

"Perfume is a way to **immerse myself** in new, **intense sensorial experiences**."

THRILLING EXPERIENCES

| | |
|------------|-------------|
| GenZ | 0.01 |
| Millenials | 0.02 |
| GenX | -0.03 |
| Access | 0.01 |
| High End | 0.02 |
| Exception | 0.14 |

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COMPONENT ITEMS

- The category which best help me to **have fun, make enjoyable discoveries, experience new things** is: PERFUME
- I am **highly receptive to scents and textures**
- I **love immersive experiences** in which all senses are triggered in an unexpected way
- I love products which give me **intense sensorial experiences** as soon as I try them
- It's important to me that a brand reinvents itself and surprises me
- I wear fragrance BUT NOT To feel confident NOR To add a final touch, whenever I get dressed up NOR To be non-conventional, to shock people NOR To feel fresh, clean and pure
- PERFUME is NOT the category that helps me the most to project the social image I wish to have

INSPIRATION



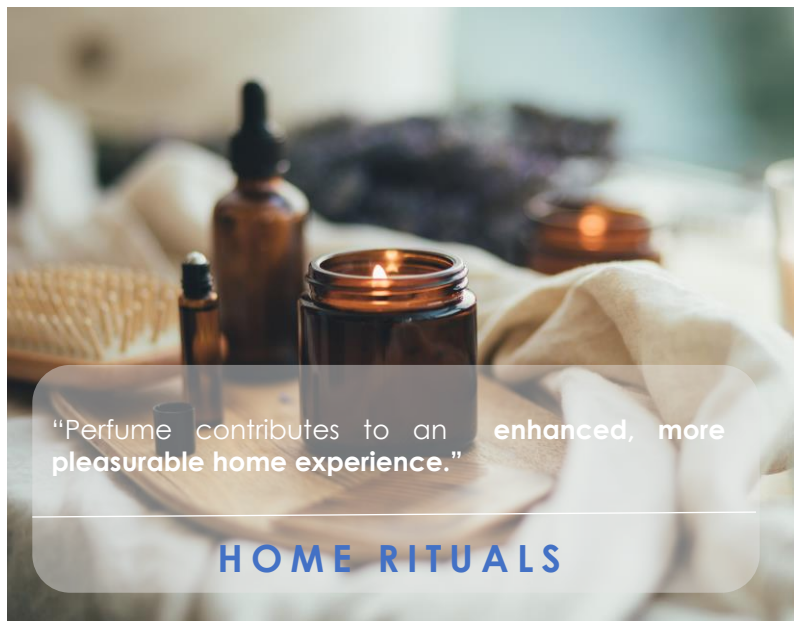
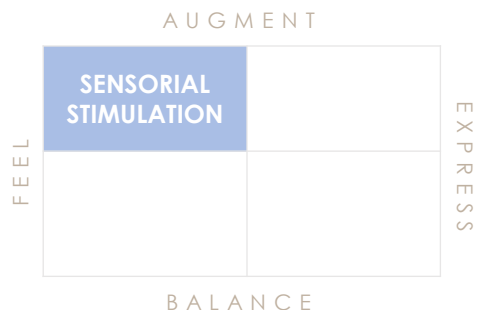
WORLDS WITHIN WORLDS

Aesop, ORTHERTOPIAS
Aesop's latest fragrances, 'Orthertopias', **take inspiration from liminal spaces that challenge perceptions.**
"They (Miraceti, Karst and Erémia) are all sort of pieces of research on the **boundaries between real and imagined.** (...). They are all an homage to the work of these philosophers. They wrote a lot on the **poetic of space** and many other thinkers have worked on his **idea of space being relative to realities**, but allow us to be connected to meteorology, poetry, and have **the ability to make us travel and unlock our reverie.**" French perfumer Barnabé Fillion says.



IMMERSIVE JOURNEY

Dior, MISS DIOR
An invitation to follow in the footsteps of the American actress Natalie Portman, muse of Miss Dior eau de parfum.
Ready Player Me on Twitter: "We partnered with Dior to launch their exclusive fragrances with an **interactive experience** where **you can create an avatar and see it come to life**, across various environments."



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|------------|-------|
| GenZ | 0.09 |
| Millenials | 0.03 |
| GenX | -0.07 |
| Access | 0.06 |
| High End | 0.02 |
| Exception | 0.16 |

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COMPONENT ITEMS

- When I particularly like a smell, I like to **enjoy it in as many ways as possible** (e.g., scented bath products, scented candles, etc.)
- I like to use **scented personal care products** (e.g., body & bath products, shampoo)
- I do regularly for my appearance and well-being:
 - Using home scents/ homes fragrances** (e.g., scented candles, home sprays, reed diffusers)
 - Using essential/ scented oils**
- I often buy a fragrance simply because **I love its bottle**
- I am specially attracted by objects/places that are inspired by ancient traditional style
- I wear fragrance BUT NOT To feel confident NOR To add a final touch, whenever I get dressed up NOR To have a good professional image NOR To be non-conventional, to shock people NOR To feel fresh, clean and pure

INSPIRATION

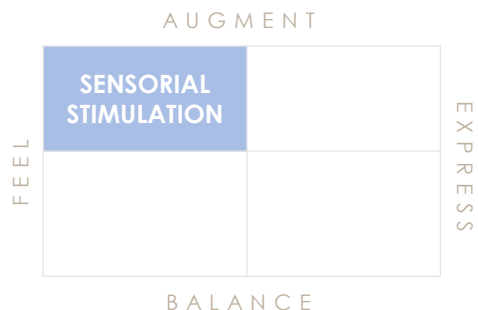


SCENTED HALO
Jo Malone, PERFUME + CANDLE GIFT SET



FAMILIAR FEELING

Le Labo, THE MATCHA 26
 "THE MATCHA 26 is much more than a scent to us. **It is a moment of introspection, a moment of self that offers a quiet inner celebration of grace and soulful beauty.** A simple whiff takes us away from the hum of the outside and brings us back "in". Matcha tea accord is infused with a creamy fig note, grounded by soft vetiver and textural cedar woods and uplifted by enticing bitter orange. Introverted and deep by nature, THE MATCHA 26 is a skin scent, something meant for, and only those individuals lucky enough to be very close to, the wearer. It carries a noble stillness. **To us, it is a scented reminder of home, of welcomed solitude, and of all things familiar and treasured.**"



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|------------|-------|
| GenZ | 0.15 |
| Millenials | 0.06 |
| GenX | -0.13 |
| Access | 0.04 |
| High End | 0.02 |
| Exception | 0.10 |

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COMPONENT ITEMS

- I love fragrances that **smell like sweet food** (e.g., candy, cake, etc.)
- I love scents that **bring back happy childhood memories**
- I wish there were **makeup products that smell like my favourite perfume**
- I wear fragrance BUT NOT To feel confident NOR To feel sexy/attractive to others NOR To add a final touch, whenever I get dressed up NOR To feel fresh, clean and pure

INSPIRATION



I KNOW WHAT YOU DID LAST SUMMER

Louis Vuitton ON THE BEACH

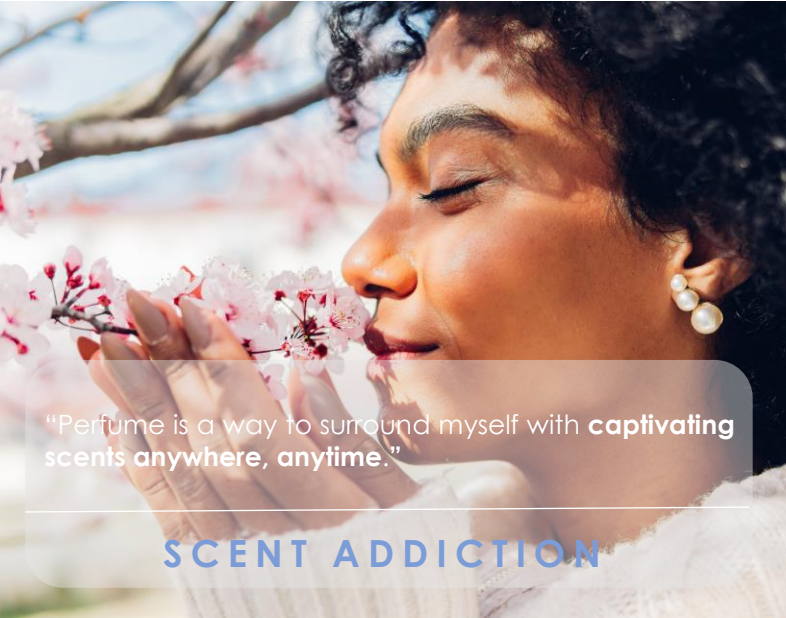
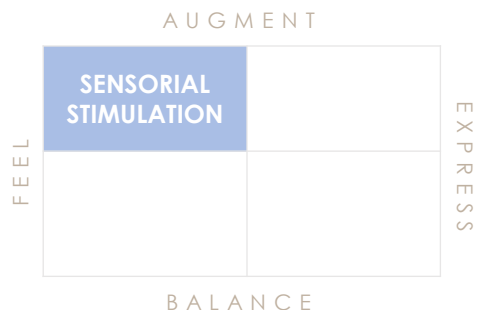
The brand's fifth unisex fragrance in its Parfums de Cologne line boasts a light blend perfect for carefree summer days. "The ecstasy of the sun, the rhythm of the sea and the gentle warmth of sand on the skin -- Packaged in a gradient bottle reminiscent of the evening sky, the fragrance takes inspiration from **sensorial experiences that involve soft and warm sand, calm waves and the pleasant memory of a day at the beach.** With citron serving as the key scent, the blend features neroli, as well as subtle hints of thyme, rosemary and pink pepper. The product is rounded out with a touch of cypress to replicate the feeling of a tree's shade."



SMELLS LIKE TEEN SPIRIT

White Rabbit x Scent Library (China)

"The iconic candy brand White Rabbit, which is no stranger to nostalgia marketing, **converted its sweet-milky flavor to perfume in its collaboration with Scent Library**, which is a Chinese retailer that focuses on niche fragrances. In response to this collaboration, netizens responded with great enthusiasm. "My favorite, White Rabbit, finally has perfume," said one user excitedly. "I am so happy. [It's] the **best memory in my childhood.**" (jingdaily.com)



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|------------|-------|
| GenZ | 0.11 |
| Millenials | -0.03 |
| GenX | -0.01 |
| Access | 0.02 |
| High End | 0.01 |
| Exception | 0.06 |

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COMPONENT ITEMS

- I pay a lot of attention to the **smell or perfume of things around me**
- When I particularly like a smell, I like to **enjoy it in as many ways as possible** (e.g., scented bath products, scented candles, etc.)
- When I **love a perfume's scent**, I buy it even if I don't like the bottle or the brand
- I often buy a fragrance simply because I love its bottle (Strongly DISAGREE)
- I wear fragrance BUT NOT To be fashionable and trendy NOR To feel appropriate

INSPIRATION



WRAP ME UP

Ellis Brooklyn, SUPER AMBER
 "Ever imagined **perfume as a texture**? Meet SUPER AMBER, a cozy, super warm, **addictive scent that envelops like a cashmere blanket on warm bare skin** (...). Unlike traditional fragrances, SUPER AMBER is not structured with top, middle and base notes. **Rather it blooms once it interacts with your skin's own unique chemistry.** It's unlike any perfume you've smelled."



MY VERY OWN SCENT

Glossier, YOU
 "Nothing has defined that concept more than their Eau de parfum, Glossier You, which has been described by the company as an **"addictive musk scent that adapts to your unique skin chemistry,"** meaning it's literally a musky, sultry, woody version of yourself. **The scent is designed to be lived in.**"
 "It's not one of those perfumes you wear to become someone else. Mostly, **it smells like you: soft, warm, familiar.**" says the brand.

PERFUME KEY NEEDS DETAILED RESULTS

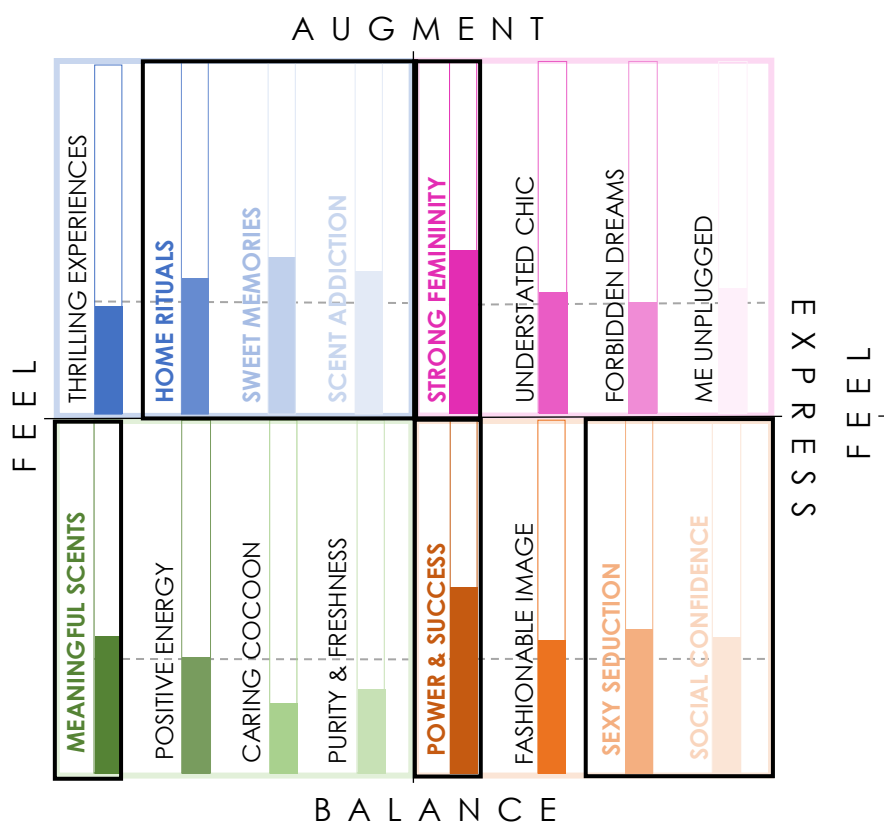




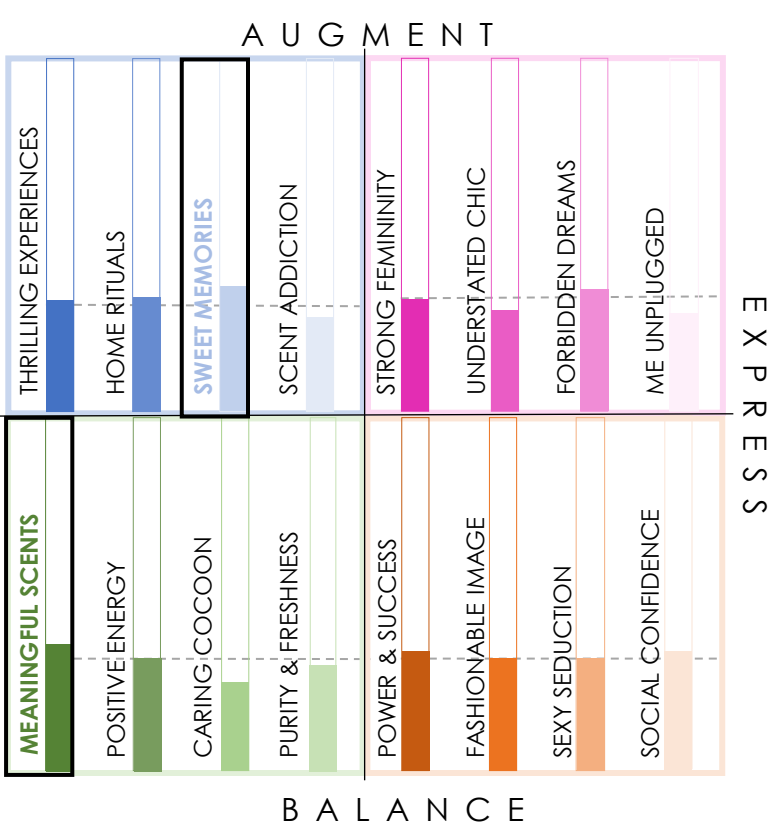
WORLD – GENERATIONS

OVERREPRESENTATIONS IN BOLD

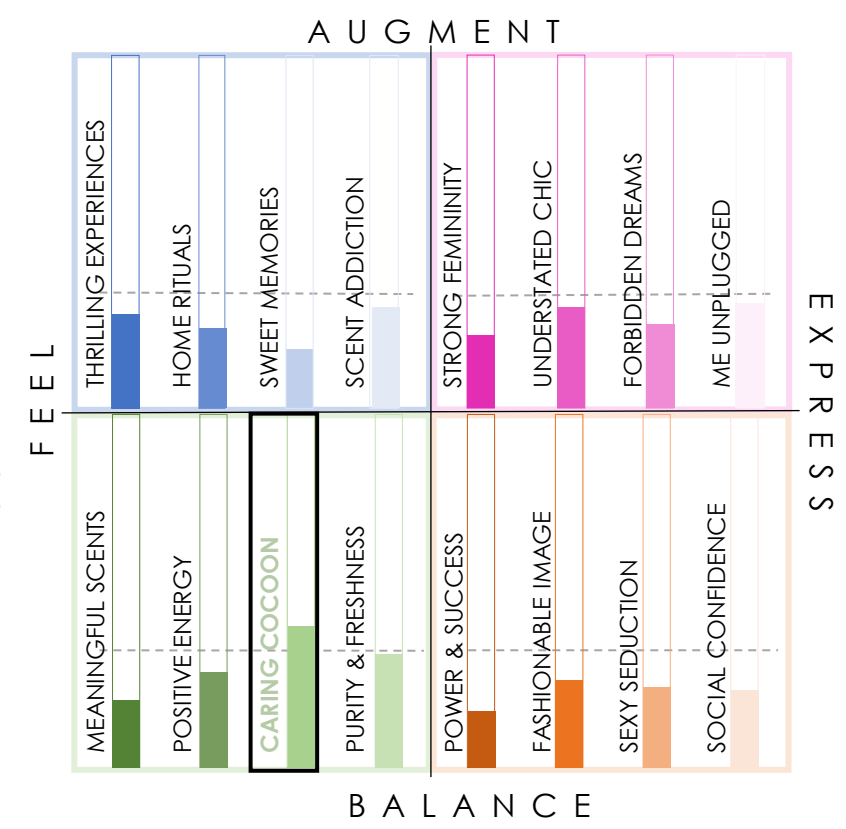
GEN Z (15-25 yo)



MILLENNIALS (26-39 yo)



GEN X (40-54 yo)



Figures computed on Perfume Users (Apply Perfume / Eau de Toilette at least 3 times a week).

WOMEN 15-54 (EU5 top 80% income | USA top 50% | CN top 20% urban areas).
Sample (weighted): Gen Z 578 | Millennials 1,679 | Gen X 1,523

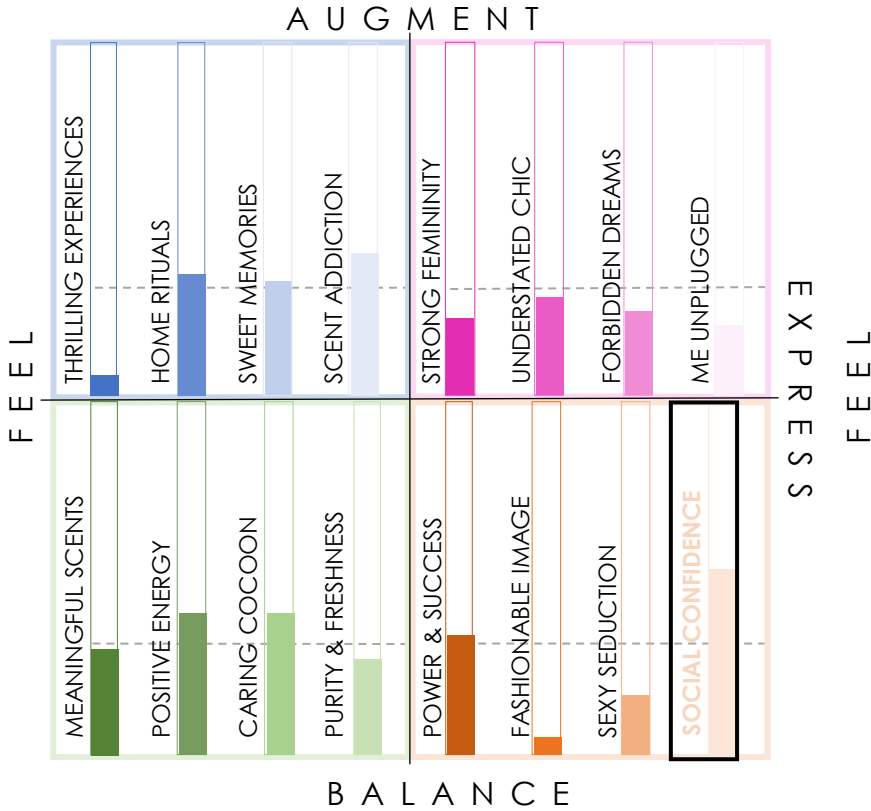
In bold = significantly over US+EU5+CN standardized score (mean 0/standard deviation 1) (statistical reliability at least 95%).
Please refer to the methodology (slides 23 and 24).
C1 - Internal use



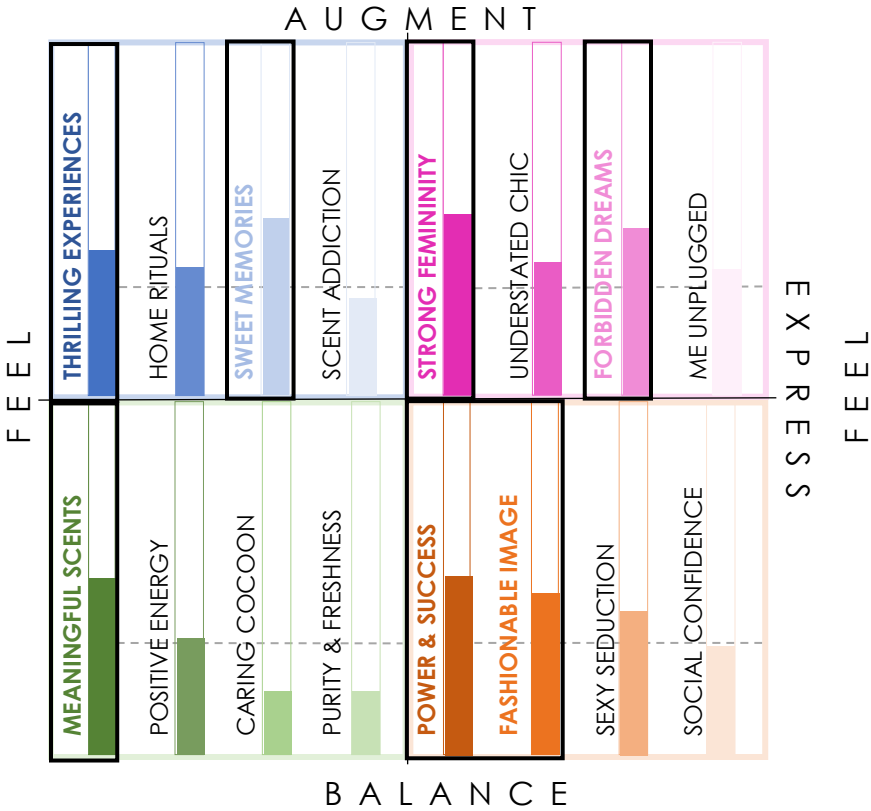
USA – GENERATIONS

OVERREPRESENTATIONS IN BOLD

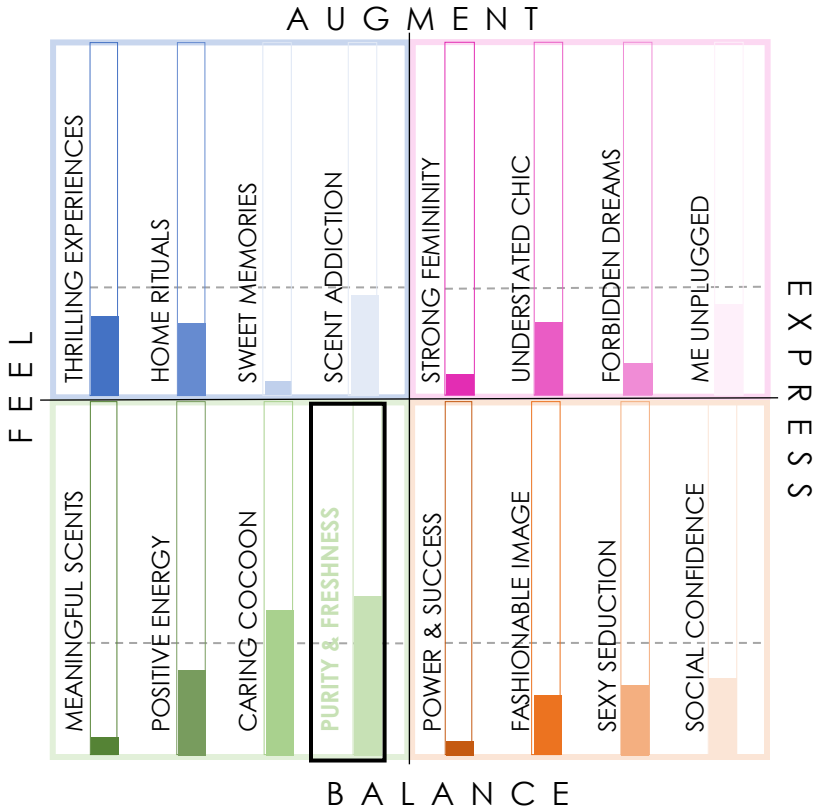
GEN Z (15-25 yo)



MILLENNIALS (26-39 yo)



GEN X (40-54 yo)



Figures computed on Perfume Users (Apply Perfume / Eau de Toilette at least 3 times a week).

WOMEN 15-54 (EU5 top 80% income | USA top 50% | CN top 20% urban areas).
Sample (weighted): Gen Z 93 | Millennials 410 | Gen X 334

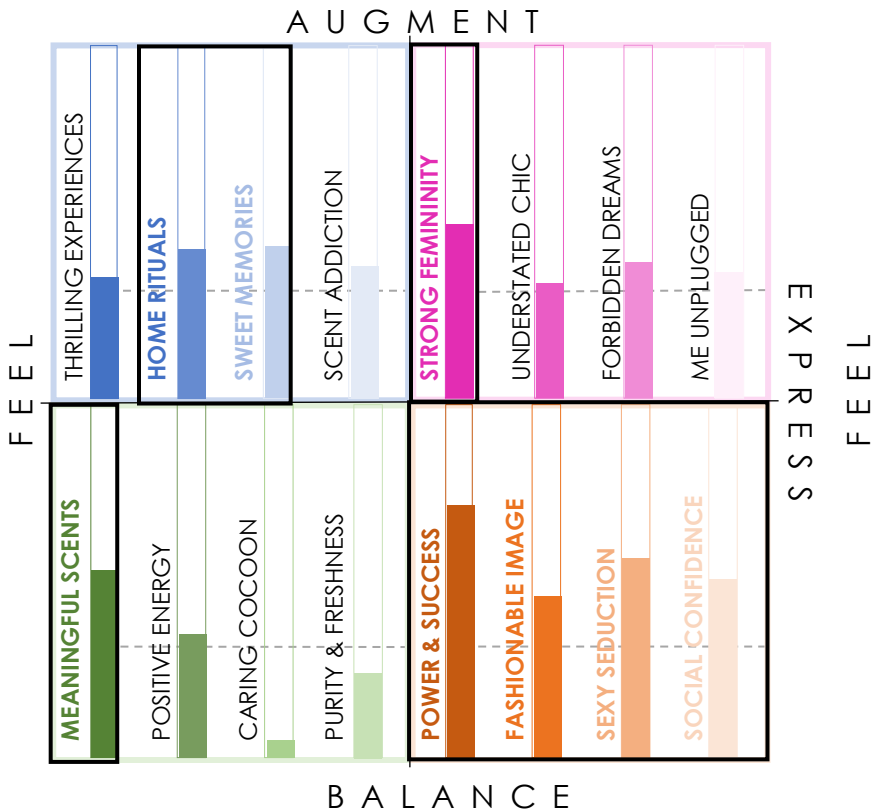
In bold = significantly over US standardized score (mean 0/standard deviation 1) (statistical reliability at least 95%).
Please refer to the methodology (slides 23 and 24).



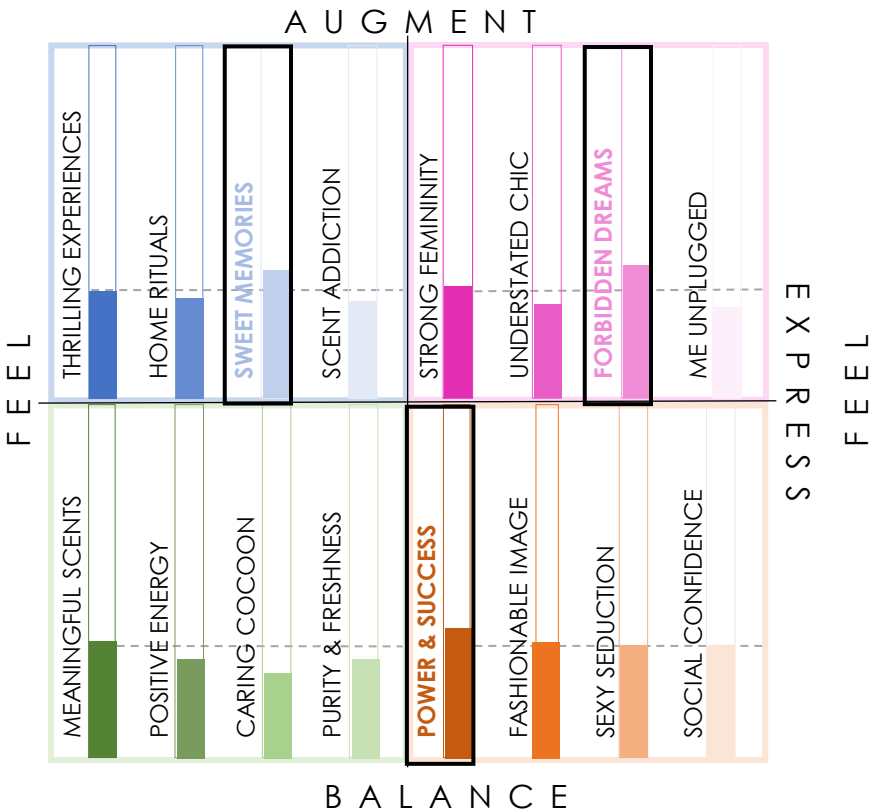
EU5 – GENERATIONS

OVERREPRESENTATIONS IN BOLD

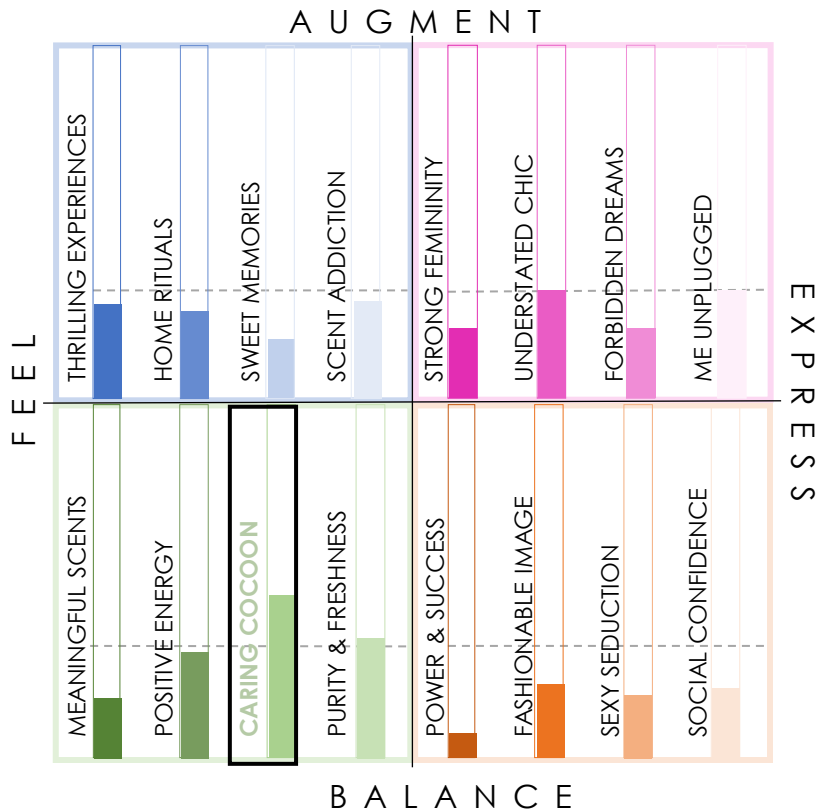
GEN Z (15-25 yo)



MILLENNIALS (26-39 yo)



GEN X (40-54 yo)



Figures computed on Perfume Users (Apply Perfume / Eau de Toilette at least 3 times a week).

WOMEN 15-54 (EU5 top 80% income | USA top 50% | CN top 20% urban areas).
Sample (weighted): Gen Z 278 | Millennials 595 | Gen X 705
Definitions (GenZ, hypeselective, etc.) - Please see methodology section.

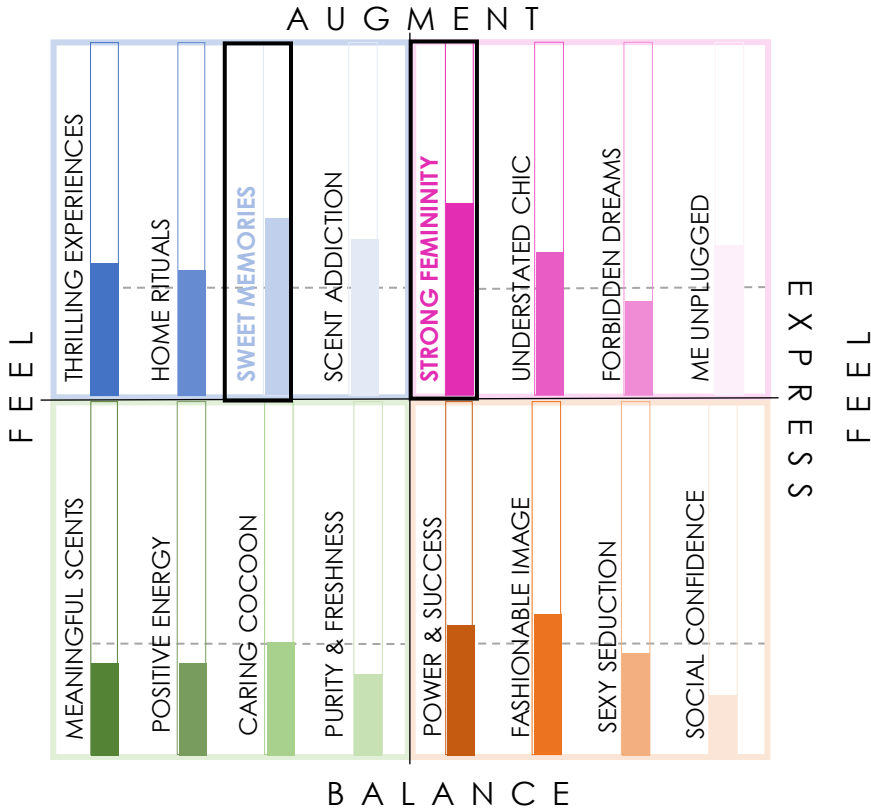
In bold = significantly over EU5 standardized score (mean 0/standard deviation 1) (statistical reliability at least 95%).
Please refer to the methodology (slides 23 and 24).



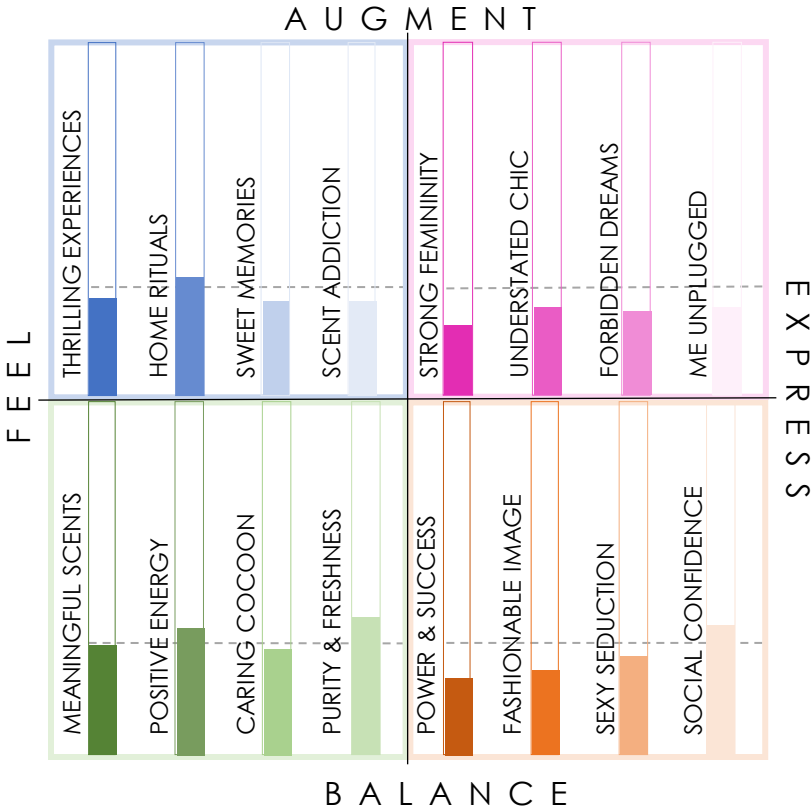
CHINA – GENERATIONS

OVERREPRESENTATIONS IN BOLD

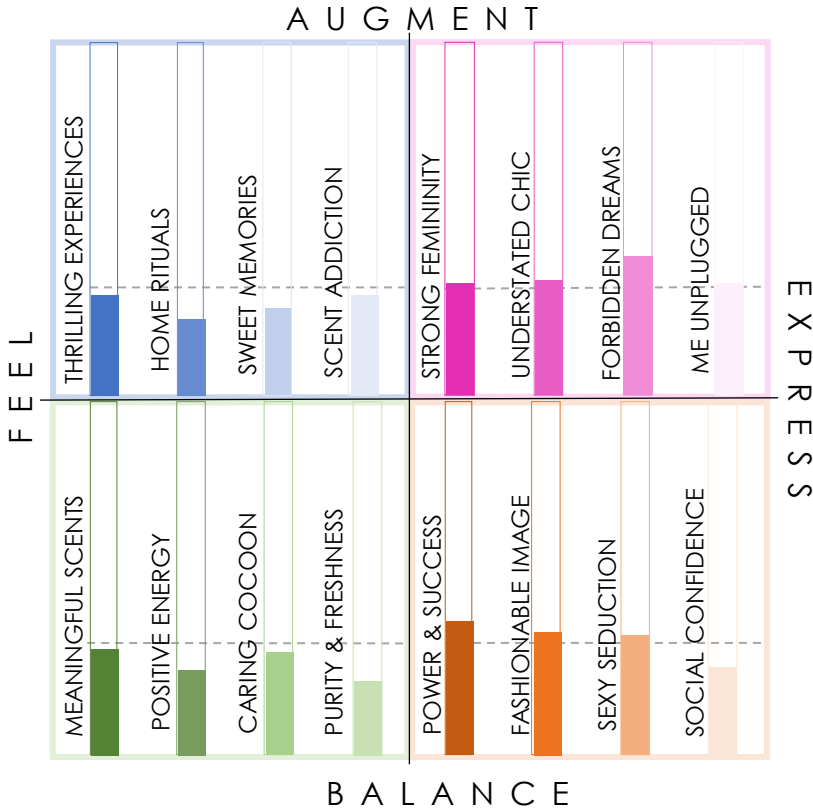
GEN Z
(15-25 yo)



MILLENNIALS
(26-39 yo)



GEN X
(40-54 yo)



Figures computed on Perfume Users (Apply Perfume / Eau de Toilette at least 3 times a week).

WOMEN 15-54 (EU5 top 80% income | USA top 50% | CN top 20% urban areas).
Sample (weighted): Gen Z 160 | Millennials 524 | Gen X 378

In bold = significantly over CN standardized score (mean 0/standard deviation 1) (statistical reliability at least 95%).
Please refer to the methodology (slides 23 and 24).

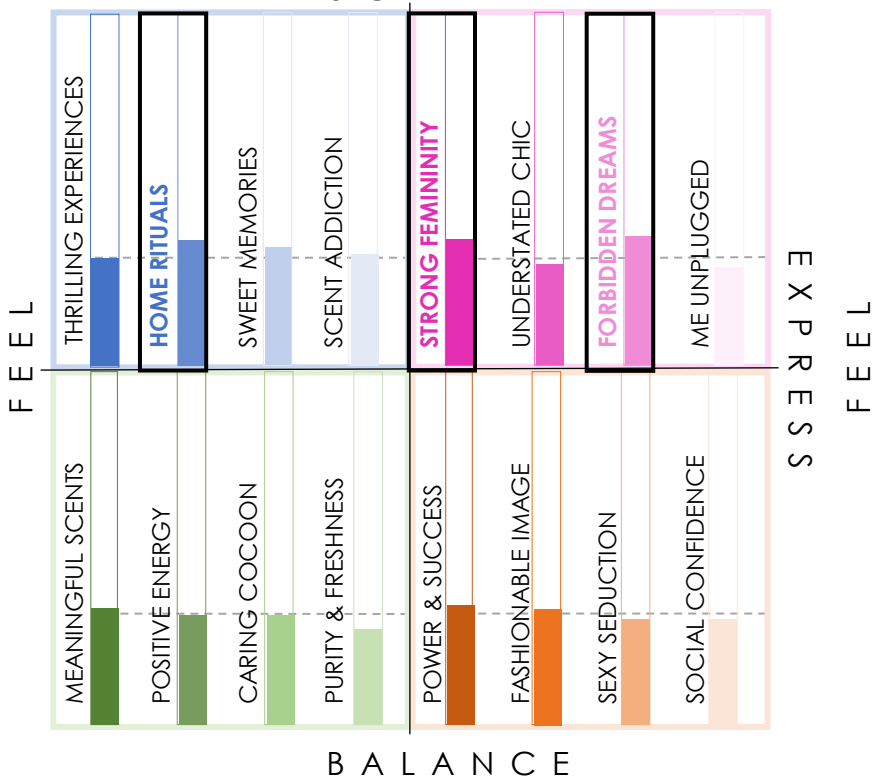


WORLD – PERFUME CLASSIFICATIONS

OVERREPRESENTATIONS IN BOLD

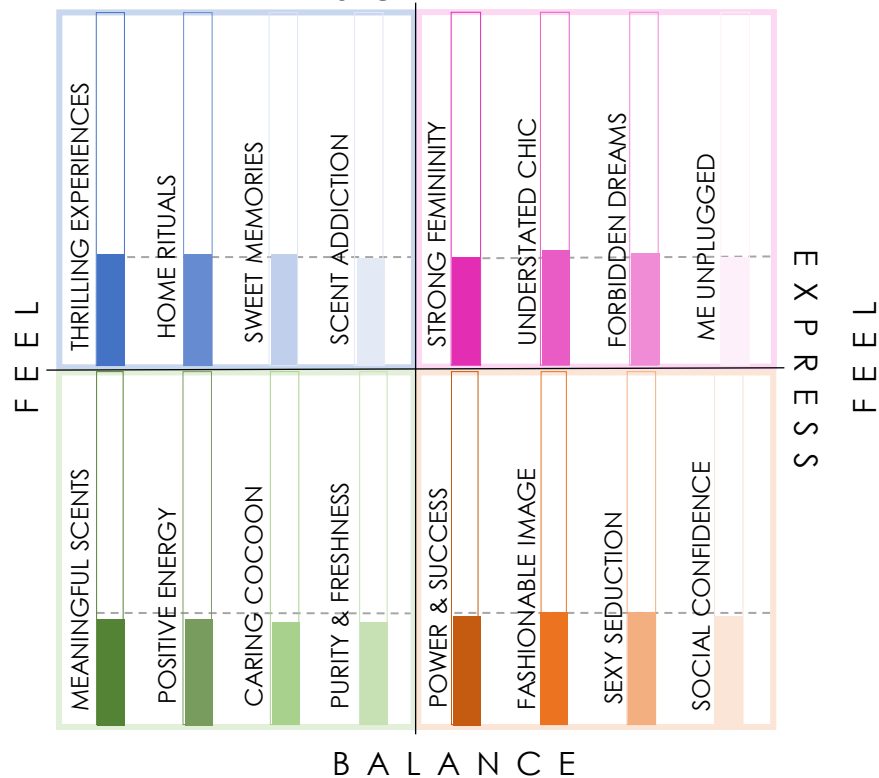
ACCESS

AUGMENT



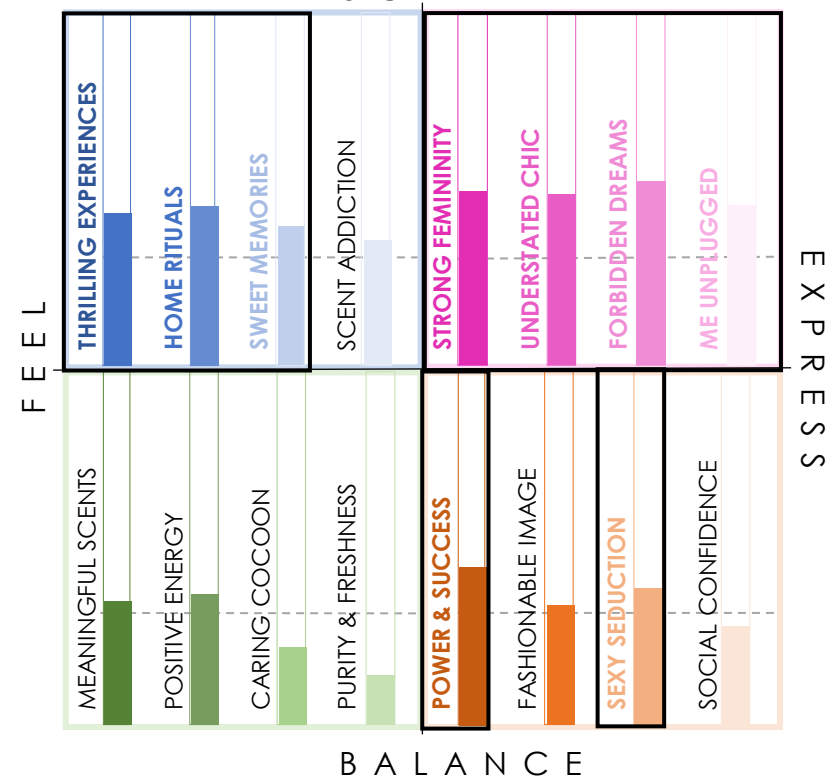
HIGH END

AUGMENT



EXCEPTION

AUGMENT



Figures computed on Perfume Users (Apply Perfume / Eau de Toilette at least 3 times a week).

WOMEN 15-54 (EU5 top 80% income | USA top 50% | CN top 20% urban areas).
Sample (weighted): Access 1,814 | High End 3,429 | Exception 749

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

Please refer to the methodology (slides 23 and 24).