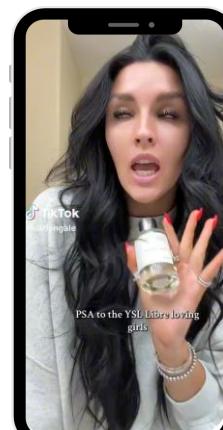
“I don't care about longevity I will re apply as long as smell like YSL lol

1. AFFORDABLE
2. SAME « EXPENSIVE » VIBE
3. EASY TO FIND IN STORE

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

1. GOOD VALUE FOR MONEY
2. EXACT SAME NOTES
3. EXPLICIT DUPE
4. MADE IN FRANCE

1. VERY AFFORDABLE
2. SIMILAR NOTES
3. EASY TO FIND IN STORE (WALMART)
4. GREAT VALUE FOR MONEY
5. GOOD PERFORMANCE
6. LUXURY PACKAGING



“Smell expensive on a budget C1 - Internal use

“The bottle is gorgeous”

“The same but cheaper”

“Similar dry down to Libre”

“A nice dupe at an unbeatable price”

1.3%
OF DUPE CONV

