

Trend Report 2026

34th edition

**Welcome to the latest issue of our bi-monthly
News Flash.**

Here we report on the new launches in global home care, home fragrance, personal care and fine fragrance. Enjoy insights on product trends and market drivers and explore updates on key launches that will help you stay on top of 'what's new' on shelf.





Men’s grooming in 2026 is evolving from basic maintenance into a broader expression of self-care, performance and identity. No longer centred solely on shaving and hygiene, the category is being reshaped by Gen Z skin literacy, wellness culture and a growing appetite for targeted, high-performing products that balance simplicity with efficacy. Consumers are seeking routines that fit seamlessly into everyday life while still delivering visible results, sensory appeal and emotional confidence. In a market increasingly split between minimalist essentials and premium innovation, grooming has become both functional ritual and personal optimisation.

Five major shifts are shaping the category.

“**Beast mode**” body care brings the intensity and longevity of fine fragrance into everyday formats like body sprays and deodorants, driven by demand for bold, long-lasting scents that feel premium yet accessible. **Bro brows** move men’s grooming further into detail-oriented self-maintenance, as Gen Z consumers embrace fuller, natural-looking brows supported by subtle shaping products and easy-to-use gels. **Anti-grey hair serums** reflect the rise of preventative ageing, with peptide-based scalp treatments targeting pigmentation loss through hair longevity and follicle health rather than temporary dye solutions. **Solid colognes** continue to gain momentum as portable, mess-free fragrance formats that combine practicality, affordability and individuality for consumers seeking streamlined grooming routines. Meanwhile, **workout recovery** emerges as a major opportunity as young men increasingly connect fitness, wellness and grooming, fuelling demand for muscle recovery balms, magnesium-based body care and post-workout skin solutions.

As men’s grooming converges with wellness, fragrance, performance and longevity, the category is becoming more sophisticated without losing its demand for ease and practicality. In 2026, success will belong to brands that can combine efficacy with accessibility, deliver premium experiences at everyday price points, and position grooming as an integrated part of modern male self-care rather than a purely cosmetic pursuit.



Fragrance-Led Premiumisation Accelerates

Fragrance continues to be one of the strongest growth drivers within men’s grooming, with the category growing +6.2% globally in 2025 as consumers seek bold, long-lasting scent experiences beyond traditional fine fragrance. Trends such as “beast mode” body care and scent layering are pushing deodorants, body sprays and shower products into more premium territory, with brands combining accessible price points with sophisticated notes like oud, vanilla, saffron and patchouli. Portable formats such as solid colognes are also booming as consumers prioritise convenience, individuality and all-day performance.

Men’s Grooming Growth Driven by Fragrance, Skin Care & Gen Z Self-Care

The global male grooming market reached an estimated US\$63.3bn in 2025, growing +4.9% year-on-year. Fragrance was the fastest-growing segment at +6.2%, followed by skin care at +5.9%, reflecting rising demand for premium scent, anti-ageing solutions and performance-led routines. Growth is being driven by younger consumers, with 68% of Gen Z and millennial men saying they care more about their appearance today than five years ago, reinforcing grooming’s shift from basic maintenance to holistic self-care.

Preventative Care & Recovery Shape the Future

Preventative wellness is becoming a defining force across men’s grooming, from anti-grey hair serums and scalp longevity treatments to post-workout recovery products. Men are increasingly seeking solutions that address ageing, inflammation, stress and muscle fatigue before problems become more visible. Peptide-based scalp treatments, magnesium-infused recovery balms and post-workout skin care are gaining traction as consumers adopt more holistic wellness routines centred on performance, resilience and long-term



HOME CARE

Downy (USA) Boutique Botanicals

Trend Notes: Consumers are increasingly seeking elevated scent experiences that transform routine chores into moments of self care and sensory escape. This collection aligns strongly with the rise of botanical inspired fragrance profiles, blending florals, citrus, herbs, and soft musks to create nature led sophistication with spa like appeal. The fragrances balance freshness with refinement, moving beyond traditional “clean laundry” scents into more layered, premium olfactive territory. Each variant reflects a key fragrance direction currently trending across home and personal care: Violeta embraces rich floral elegance with fig and violet; Folia captures the wellness driven herbal and eucalyptus movement; Peonia delivers modern floral warmth with spicy contrast; and Citrea taps into the enduring popularity of bright citrus softened by musky sophistication.

Downy Boutique Botanicals In-Wash Scent Booster Beads beautifully infuse your laundry with exquisite fragrance artistry, drawing inspiration from the wonders of nature to elevate your washing experience. Immerse yourself in a vibrant meadow of scent, where nature's artistry blossoms all around you, creating a symphony of fragrances that evoke the beauty and tranquility of the outdoors

VIOLETA blends the lush sweetness of fig, the soft floral notes of violet, and the rich elegance of dahlia, creating a luxurious and enchanting fragrance that elevates your laundry experience

FOLIA combines the fresh herbal essence of basil, the bright citrusy aroma of bergamot, and the invigorating coolness of eucalyptus, creating a harmonious blend that refreshes and uplifts your laundry.

PEONIA features the delicate floral essence of peony, the vibrant sweetness of azalea, and a hint of spicy peppercorn, creating a captivating fragrance that transforms your laundry experience.

CITREA enriches your laundry with a fusion of zesty clementine, uplifting neroli, and sensual white musk, creating a luxurious scent experience that lingers, transforming your clothes into a fragrant delight with every wash



HOME CARE

fit Spring Garden & Summer Love Dish Soap

Trend Notes: Seasonal limited editions continue to be an important growth strategy in the household cleaning category, reflecting consumer demand for products that combine functionality with emotional and sensory benefits. Fragrance led innovations, particularly those inspired by nature, florals, and seasonal moments, are helping transform routine household chores into more enjoyable experiences. At the same time, sustainability remains a key purchase driver, with vegan formulations increasingly expected by consumers. The fit Spring Garden and Summer Love variants align with these trends by pairing strong cleaning performance with mood-enhancing scents, colourful packaging, and environmentally conscious credentials, creating added value beyond basic cleaning efficacy.

The fit Limited Edition Dishwashing Liquids – Spring Garden and Summer Love combine effective cleaning performance with seasonal fragrance experiences. Designed to bring freshness and colour into the kitchen, both variants feature floral-inspired scents and vibrant packaging that reflect the spring and summer seasons. The vegan formula effectively removes grease and food residue, delivering sparkling clean dishes with just a few drops while offering a pleasant sensory experience.



Febreze & Flash (UK) Havana Collection

Trend Notes: Drawing on vibrant Cuban imagery and tropical fragrance notes, the collection taps into consumers' desire for mood-enhancing products that evoke travel, sunshine, and escapism. Fresh greens, freesia, and soft florals align with the continued popularity of uplifting, nature inspired scents in the home fragrance category. Limited-edition, seasonal launches also create a sense of novelty and collectability, while elevating routine household tasks through immersive storytelling and experiential fragrance.

Feel the rhythm of Havana today! Bring the Caribbean sunshine and city soul into your home with the new limited-edition Havana collection from Flash and Febreze. Swap the mundane for the vibrant and turn up the volume in your home. Havana brings a tropical paradise to your home with its fresh blend of crisp greens, freesia, and floral elegance.





HOLLAND
AROMATICS

HOME FRAGRANCE

Diptyque 2026 launches

Trend Notes: Diptyque's 2026 launches reflect the continued evolution of home fragrance toward highly sensory, ingredient-led storytelling rooted in gastronomy, nature, and niche perfumery. The collection taps into one of the strongest luxury fragrance movements: unconventional edible and botanical notes translated into sophisticated atmospheric scents. Rather than traditional florals or clean profiles, consumers are increasingly drawn to textured, transportive fragrances that feel artisanal, emotional, and immersive. The return of Café as a permanent collection after its successful limited-edition 2025 launch signals the growing demand for gourmand home fragrances with authenticity and depth. Coffee notes have surged in popularity across both fine fragrance and home scenting, driven by consumer appetite for comforting, café-inspired warmth and nostalgia. Its roasted cereal and woody nuances elevate the scent beyond sweetness into a refined, lifestyle-driven gourmand profile. Across the wider collection, Diptyque leans into niche culinary and garden-inspired ingredients that mirror luxury fragrance trends favouring green aromatics, earthy vegetables, roasted accords, and Japanese botanicals. Rhubarbe and Ortie reflect the rise of vegetal perfumery and nature realism, while Sésame Noir taps into the growing popularity of toasted, nutty gourmand notes inspired by global cuisine. Shiso aligns with increasing consumer fascination with Japanese ingredients and minimalist green freshness.

Café (Coffee): In the heart of the coffee roastery, slow heat and careful grinding release rich, powerful aromas. The notes of freshly ground coffee beans are enveloped in warm woody accents, enriched by a toasted cereal accord. A familiar scent brings comfort to the air.

Ortie (Nettle): On a trail surrounded by nature, damp nettle leaves reveal their green, aromatic, and enigmatic scent. Along the tree-lined path, they blend with mint and scattered violet leaves. Nettles, in the heart of the wilderness, awaken the senses

Rhubarbe (Rhubarb): In the heart of the vegetable garden, long rhubarb stalks in shades of pink and green reveal their bittersweet, vibrant scent. The vibrant acidity of rhubarb combines with patchouli and the earthy intensity of carrot seeds. In scented wax, an ode to this iconic fruit from the vegetable garden.

Sésame Noir (Black Sesame): In the heat of the oven, black sesame seeds slowly turn golden brown. Their dry, spicy aroma fills the air with intensity. Roasted black sesame seeds are enveloped in woody accords and notes of roasted hazelnuts. A rich, lasting scent.

Shiso: A bouquet of light, delicate shiso leaves. Offering a fresh, aromatic scent to be unravelled and discovered in all its nuances. Subtle almond notes blend seamlessly with spicy and green accents





HOME FRAGRANCE

Jo Malone Outdoor Candle

Trend Notes: Consumers are increasingly treating outdoor spaces as extensions of the home, driving demand for premium candles that elevate ambiance while delivering sophisticated scent experiences. The crisp blend of citrus fruits, aromatic herbs, basil, and zesty lime aligns strongly with the ongoing popularity of fresh green-citrus fragrances, particularly for spring and summer outdoor entertaining. The oversized 1.5kg format and £300 price point position the candle firmly within the ultra-premium lifestyle category, where fragrance becomes both décor and status expression. The launch also taps into the broader “alfresco luxury” trend seen across brands like Diptyque and Byredo. Both brands have expanded outdoor and summer candle offerings centred around citrus, herbs, and nature-inspired freshness. The global luxury candle market is projected to surpass \$1.5 billion by 2033, driven by rising consumer investment in premium home ambiance and wellness rituals. Scented candles account for nearly 90% of the luxury candle category, with citrus and fresh fragrances remaining especially popular for outdoor and warm-weather use.

Decorate outdoor spaces and enhance the atmosphere. The bright scent of citrus fruits and aromatic herbs on a crisp breeze. Uplifted by notes of peppery basil and zesty limes. Fresh & energising.



HOME FRAGRANCE

Goose Creek Beach Collection

Trend Notes: These launches tap directly into the continued rise of “vacation escapism” and sensory indulgence in fragrance and body care. Across beauty and wellness, consumers are gravitating toward scents that recreate experiences rather than simply describe ingredients – think beachside cocktails, tropical fruit stands, sunset gatherings and carefree summer rituals. The collection also reflects the growing popularity of gourmand-fruit hybrids, where juicy tropical notes are elevated with sparkling citrus, sugared accords, and cocktail-inspired twists for a more playful, elevated feel.

Mango Spritz

Like a sparkling drink at golden hour, this radiant scent blends ripe mango and peach bourbon with a twist of lime zest and sugared sparkle.

Beach Bum Daiquiri

Like a chilled cocktail enjoyed with your toes in the sand, this juicy scent blends bright grapefruit and sweet orange with pink melon and wild raspberry, finished with a sparkle of sugared fizz.

Sunfruit Nectar

Like a sun-drenched fruit stand on a tropical island, this lush scent layers exotic dragonfruit, juicy mango, pineapple, and papaya into a vibrant, golden blend bursting with sunshine.

Tiki Punch

Like a tropical celebration under glowing lanterns, this vibrant scent swirls juicy pineapple and pink apricot with sweet cherry and a sparkle of sugared citrus.





HOME FRAGRANCE

Apotheke Fig & Olive Leaf

Trend Notes: This launch taps into the continued popularity of Mediterranean-inspired fragrances that blend sun-drenched fruits with aromatic woods and soft florals for a sophisticated 'holiday-esque' feel. Fig remains a hero note in both home and fine fragrance, valued for its creamy green freshness and connection to effortless luxury. Paired with olive leaf, jasmine, and cedarwood, the scent reflects the growing demand for transportive, nature led fragrances that evoke wellness, slow living, and elevated outdoor lifestyles rooted in Mediterranean elegance.

Juicy fig is wrapped in fresh olive leaf, delicate white jasmine, and rich cedarwood for a lush aroma inspired by the intensely fragrant Mediterranean countryside.

Top Notes: Mediterranean Fig, Lavender, Italian Bergamot, Violet

Middle Notes: White Jasmine, Star Anise, Lily of the Valley

Bottom Notes: Olive Leaf, Cedarwood, Musk, Tonka Bean



PERSONAL CARE

Uta Beauty

Trend Notes: Uta Beauty expanded its in-house line with a new collection of 7 scents. Designed for mixing, matching, and layering, these affordable mists, lotions, body washes and shampoos allow consumers to switch up fragrances and layer combinations to fit mood – which is a huge trend!

Sunny Daze: A vibrant, fruity splash of crushed pineapple, wild berries & citrons.

Notes: sun warmed pineapple, citron, wild berry, acai, crushed pineapple leaves, berry musk, beachwood and white vetiver.

Pistachio Pop: A sweet, nutty mix of pistachio blossom, sugared vanilla & creamy amber.

Notes: orange zest, lily, pistachio blossom, jasmine, spun sugar, vanilla, mango nectar, amber

Daydream Skies: An airy, dreamy mix of sea glass, rosewater & golden raspberry.

Notes: key lime, golden raspberry, rosewater, melon blossom, seaside daisy, sea glass, amber sand and cloud musk.

Vanilla Velour: A warm, velvety blend of toasted vanilla, caramel strands & golden amber.

Notes: caramel strands, whipped custard, sweet meringue, toasted vanilla, peony petals, Madagascar vanilla, golden amber, and tonka bean

Coconut Coast: A creamy, tranquil blend of coconut water, santal sandalwood & bergamot.

Notes: creamy coconut, coconut water, Sicilian bergamot, tagetes oil, eucalyptus oil, vanilla petals, Santal sandalwood, sun washed amber and black vanilla beans

Cashmere Crush: A cozy, indulgent blend of star jasmine, spun sugar & warm amber.

Notes: mandarin, spun sugar, vanilla orchid, star jasmine, oakmoss, crimson blooms, warm amber, cedarwood and cashmere musk.

Watermelon Waves: A juicy, sun-bright mix of red watermelon, star fruit & coconut wood.

Notes: Lemon Oil, Mandarin Oil, Orange Peel Oil Sweet, Red Watermelon, Star Fruit, Shredded Coconut
Base: Coconut Wood, Creamy Tonka, Coconut Musk



PERSONAL CARE

CLEAN (USA) Hair & Body Perfume Mists

Trend Notes: Hair and body mists are having a major moment, driven by consumers seeking lightweight, mood-boosting fragrances that fit seamlessly into everyday routines. This new wave of scents leans into gourmand, fruity floral, and tropical notes, offering a playful yet sophisticated alternative to traditional perfumes. From creamy pistachio and whipped vanilla to sparkling rosé accords and sun-drenched papaya, these mists capture the growing demand for comforting, escapist fragrances. Enhanced with skincare-inspired ingredients like HydroCrown (a CLEAN trademark product addition) they also deliver added hydration and hair-frizz benefits, reflecting the continued fusion of beauty, wellness, and fragrance in one easy-to-use product.

Pistachio Passion

Yummy & Irresistible. Equal parts creamy and bright – this mist feels like a secret snack you don't have to share. Milky pistachio blends with a drizzle of smooth rum and sparkling bergamot. Orris and cedarwood create a soft, buttery heart, while cozy amber and tonka bean settle in like your favorite feel-good snack. Totally yummy and impossible to resist.

Rose All Day

Juicy & Bubbly. Smells like a toast waiting to happen. Rosé All Day opens with a juicy pop of lychee, cassis berries and peach slices. A dewy bouquet of rose, jasmine and freesia brings a flirtatious touch to the heart. Musk, moss and cedarwood leave a lingering warmth — like golden hour on sun-kissed skin. Bubbly, bright and a little bit cheeky — it's your new go-to for every moment worth toasting.

Papaya Paradise

Tropical & Dreamy. Like a scoop of sunshine on a stick, Papaya Paradise drips with endless summer vibes. Tropical papaya and mango whisk you away on an instant island escape. A spoonful of coconut cream and plum nectar swirl together, wrapping you in a sun-soaked daydream. A dusting of vanilla sugar and tonka bean glimmer on your skin, leaving behind that just-back-from-the-beach glow.

Whipped Vanilla

Creamy & Cozy. The fluffiest vanilla cream you've ever smelled. Whipped Vanilla opens with a fresh, airy blend of coconut and pear. A cloud of soft-spun vanilla, caramel and tonka bean melts into your skin, glazing you in creamy comfort. Warm musk and sandalwood settle softly — leaving behind a bright, unforgettable vanilla glow. Fresh, universal and totally addictive — this is vanilla reinvented.





PERSONAL CARE

PHLUR Hair & Body Fragrance Mists

Trend Notes: Phlur's new Hair & Body Mists, Island Swim and Paradise Nectar, tap into the growing demand for vacation-inspired fragrances that evoke warmth, nature, and travel. Tropical fruits, coastal florals, and creamy woods reflect consumers' continued preference for fresh yet comforting scent profiles that feel effortless and wearable. The launches also align with the stellar popularity of hair and body mists (there have been so many mists launched since 2025 it's a whole product eco-system now!) as lightweight fragrance formats, offering an accessible, mood-boosting alternative to traditional perfumes while supporting fragrance layering and everyday scent rituals, continue to delight consumers.

ISLAND SWIM: Dive into tropical waters with Island Swim, a bright, airy, and effortlessly fresh mist. Bright calamansi blends with sweet plumeria, creamy coconut, and smooth sandalwood for an easy, sun-warmed wear. "Island Swim is my ode to your first plunge into the warm sea. It's the moment salt clings to your skin and everything feels fresh, bright, and effortless. I blended zesty citrus, soft coconut, and ocean-washed florals to capture the freedom of a perfect tropical swim."

PARADISE NECTAR: is the scent of a seaside garden, bursting with tropical freshness and soft floral blooms. Bright black currant and mandarin mingle with tuberose for a luminous, glowing finish. It feels like warm coastal air brushing over sun-warmed petals, full of life and colour. "Paradise Nectar was inspired by the feeling of walking through a sunlit seaside garden, where ripe fruits and wild florals mingle on a warm breeze. I blended bright citrus, soft blooms, and warm woods to capture that living, vibrant escape."





PERSONAL CARE

Sol de Janeiro Summer 2026 collection

Trend Notes: These limited-edition Sol de Janeiro launches reinforce the brand’s strength in destination-driven fragrance storytelling, tapping into the continued demand for tropical escapism, beach nostalgia, and playful gourmand body mists. Inspired by iconic Brazilian beaches, the collection reflects the growing popularity of fragrances designed to evoke mood, place, and sensory experience rather than traditional perfumery structures alone. Refresco Paraíso aligns with the rise of aquatic-green tropical scents, blending lime, sea breeze, and cactus notes for a fresh jungle-meets-ocean profile. Cheeky Biquíni continues the strong consumer appetite for juicy fruit gourmands with peach, acai, and honeyed vanilla, while Limonada Gelada taps into the trend for citrus-solar fragrances inspired by frozen drinks and sun-warmed skin. Together, the launches capture key fragrance trends driving Gen Z and Millennial engagement: vacation-core aesthetics, collectible seasonal mists, and emotionally uplifting scents that feel youthful, transportive, and highly shareable on social media.

Cheeky Biquíni – “a fragrance inspired by the playful freedom of the legendary Praia do Abrico beach. Opens with notes of apricot nectar, fresh peach, and juicy acai berries. The heart blends orange blossom and raspberry, wrapped in a base of sweet honey, vanilla, and amberwood.

Limonada Gelada – “a scent that captures the bliss of a day spent in the sun on Praia Vermelha beach.” Opens with a Brazilian lemonade accord, complemented by notes of juicy pineapple and bergamot zest. It then unfolds with hints of coconut milk, musk, floral, and solar notes, accented by nuances of cane sugar, vanilla, amber, and light woods.

Refresco Paraíso – “a fragrance inspired by Grumari beach, where the jungle meets the sea, and every drop refreshes your senses. Opens with notes of juicy lime, orchid, and tropical leaf accords. The composition's centre features sea breeze and tropical fruit accords, intertwined with hints of banana leaf. The base reveals notes of musk and Brazilian blue cactus.





PERSONAL CARE

Cremo (USA) Limited Editions S/S26

Trend Notes: Cremo's latest limited edition men's fragrance launches reflect the growing evolution of masculine scent profiles toward fresher, fruit-forward compositions balanced with marine and woody accords. Notes such as dragon fruit, blood orange, tangerine, and coconut water signal a shift away from traditionally heavy masculine fragrances in favour of brighter, more versatile scents that deliver freshness and escapism, but go beyond just being cologne style or aquatic for warmer months.

Coastal Breeze: Marine, woody fragrance with scent notes of salty air, coconut water, and mossy woods

Dragon Fruit Amber: Lively notes of dragon fruit and salted blood orange meet the smooth richness of sea amber for a juicy and balanced scent

Tangerine Sage: Lush notes of tangerine sage and sea salt blend with aromatic wood sage for a scent that's both crisp and layered.





PERSONAL CARE

Living Proof Perfect hair Day Sun-kissed Pear Advanced Clean Dry Shampoo

Trend Notes: This launch reflects several key trends shaping the premium haircare market. Consumers increasingly expect dry shampoos to deliver scalp care, pollution protection, and hair health benefits beyond simple oil absorption, driving demand for multifunctional formulas that mimic the results of traditional washing. Fragrance is also becoming a stronger point of differentiation, with brands introducing limited-edition, fine-fragrance-inspired scents featuring juicy fruits, florals, and soft woods. Pear has emerged as a particularly popular note across beauty categories, aligning with the broader appetite for fresh, uplifting, and nature-inspired fragrances. According to Circana/NPD data, prestige haircare remains one of the fastest growing beauty segments, with dry shampoo and scalp focused innovations continuing to drive premiumisation and consumer engagement.

A summer-ready take on our award-winning dry shampoo that cleans like a rinse out shampoo and removes oil, sweat, and odour, helping keep hot weather hair feeling fresh. Adds softness and shine, leaves no visible or textured residue, balances scalp's sebum levels, Provides pollution protection. Clean hair that's soft, naturally shiny, manageable, and haloed with warm, luminous hints of sun-kissed pear and breezy freesia

Top notes: juicy pear and aloe vera | Middle notes: blush peony and green tea | Base notes: soft amber woods and sandalwood





PERSONAL CARE

The White Company Saint Florent

Trend Notes: Mediterranean and coastal themes remain particularly popular, with sea salt, pear, and soft musk capturing the fresh, airy aesthetic associated with luxury travel and outdoor living. The fragrance also aligns with the growing demand for "transportive scents" that evoke specific places, memories, and lifestyle aspirations. As consumers increasingly seek to create mood-enhancing environments at home, brands are expanding toward sophisticated ozonic, premium coastal and wild nature inspired fragrances that deliver a sense of wellbeing.

The White Company Saint Florent is part of our Edit Collection – fragrances specifically designed to transport your mind to idyllic places. This uplifting, ozonic scent is perfect for candlelit dining moments alfresco, or allow a diffuser or fragrance oil to provide a gently scented backdrop to summer days at home. Scent Notes: Sea Salt, Pear and Musk. French style, island charm, where the narrow streets lead down to the salt-sprayed harbour. In Saint Florent, crisp sea salt mingles with uplifting, green pear from the orchards, while soft musk brings sun-dappled warmth in the base.





PERSONAL CARE

Rituals Seshen collection

Trend Notes: The Ritual of Seshen collection has been designed to transport shoppers to the ‘sunlit banks’ of the River Nile, and builds on the beauty brand’s successful limited edition range business. The bathing and body care range is themed around “renewal and purity”, with the lotus flower and orange blossom infused scent said to evoke imagery of the River Nile’s “sunlit banks” in Egypt.

The Ritual of Seshen (Seshen – the word for lotus in ancient Egyptian) draws inspiration from ancient Egyptian beauty traditions and the symbolic lotus flower. Centred on themes of light and renewal, the range features a green "solar" fragrance profile that blends lotus flower and orange blossom with fresh top notes of bergamot and mineral base notes. The product lineup includes skincare essentials such as a foaming shower gel, a sea salt scrub, and an ultra-light body gel, a body milk spray, and an EDP - alongside home items like lotus shaped floating candles.

Top Notes: Bergamot, melon, and cardamom | **Heart Notes:** Egyptian jasmine, orange blossom, and aquatic marine accords | **Base Notes:** Mineral notes, white musk, and guaiac wood.





MEN'S FRAGRANCES

NEW LAUNCHES

Reebok Iconic Statement Black: Black Pepper, Ozonic Notes, Bergamot, Apple, Jasmine, Orris, Sage Absolute, Ambergris, Lavender, Suede, Patchouli, Amberwood and Saffron.

Cerruti 1881 Vivo Elixir Pink Pepper, Nutmeg, Lavandin, Saffron, Vanilla, Suede, Amberever, Cistus Absolute, Cedarwood Virginia and Oud.

John Varvatos Artisan Costiero Yuzu Oil, Mandarin Oil, Lemon Oil, Aquacoral Accord, Nectaryl, Karmaflor, Akigalawood, Moss and Patchouli Oil.



WOMEN'S FRAGRANCES

NEW LAUNCHES

Rabanne Olympea Elixir Bergamot Peel, Pineapple, Coconut Milk, Tiare, Monoi Oil, Jasmine, Solar Notes, Ylang Ylang Oil, Vanilla, Benzoin and Juniper.

Phlur Honeymoon Mandarin, Lavender, Orange Blossom, Manuka Honey, Saffron, Tonka Bean, Vanilla and Sandalwood.

Jil Sander Midnight Sun Blueberry, Jasmine Sambac, Night Blooming Jasmine Petals and Vanilla Planifolia.



Premium, Indie + Niche Fragrances

D'Annam **Mango Sticky Rice**

Vietnamese niche brand d'Annam launches their newest fragrance: MANGO STICKY RICE. It follows 2023's Chapter One: Enchanting Vietnam, 2024's Chapter Two: Memories of Japan, and 2025's Chapter Three: Majestic China.

Mango Sticky Rice will be the first in a series of standalone releases for the brand and will not become an official part of any new collection. The brand will continue to "remain guided by a relentless dedication to celebrating Asian cultures through fragrance," as related on the d'Annam Instagram page.

With gourmand notes of ripe mango, sticky rice, and coconut milk, Mango Sticky Rice "pays homage to Thailand's most beloved dessert, enjoyed for generations at temple fairs and family gatherings. An exquisite dish that embodies the sweetness of Thai hospitality".





Premium, Indie + Niche Fragrances

Iggywoo Lost in Vanillatopia

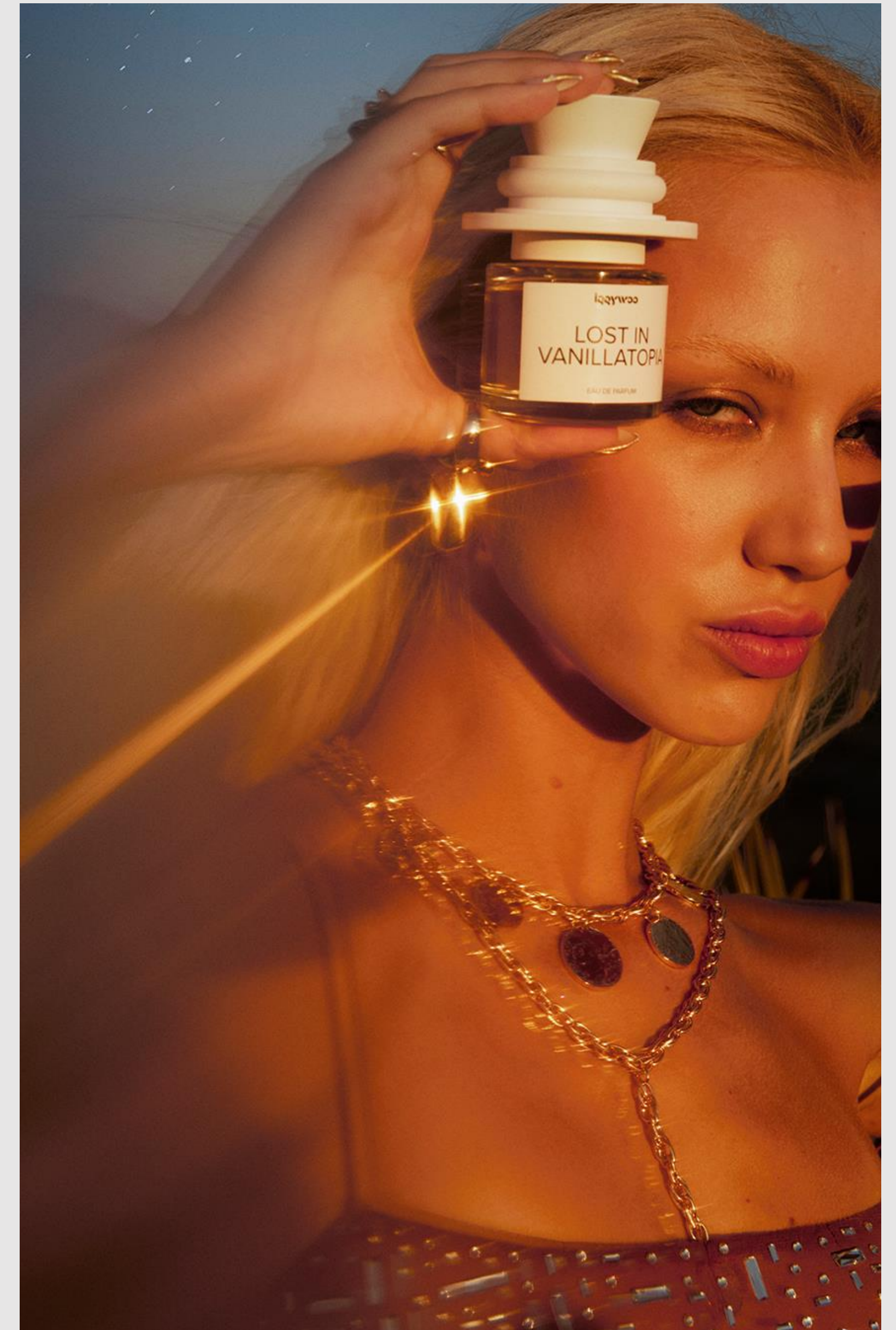
Iggywoo has just launched the new fragrance, Lost in Vanillatopia. Iggy Woo says: "Step into Vanillatopia - and forget everything you thought vanilla was".

This is a new era of Vanilla, intelligent, otherworldly - "a gourmand born under a different sun. This isn't your safe, bakery, sugary vanilla - It's creamy, molten gold and endless amber rebellion. A flash of Damask rose and grapefruit ignites the air before crashing into Iggywoo's rogue fantasy accord: solar- amber-musk - a wild blend of amber, velvet tonka bean, honeysuckle, and untamed vanilla. Lost In Vanillatopia is a complete state of mind".

TOP NOTES: *Damask Rose, Grapefruit*

MIDDLE NOTES: *'Solar-Amber-Musk' Fantasy Accord, Honeysuckle*

BASE NOTES: *Vanilla Accord, Amber Accord, Tonka Bean*





Premium, Indie + Niche Fragrances

BWFH by Drake ClouDar

Drake's Better World Fragrance House introduces ClouDar Eau de Parfum, a new woody aromatic fragrance that follows last year's launch, Summer Mink.

According to the brand, Drake's relationship with scent has long been deeply personal, shaped by an interest in creating distinctive atmospheres and enhancing spaces through fragrance. Better World Fragrance House was founded around the idea of "creating a better world through scent," and ClouDar continues that direction with a composition centred on attraction, instinct, and subtle presence.

Described as a fragrance that captures "the feeling of a shift in the room," ClouDar is built around contrasts between softness and projection, and intimacy and impact. The scent is designed to unfold gradually and leave a lingering trail rather than deliver immediate intensity.

Top notes: Crystalized Ginger, Sparkling Mandarin, Crisp Nashi Pear

Heart notes: Clary Sage, Jasmine Sambac, Lily of the Valley

Base notes: Tonka Bean, Haitian Vetiver Grass, Atlas Cedar





Premium, Indie + Niche Fragrances

Juliette Has a Gun Banana Rush

“When creating Banana Rush, I wanted to take a fresh look at a fruit often overlooked in perfumery: the banana. It’s often perceived as something mundane or cliched, and almost never as elegant. It was this challenge that inspired me. I wanted to take the banana beyond its “frivolous” image, revealing something more sensual and sophisticated. The secret was to combine the softness of the fruit with deep ingredients like maple syrup and sandalwood. The addition of frangipani blossom, coconut, and vanilla creates a golden, enveloping, and completely new scent. Banana Rush transforms this iconic fruit from a familiar fruity scent into something sublime and profound, sunny and sophisticated,” says the brand’s creative director.

The Banana Rush fragrance opens with notes of ripe banana, complemented by hints of maple syrup. The heart blends frangipani and coconut, accented by hints of sweet vanilla and sandalwood in the base.





Premium, Indie + Niche Fragrances

Loewe Wild Coffee

'Wild Coffee opens with the freshness of passion fruit, a bright counterpoint to the aromatic depth of coffee, revealing its roasted intensity and enveloping richness. Oud acts as an affinity note, enhancing the fragrance's depth with smoky resonance. Inspired by the organic beauty of traditional handblown glass, the LOEWE Crafted Collection arrives in sculptural glass flasks, topped with a tactile granite cap, celebrating the collection's innate artistry". – Loewe

'The Crafted collection from LOEWE combines exceptional craftsmanship with the art of perfumery, resulting in bold and expressive fragrances such as the Wild Coffee eau de parfum. *Greeting you with a vibrant burst of mango, guava and bitter orange, the top layer is blended with cardamom and saffron to capture the senses. Quickly evolving into a heart where sweet caramel and warm amber are balanced by akigalawood and patchouli, the scent lands on a base of tonka beans, vanilla and Oud, adding further depth and complexity.'*



To brainstorm what these launches could mean to you get in touch with our team:

Phone: +31 (0) 36 - 536 33 35

E-mail: customercare@hollandaromatics.nl

Holland Aromatics is a modern, internationally oriented Dutch fragrance company focused exclusively on the development and the production of fragrances for each purpose.

Since its founding in 1984 Holland Aromatics has grown into an international fragrance company with sales in more than 60 countries. The key to this remarkable success is simple: passion.

