



TREND REPORT 2021

18th edition

Welcome to the latest edition of our trend report.

Here we report on the most important new launches in global home care, home fragrance, personal care and fine fragrance. Enjoy key insights from our news & trends section, plus a concise roundup of updates on key launches that will help you stay on top of what's new on shelf.



International beauty major Coty has signed a letter of intent to partner with carbon recycling major LanzaTech to integrate sustainable, carbon-captured ethanol into its fragrance formulas.

Face care for you: Beiersdorf launches AI-powered D2C personalised face care brand O.W.N
Personal care major Beiersdorf has developed an artificial intelligence (AI) powered personalised vegan face care range that blends formulas based on individual skin needs using a proprietary algorithm and scientific questionnaire.

Beauty buzz: TikTok expands Shopify partnership in Europe to help brands boost social reach.
TikTok has expanded its partnership with Shopify across Europe, giving beauty brands direct access to run and manage social media ad campaigns via the e-commerce platform – a move that will create buzz amongst a highly engaged and diverse mass of beauty.

Green + Bare; Waterless beauty the next eco-trend as consumers look for 'next step' in sustainability. A newly launched Australian green beauty brand is aiming to develop a whole range of waterless beauty products to tap into what it believes is the next wave in the sustainable beauty movement

COVID-19 has turned skin health into a 'core expectation' for skin care. The ongoing COVID-19 crisis has propelled skin health to the top of the beauty agenda, as consumers seek out brands that plug new needs around skin barrier protection, hydration and cleansing,

Looking Forward

The events of the last year have shown how vital e-commerce has become to our daily lives. Consumers have become reliant on online shopping for accessing the brands they love, and brands have had no choice but to bolster their digital footprint to reach their target audiences in a socially distanced world. With customers unable to shop in store, beauty brands are having to get inventive in how they continue to create engaging and memorable brand moments with customers in their own homes. As such, how products are packaged and presented has taken on greater importance and we're seeing an interesting flow-on effect into packaging design trends for the year ahead. This means plain, commercial and (let's face it) boring packaging is out and packaging is instead starting to feel and look a lot more like art in its own right.

If you're contemplating a brand makeover or launching a new product, design trends that are set to dominate beauty packaging in the months to come, include art inspiration – from acyclic pouring and resin pouring to abstract oil paintings – art directions are on trend, then you have typography and block colours that help guide the consumer as to ingredients and usage, lastly organic shapes such as leaves and dots, dabs, freckles and tiny squiggles to give a more organic look and feel.

Pictured; Lady A, Faace & Please & Thank You.



FRESHNESS
AS IF DRIED
OUTSIDE
EVEN WHEN
YOU DRY INSIDE



Lenor UK **Outdoorable Collection**

Trend Notes: Winter is not a time for drying washing outside, but everyone's spirits are lifted by the concept of that fresh, clean 'outdoor' scent, so this homeware product is linking those happy memories to clothes washing to have a positive effect on wellbeing. Just what consumers need right now!

Product Details: Enjoy freshness as if you've dried your clothes outside, even when you dry inside! Lenor Outdoorable's ultra-concentrated formula is 2.5x more concentrated versus other Lenor fabric conditioners. Thanks to its innovative technology, you just need a small dose to get that line dried feeling, whatever the weather!

Lenor Outdoorable Pink Blossom has a new and rosy scent characterised by apple blossom brightness, sweet melon and warm amber.

Lenor Outdoorable Summer Breeze is full of citrus zing, buttercup brilliance and ocean sparkle.

Lenor Outdoorable Spring Awakening has a fresh and energising scent with marine notes, citrusy goodness and pure breeziness.



Asda UK Wellness Collection

Trend Notes: The new Wellness collection is a first for UK Supermarket Asda following on from fashion brand Primark's Wellbeing launch last year. The brand has chosen a mint theme, whereas Primark's edition was jasmine scented.

Product details; Room Spray, cork lid candles and diffuser set are all scented with Invigorate: White Mint & eucalyptus. The range also includes bathroom accessories in dark brown glass – all very much influenced by an apothecary feel when it comes to wellbeing.



**MADE
TO
RELAX...**





Alicia Keys *Sage + Oat Milk Candle*



Trend Notes: This new candle forms part of the 'Soulcare' range from Alicia Keys. Celebrity ranges are getting extremely popular, in both home fragrance and skincare, but this collection really incorporates wellness – emotional, mental & physical as its driving force.

A calming candle scented with sage and oat milk.

With a warm and welcoming scent different from that of other sage candles, our signature Sage + Oat Milk Candle is an invitation to connect with your true self as you relax, put your senses at ease, and enjoy the moment. Revered as sacred by the Egyptians and other ancient civilizations, sage exudes a smoky, calming warmth that has made it a mainstay of herbal teas for thousands of years. Oat milk soothes and relaxes the mind and body with its sweet and subtle fragrance like a love letter to your soul. It's never too late to start your day over again, so light this sage calming candle whenever you need to press reset and come back to center.

Soulcare Benefit: The warm, soothing fragrance of sage and oat milk invites you to press reset, come back to center, and connect with your true self as you relax and enjoy the moment.

Affirmation: I shine at full wattage.

ESPA

Active Nutrients

Trend Notes: This new and improved range is a complete overhaul of the 10 year old Optimal range, which has been redesigned and is now known as 'Active Nutrients'. The range is colour coded and celebrates the vibrancy of the revered ingredients and scents infused within the products. The collection also introduces three brand new products for 2021.

The new Active Nutrients range from ESPA comprises five products from the brand's newly formulated Optimal Skin Collection, as well as its hero Optimal Pro Moisturiser, alongside three new skus.

Joining the brand's line-up is the new **Yuzu & Ginger Cleansing Sorbet**, a richer option than ESPA's foam or milk cleansers; **Overnight Glow Enzyme Peel**, to help boost skin's night-time recovery; and **Clean & Green Detox Mask**, which features a cream clay formula that helps to balance skin.

Infused with essential oils, the new trio has been formulated with two new Vital Nutrient Complexes from The Hut Group-owned brand. These complexes include blends of thermal water – sourced from the Pyrenees – deep sea magnesium and mineral extract, as well as echium oil and vitamins E and F.





Herbal Essences **Essences of Life**

Trend Notes: The Essences of life Treatment range is based around the nurturing power of plants. The brand works with The Royal Botanic Gardens Kew and uses real botanic ingredients in the range.

Essences of Life Argan Oil Hair Oil Mist helps repair damaged hair to smoothness and makes it naturally shiny. Hair is softer & smoother.

Essences of Life Repair and Renew Intensive Mask is enriched with precious essences of aloe, sea kelp, argan oil & plant based nutrients, and provides intensive hydration.

Essences of Life Repair Concentrate Hair Mask Shot with Argan Oil: Essences of life Argan Oil hair mask deeply penetrates to repair damaged hair to smoothness and reveal its natural beauty. Hair is softer & smoother.

Scent experience

Creamy texture & milky sweet fragrance with subtle notes of oriental spices and vanilla.



Anomaly *Haircare range*

Trend Notes: Priyanka Chopra Jonas has launched her own hair care range, that's both eco and budget conscious at Target USA.

Named Anomaly after Chopra Jonas' belief that we are all uniquely different individuals and our hair reflects that, the actress' first foray into the beauty industry is far more than just a money-making side hustle. 'I decided I wanted to do a beauty line, but I didn't know what it would be until I realised what the gap in the market was,' the actress told ELLE US. 'You've seen a lot of skincare be sustainable, clean, vegan, cruelty-free, but you haven't really seen that in hair care much. I wanted superior products, no parabens, and sulphates, but super clean.' Taking last year's move towards 'skinimalism' and applying its 'less is more' ethos to your hair routine, Anomaly consists of a deep conditioning mask, dry shampoo, and three different types of shampoo and conditioner. And that's it. No bells, no whistles, no novelty gloss/foam/serum or 12 step routines. From the Dry Shampoo infused with rice starch and clarifying tea tree oil, to the Deep Conditioning Treatment Mask formulated with avocado and castor seed oil, the entire Anomaly range is 100 per cent vegan.





Love, Beauty & Planet USA

Haircare range

Trend Notes: These are only available Stateside at the moment, but the ingredients are perfect to match trends around the world. Their uplifting ingredients make them both positive mood boosting.

Made with patented Moodscentz™ technology, the new **vegan Biotin & Sun-kissed Mandarin** delivers five beauty benefits for hair while invigorating your mood with sparkling freshness. The new **Black Tea Kombucha & Red Ginger** clarifies and nourishes locks and leaves you uplifted with an energizing zing of radiance.





WOMEN'S FRAGRANCE

Olympea Blossom Eau De Parfum Florale Apricot Rose, Pink Pepper, Pear, Blackcurrant Sorbet, Vanilla, Salt, Patchouli and Cashmere Wood

Viktor & Rolf Flowerbomb Pearly Coral Pink Cattleya Orchid, Freesia, Centifolia Rose Petals, Jasmine Sambac, Patchouli and Vanilla

Marc Jacobs Eau So Intense Strawberry, Pear, Bergamot, Honey, Jasmine, Rosebuds, Benzoin, Moss, Vanilla and Musk

Carolina Herrera Very Good Girl Red Currant, Litchi, Rose, Vetiver and Vanilla





MEN'S FRAGRANCE

Invictus Victory Lemon, Pink Pepper, Lavender, Frankincense (olibanum), Amber, Vanilla and Tonka Bean.

Tabac Man Gravity Lavender Oil, Grapefruit Accord, Stardust Accord (aldehydes, rose oxide, musk, mineral notes), Geranium Oil, Coriander Seed Oil, Oud Accords, Patchouli Oil, Musk and Tonka Bean.

Bad Boy Le Parfum Grapefruit, Hemp, Black Pepper, Geranium, Leather and Vetiver.

Lacoste L.12.12 Eau De Parfum Blanc For Him Caviar Lime (finger lime), Green Notes, Eucalyptus, Cardamom, Cedar Wood and Pine Essence





PREMIUM FRAGRANCE



Dolce & Gabbana

Velvet Black Patchouli

In 2021, Dolce & Gabbana expands the Velvet Collection with Velvet Black Patchouli, an exclusive invitation to the world of Domenico Dolce and Stefan Gabbana. The Velvet Collection was introduced in 2011 and expands every year for one or more new releases.

Velvet Black Patchouli was inspired by the times when precious goods arrived from the East to the shores of Italy, and the mysterious, intoxicating scent of patchouli lingered in the air. Opening with vibrant, balsamic top notes of Indian davana oil and Tarocco Sicilian blood orange, this woody-oriental scent releases the heart of aromatic sage — its fruity, floral accents giving way to sweet musky tobacco undertones — before culminating in the base of Venezuelan tonka bean and sweet caramel.

Top: Indian davana oil, Sicilian blood orange, Indian papyrus essence

Heart: black patchouli, clary sage, coriander

Base: tonka, vanilla, caramel

PREMIUM FRAGRANCE

Maison Lancôme

Jasmin d'Eau & Rose Peonia

Rose Peonia: This floral fragrance combines the scents of Peony and Rose and is transcended by an explosive vibration while still delicately musky. Tinged with the juicy fruity character of raspberry and a spicy flash of Pink Berries, the floral bouquet on this women's perfume becomes dazzling

Jasmin d'Eau: This perfume for women associates the iconic Jasmin Grandiflorum Absolute to the modernity of Mineral Jasmin and the delicacy of Jasmine Tea to offer a refined floral bouquet. An aquatic transparency comes through this bouquet with an infusion of White Peach, Bergamot Tea and Plum Blossom, resulting in a women's fragrance with exquisite freshness.





PREMIUM FRAGRANCE



Jo Loves *Cobalt Patchouli & Cedar*

After a year of lockdown and isolation,
I am longing for that moment of
liberation and freedom to live life
again. Aren't you? This fragrance is
all about getting ready for that
moment. To look up and allow myself
to dream really big again and for
blue-sky thinking to flood my
imagination. It captures a series of
notes that tell stories of the happy,
care-free moments that will return.

JO MALONE

Inspired by the blue sky and the limitless opportunities it represents, Cobalt Patchouli & Cedar exudes celebration, enthusiasm, and a new-found intensity for enjoying life. True to Jo's signature style, Cobalt Patchouli & Cedar is a fresh cologne scent with a clean, crisp air. Powerful base notes give this fragrance a unique intensity, while the classic notes of vetiver, patchouli and cedarwood take on an eclectic twist to create a captivating new scent.

Fragrance Notes: Grapefruit, Patchouli, Cedarwood and Geranium



To brainstorm what these launches could mean to you contact us:

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