

Trend Report 2026

35th 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.

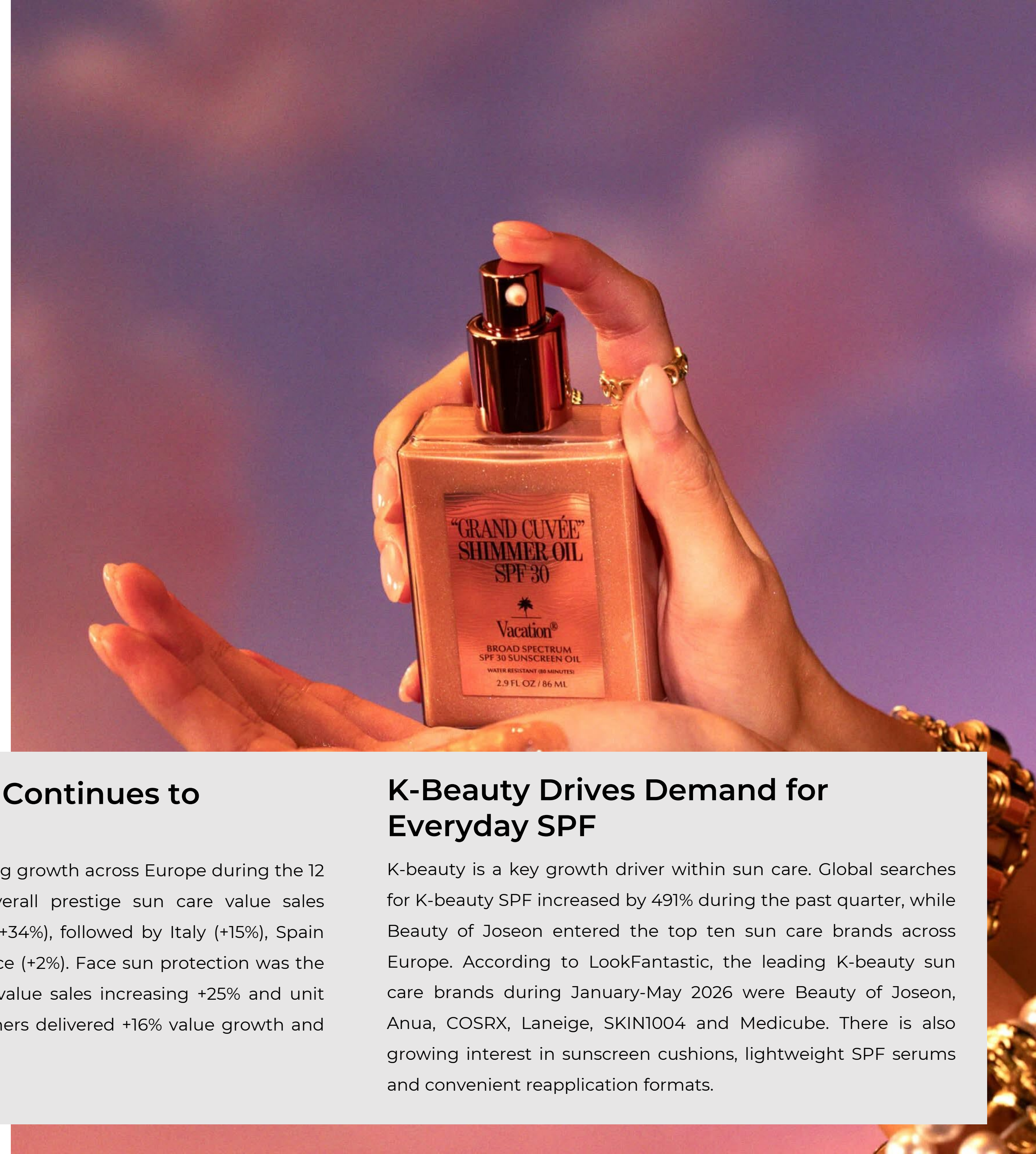


Sun care in 2026 is evolving from a seasonal protection category into a year-round skin health essential. No longer viewed simply as holiday sunscreen, SPF is becoming an integral part of daily beauty routines as consumers increasingly expect products to combine advanced protection with skin care benefits, lightweight textures and premium sensorial experiences. The category is being reshaped by ‘skinification’, hybrid beauty formats and preventative wellness, with consumers seeking multifunctional products that seamlessly fit into their everyday routines while delivering visible skin benefits alongside UV defence.

Five major shifts are shaping the category.

Tanmaxxing highlights the growing influence of social media on sun care behaviours, as viral tanning trends encourage risky UV exposure and unsafe tanning practices among Gen Z. This is creating opportunities for brands to reposition SPF and self-tan through education, credible science and aspirational messaging. **Mineral SPF serums** signal the transformation of sunscreen into premium skin care, with lightweight, invisible mineral formulations enriched with ingredients such as hyaluronic acid, peptides and niacinamide that overcome traditional concerns around white cast and heavy textures. **Skincare-first self-tanning reflects** the continued skinification of the category, with tanning products incorporating active ingredients including bakuchiol, peptides and hydration complexes, positioning self-tan as an overnight treatment rather than simply a colour cosmetic. **Milky sunscreens** extend the wider beauty "milk" aesthetic into sun care, introducing lightweight, fast-absorbing textures that prioritise comfort, layering and daily wear while appealing to consumers seeking elegant formulations. Finally, **cooling sun care** introduces thermal comfort as a new benefit platform, with innovative SPF products designed to deliver refreshing, heat-relieving sensations that enhance user experience in hot climates while supporting skin protection.

As sun care converges with skin care, wellness and preventative beauty, the category is becoming increasingly premium, multifunctional and experience-led. Success in 2026 will belong to brands that make daily SPF effortless through elegant textures, hybrid formulations and clinically backed skin care benefits, while addressing growing consumer demand for convenience, education and products that integrate naturally into modern beauty routines rather than remaining reserved for holidays or summer alone.



Sun Care Transitions into an Everyday Beauty Routine

Sun care is consistently outpacing the wider skin care category as consumers increasingly incorporate SPF into their daily skin care and make-up routines. The global sun care market was valued at US\$17.2bn in 2025, growing +5.9%, while the sun protection segment reached US\$14.3bn (+6.2%). According to Euromonitor International, daily SPF is becoming "a non-negotiable step" in skin care routines, supported by increased use of dedicated sun protection products and multifunctional moisturisers with SPF.

Prestige Sun Care Continues to Outperform

Prestige sun care recorded strong growth across Europe during the 12 months ending April 2026. Overall prestige sun care value sales increased +17%, led by the UK (+34%), followed by Italy (+15%), Spain (+13%), Germany (+6%) and France (+2%). Face sun protection was the fastest-growing segment, with value sales increasing +25% and unit sales rising +39%, while self-tanners delivered +16% value growth and +17% unit growth.

K-Beauty Drives Demand for Everyday SPF

K-beauty is a key growth driver within sun care. Global searches for K-beauty SPF increased by 491% during the past quarter, while Beauty of Joseon entered the top ten sun care brands across Europe. According to LookFantastic, the leading K-beauty sun care brands during January-May 2026 were Beauty of Joseon, Anua, COSRX, Laneige, SKIN1004 and Medicube. There is also growing interest in sunscreen cushions, lightweight SPF serums and convenient reapplication formats.

Dettol & Harpic Peachy Clean

Trend Notes: Fruity, tropical freshness. Reckitt's new limited-edition Peach collection reflects the continued evolution of home care into a more sensory, mood-enhancing experience. Rather than simply focusing on cleanliness, brands are using seasonal fragrance collections to create emotional appeal and encourage consumers to refresh their homes through scent. Juicy peach paired with tropical florals taps into the growing demand for sunshine inspired fragrances that evoke holidays, warmth and escapism. Extending the fragrance across multiple cleaning formats, from surface sprays to toilet care and washing machine cleaners, reinforces the shift towards fragrance led home care ecosystems where consumers can layer a consistent scent experience throughout the entire home while maintaining trusted cleaning performance.

Dettol Fruity Multipurpose Wipes – Peach & Hibiscus: A juicy blend of ripe peach layered with soft hibiscus petals, creating a bright, fruity-floral fragrance with a fresh, summery character.

Dettol Fruity Multipurpose Cleaner – Peach & Hibiscus: Sweet, succulent peach meets delicate hibiscus blossom for a vibrant fragrance that combines tropical fruitiness with light floral freshness.

Harpic Active Fresh – Tropical Peach & Mango Luscious peach and ripe mango deliver an exotic tropical accord with juicy sweetness, designed to leave the bathroom smelling fresh and vibrant.

Dettol 5-in-1 Fresh Antibacterial Washing Machine Cleaner – Peach & Hibiscus: A refreshing peach fragrance softened by blooming hibiscus, bringing a clean, fruity-floral scent that leaves the washing machine smelling fresh after every cycle.





HOME CARE

Febreze, Fairy & Flash Summer Breeze

Trend Notes: This launch reflects the continued premiumisation of everyday cleaning, where fragrance has become a key purchase driver rather than simply a functional benefit. Consumers increasingly expect household products to deliver an emotional experience alongside cleaning performance, with seasonal scents providing novelty and encouraging repeat purchases. By introducing the same fragrance across dish care, surface cleaning and air care, P&G taps into the growing desire for fragrance layering within the home, allowing consumers to build a consistent scent identity across multiple spaces while reinforcing brand loyalty through an integrated fragrance ecosystem. The rise of coordinated fragrance collections signals a broader shift towards "whole-home scent wardrobes." Similar to matching personal care routines, consumers are beginning to expect complementary fragrances across every touchpoint within the home. As fragrance becomes a stronger differentiator in home care, brands are increasingly using limited editions to create emotional relevance, support premium pricing and blur the boundaries between cleaning products and lifestyle home fragrance.

Febreze Air Mist – Summer Breeze: A fresh, sunshine-inspired fragrance that blends sparkling citrus with creamy tropical nuances and airy florals, designed to recreate the feeling of a warm summer breeze while eliminating lingering odours.

Fairy Platinum All-in-One Dishwasher Capsules – Summer Breeze Lemon: A bright citrus fragrance centred on juicy lemon with fresh, clean accords that leave dishes smelling freshly washed while evoking a crisp summer atmosphere.

Flash All Purpose Cleaner – Summer Breeze: An uplifting tropical fragrance combining fresh citrus, soft coconut and exotic floral notes to bring a clean, beach-inspired freshness throughout the home.

Flash Spray. Wipe. Done Multi-Purpose Cleaner – Summer Breeze: A vibrant holiday-inspired fragrance with refreshing citrus, creamy tropical fruits and light floral notes, creating a fresh and sunny scent after cleaning.



Comfort Cotswold Bloom

Trend Notes: Comfort's Cotswolds Bloom reflects a growing shift towards place inspired fragrance storytelling, where scents are rooted in recognisable landscapes rather than abstract florals. By drawing inspiration from the British countryside, the launch taps into consumers' desire for nature, wellbeing and slower living, while offering an accessible form of everyday escapism. The collection also highlights the increasing premiumisation of laundry care, positioning fabric conditioner as a fragrance product rather than simply a functional laundry aid. Combined with long-lasting scent claims and perfume led branding, the launch demonstrates how laundry continues to borrow emotional and sensory cues from fine fragrance to elevate the wash experience.

Comfort Perfume Creations – Cotswolds Bloom (UK) is a new limited-edition addition to the Perfume Creations range, inspired by The Great Outdoors. The launch takes inspiration from the British countryside, using the Cotswolds as its fragrance muse. It promises up to 100 days of fragrance after line drying and storage and features Comfort's motion-activated Stay Fresh technology. The fragrance is described as capturing the essence of blooming Cotswold gardens with uplifting florals and warm undertones, while the packaging reinforces the connection to wildflower meadows and natural landscapes.



Zara Bloomshire collection

Trend Notes: Zara Home's Bloomshire Collection reflects growing interest in unconventional botanical fragrance, moving beyond traditional florals to celebrate vegetable-inspired notes including beetroot, carrot and tomato leaf. These earthy, garden-inspired compositions highlight consumers' appetite for natural authenticity, ingredient led storytelling and distinctive 'green' fragrances that blur the boundaries between culinary inspiration and luxury home scent.

Beetroot: From the depths of the earth comes a spiced cocktail that opens onto the unique scent of beetroot, red in essence and bold in presence. A woody accord with a hint of sweetness enhances its unique and distinctive character.

Top: rhubarb, violet leaf, ginger, pepper Heart: beetroot, candied fruit, jasmine, apple Base: caramelised sugar, cedar wood, earthy accord, musk

Carrot Breeze: A lively cocktail of bright, invigorating spices opens onto a vegetable accord, lifted by the elegance of iris and the gourmand sweetness of maple syrup.

Top: nutmeg, cinnamon, osmanthus Heart: carrot seed, iris Base: apricot, maple syrup, musk

Tomato Fields: A tranquil stroll through an aromatic garden where a variety of herbs fill the air with enchanting scents. The vegetable freshness of the tomato leaves intertwines with the crispness of celery to create a vibrant green signature.

Top: tomato leaves, pepper, vegetable accord. Heart: garden herbs, celery. Base: earthy spices, patchouli, musk.



HOME FRAGRANCE

Pura x Calm

Trend Notes: Functional fragrance continues to gain momentum as consumers seek products that actively influence mood and wellbeing. Rather than focusing solely on fragrance aesthetics, brands are increasingly developing scents around specific emotional outcomes such as sleep, relaxation and mindfulness. The Pura x Calm collection reinforces this shift by combining aromatherapeutic ingredients with guided wellness experiences, transforming fragrance from a decorative home accessory into part of a daily self-care routine.

“Formulated with patented fragrance technology and tested by Citruslabs, the Pura x Calm collection is shown to ease stress, promote calm, and support rest - real results backed by real research. It's not just a scent - it's a science-led shift in your space” – according to the brand.

Inspired by Calm's beloved Sleep Stories, **‘Sleep Story’** layers lavender, bergamot, and soft blue chamomile over a warm base of cotton blossom and white musk and amberwood. Ease into rest and let your mind drift. This scent pairs soothing lavender, blue chamomile, and soft musk with Calm's popular Sleep Story "Blue Gold"—a multisensory experience designed to help you unwind and sink into peaceful, restful sleep.

Inspired by Calm's **"Breathe Bubble"** guided breathing exercise, this fresh floral fragrance blends crisp bergamot and white tea with soft jasmine and a grounding base of cashmere and oakmoss. Press pause and reconnect with your senses. Breathe Bubble pairs fresh bergamot, soft white florals, and musky cashmere with Calm's "Breathe Bubble" guided meditation narrated by Anna Acton—a multisensory experience designed to bring you back to the present moment.

Inspired by Calm's "Calm River," **Calming Waters** herbal-floral fragrance opens with crisp marine, bergamot, and eucalyptus, grounded by warm amber and cedarwood. Clear your mind and reset your energy. Soundscape pairs airy marine, soft peony, and warm musk with Calm's "Calm River" soundscape—a multisensory experience designed to restore stillness to your space.



HOME FRAGRANCE

Partylite Solar Pulse

Trend Notes: PartyLite's Solar Pulse collection reflects the evolution of tropical fragrance into a more immersive sensory experience. Rather than relying on traditional beach inspired notes, the collection introduces four distinct fragrance identities inspired by concepts including Digital Skin, Hyperreal Nature and Burnt Sugar, blending exotic fruits with creamy gourmand and warm solar accords. This signals a shift towards emotionally driven fragrance storytelling, where scent is used to evoke atmosphere and mood rather than simply a destination. Tropical fruits, luminous florals and addictive amber notes combine to create fragrances that feel contemporary, escapist and designed for consumers seeking transportive, experience led home fragrance.

Isla Del Sol

Sun-kissed mandarin and sweet lychee nectar burst open with bright, juicy energy. Delicate water lotus and juicy pineapple bring a radiant tropical freshness, settling into a creamy veil of coconut milk and warm amber that lingers like sun on skin.

Banana Soleil

Exotic banana flower and juicy passionfruit are layered with tropical pineapple and a splash of warm rum. Sweet sugarcane adds a deliciously indulgent finish, creating a fragrance that's playful, creamy and unapologetically addictive.

Amber Sands

Exotic saffron flower and delicate jasmine water drift into glowing white amber and soft suede tonka bean. Crushed cedar and sweet vanilla crème create a warm, enveloping finish that feels both grounding and addictive.

Palm Paradise

Crisp green apple, juicy white pear and tropical pineapple create an uplifting burst of freshness. Water lily brings an airy softness, while apricot and creamy sandalwood add warmth and depth for a fragrance that's lush, refreshing and endlessly addictive





HOME FRAGRANCE

Diptyque Pinede

Trend Notes: Diptyque's Pinède demonstrates how heritage fragrance notes are being reimagined through a seasonal lens. Traditionally associated with winter and festive home fragrance, pine is repositioned as a luminous Mediterranean ingredient, blended with jasmine and orange blossom to evoke sun warmed forests rather than snowy landscapes. This reflects growing consumer demand for more nuanced, destination inspired scent storytelling, where familiar raw materials are given unexpected interpretations. By transforming pine into a sophisticated summer fragrance, Diptyque challenges established fragrance conventions while reinforcing the luxury market's focus on craftsmanship, natural landscapes and emotional escapism through transportive scent experiences.

Evoking the scent of a warm, gentle breeze under sun-soaked pine trees, the Diptyque Pinède (Pine Grove) Candle has a calming influence. Inspired by a water garden, this luxury scented candle is earthy, resinous and herbaceous, making it perfect for long summer evenings. With notes of jasmine, orange blossom and pine, this limited-edition Diptyque candle transports you to a lush, shaded oasis where umbrella pines release their distinctive aroma as a breeze passes through. For 2026, the candle's design has been inspired by mosaic art from Mathilde Jonquière and reflects the tranquil beauty of this natural setting





HOME FRAGRANCE

Glasshouse Fragrances Tales of the Desert

Trend Notes: Tales of the Desert from Australian brand Glasshouse Fragrances (its currently winter in the southern hemisphere) highlights the continued rise of warm spice gourmand fragrances. Honey, saffron, cardamom, tonka bean and amber introduce edible richness without becoming overtly sweet, while suede, leather and smoky woods add sophistication and depth. These ingredients reflect a broader movement towards richer, more textured home fragrances that blur the boundaries between gourmand, woody and oriental scent families. Rather than relying on vanilla alone for warmth, brands are exploring complex spice and resin combinations that create a more refined and luxurious olfactory experience.

Dusk At The Kasbah: Saffron & Honey: This scent is part of the ‘Tales of the Desert ‘Winter collection from the brand.

A captivating gourmand fragrance, blending golden Honey and rich Saffron with creamy Sandalwood and warm Amber. Sweet, spicy and inviting, it captures the warmth of an enchanting evening.

TOP: Honey, Clove, Anise, Bergamot MIDDLE: Tobacco, Tonka Bean, Leathery BASE: Sandalwood, Vanilla, Saffron

Oasis Mirage: A sophisticated woody fragrance, blending aromatic Cardamom and rich Amber with soft suede accords. Warm and alluring, it reveals layers of spice, leather and smoky woods.

TOP: Bergamot, Pepper, Ginger, Cardamom MIDDLE: Violet, Amber BASE: Spicy, Woody, Leather, Musk





HOME FRAGRANCE

Loewe Pistachio

Trend Notes: Loewe has expanded its Botanical Rainbow home fragrance collection with a new Pistachio scented candle, continuing the brand's strategy of celebrating individual botanicals as premium fragrance ingredients. Rather than interpreting pistachio as a dessert accord, Loewe explores the aroma of the fruit of the Pistacia vera tree, creating a sophisticated gourmand fragrance with a natural, creamy character. The launch was accompanied by a playful LOEWE Ice Cream Bar activation, reinforcing the connection between luxury fragrance, food culture and experiential retail.

A creamy, medium-to-high intensity gourmand fragrance inspired by the fruit of the Pistacia vera tree. Rich pistachio delivers a soft nutty sweetness balanced with fresh green facets, creating a smooth, velvety aroma that feels natural rather than overtly confectionery. The result is warm, comforting and subtly edible, offering a refined interpretation of one of perfumery's fastest-growing gourmand ingredients.



Fussy Deo Brazilian Summer collection

Trend Notes: The new limited edition Brazilian Summer Collection from UK natural deodorant brand Fussy has officially landed. Starring...beachy After Sun, juicy Mango Mood and addictive Sweet Escape. Once purchased primarily for odour protection, natural deodorants are increasingly competing through sophisticated scent profiles inspired by fine fragrance and body care. Tropical fruits, solar coconut accords and creamy gourmand notes transform a functional everyday product into a form of self expression and fragrance layering. The launch demonstrates how consumers are looking for deodorants that complement their wider fragrance wardrobe rather than simply masking odour, with seasonal collections providing novelty and encouraging repeat purchases. This shift is helping premium natural deodorants command higher engagement and brand loyalty.

Mango Mood: Fruit at full volume. Bringing the beach party to your pits with top notes of mango, juicy papaya and a hint of lime.

Sweet Escape : Late night cravings? Dive into something sweet with moreish pistachio, smooth praline and rich vanilla in a scent that lasts.

After Sun: Fresh off the beach. Drenched in notes of tropical coconut water, sun-kissed amber and soft creamy florals.

FUSSY

BRAZILIAN SUMMER

MANGO MOOD

Fruit at full volume. Bringing the beach party to your pits with top notes of mango, juicy papaya and a hint of lime.



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BRAZILIAN SUMMER

SWEET ESCAPE

Late night cravings? Dive into something sweet with moreish pistachio, smooth praline and rich vanilla in a scent that lasts.



FUSSY

BRAZILIAN SUMMER

AFTER SUN

Fresh off the beach. Drenched in notes of tropical coconut water, sun-kissed amber and soft creamy florals.



PERSONAL CARE

Bath & Body Works Fruit Fusion

Trend Notes: Fruit Fusion highlights the convergence of fragrance, skincare and nostalgia. While vibrant fruit fragrances remain central, the collection is equally positioned around hydration through ingredients including hyaluronic acid, coconut oil and shea butter. This reflects a broader shift towards benefit led fragrance, where consumers increasingly expect body care to provide visible skincare performance alongside scent. The partnership with Hilary Duff also taps into Millennial nostalgia while remaining relevant to Gen Z, demonstrating how heritage brands are using familiar cultural figures to introduce refreshed fragrance concepts to multiple generations simultaneously. The debut range features four fragrances; Watermelon Whirl, Tangerine Twirl, Berry Bliss and Banana Blend - available across body wash, body cream, lotion, fragrance mist, lip oil, hand cream and hand sanitiser.

Watermelon Whirl

Modern, refreshing, playful. Dewy watermelon is the star, paired with berries and petals for added brightness and luminosity, finished with vanilla musk for sweetness.

Top notes: juicy watermelon, sugared berries.

Heart notes: dewy fruits, peony petals.

Base notes: soft musks, sheer vanilla, blonde woods.

Banana Blend

Creamy, summery and upbeat. Indulgence in a glass. Smooth banana surrounded by sugared florals and soft woods.

Top notes: Italian bergamot, sweet orange.

Heart notes: whipped banana, candied jasmine.

Base notes: smooth vanilla, radiant amber, sandalwood.

Berry Bliss

A sparkling mix of blackberries and frozen acai weave together with pomegranate seeds, sugared musks and breezy woods.

Top notes: blackberry, acai, pineapple.

Heart notes: tart pomegranate.

Base notes: sugar, sheer woods, musk.

Tangerine Twirl

Bursting with fizz and blushing with citrus, this is energetic, joyful and optimistic. Spiked with sunshine, shaped around mango and nectarine...you can feel today's going to be a great one.

Top notes: fizzy tangerine, sparkling pink grapefruit, juicy blood orange.

Heart notes: nectarine blossom, mango pulp.

Base notes: blonde woods, sheer musk.



L'Occitane

Amande Pistache and Amande Crème Brûlée Hair & Body Mists

Trend Notes: Following the success of its Amande Sublime Hair & Body Mist, L'Occitane has expanded the collection with two new gourmand inspired flankers: Amande Crème Brûlée and Amande Pistache. The launches reflect the continued evolution of almond into a premium fragrance ingredient while capitalising on growing demand for sophisticated gourmand scents inspired by French patisserie. By pairing creamy edible accords with the landscapes and lifestyle of Provence, the collection delivers indulgent fragrances that balance comfort, nostalgia and natural elegance. The addition of pistachio also taps into one of the fastest growing gourmand ingredients across fine fragrance and body care.

Amande Crème Brûlée: This mist delicately perfumes the body and hair with notes of roasted almond, creamy vanilla, and caramel that evoke the sweetness of sunny afternoons in Provence and the comforting aromas of childhood pastries. "Carried by a warm breeze, roasted almond notes meet a solar floral accord, echoing almond blossom and enhanced by powdery tonka nuances."

Amande Pistache: This mist delicately perfumes both the body and hair with a delicious scent of roasted pistachio, leaving behind an elegant woody fragrance. Its notes of roasted pistachio, vanilla, and cedarwood capture the magic of a summer evening in Provence, filled with warmth, shared laughter, and indulgent moments.





PERSONAL CARE

Sol de Janeiro Cheiroso 10 & Cheiroso 7 Cologne Mists

Trend Notes: Sol de Janeiro has entered the men's fragrance category for the first time with the launch of Cheiroso 7 and Cheiroso 10 Cologne Mists. Inspired by Brazil's football culture and the iconic number 7 and number 10 jerseys, the fragrances combine premium scent with freshness enhancing technology designed to help control odour throughout the day. Rather than launching a traditional eau de parfum, Sol de Janeiro has positioned the products as lightweight, all-over body cologne mists that bridge the gap between deodorants and prestige fragrance. The campaign, Play It Your Way, stars Brazilian actor André Lamoglia and celebrates Brazil's informal football culture, *pelada*, centred around joy, confidence and community.

Cheiroso 7

Cheiroso 7 combines aromatic lavender with vibrant Brazilian orange and black pepper before moving into a distinctive heart of salted macadamia nut and buttery Brazilian biscuit accords. Warm vanilla woods and earthy vetiver create a comforting yet modern dry down, blending fresh aromatic notes with the creamy gourmand signature that has become synonymous with Sol de Janeiro.

Cheiroso 10

Fresh yet addictive, Cheiroso 10 opens with aromatic cardamom and sparkling bergamot before revealing juicy Brazilian pineapple softened by creamy coconut and toasted sesame. A warm base of cedarwood, amber and dulce de leche creates a smooth gourmand finish that balances tropical brightness with woody sophistication.





PERSONAL CARE

Gisou Honey Dewy & Glazed Cherry

Trend Notes: With the launch of its first Honey Infused Hair & Body Mists, Gisou continues to blur the lines between fragrance, skincare and haircare. The alcohol-free formulas combine scent with hydration, incorporating Mirsalehi Honey Water, hyaluronic acid and peptides to deliver lasting moisture alongside fragrance. The collection reflects growing demand for hybrid beauty products that offer both sensorial indulgence and functional benefits, while honey reinforces the continued popularity of ingredient led storytelling rooted in natural provenance. The addition of gourmand inspired scents such as cherry, caramel and vanilla also highlights the ongoing evolution of edible fragrance notes across prestige body care.

Honey Dewy: Notes of honey nectar, vanilla milk, and soft white musk. A warm, comforting scent that feels like sunshine on your skin.

Glazed Cherry: Notes of juicy cherry, fresh raspberry, and sweet caramel. Playful, addictive, and impossible to resist.





MEN'S FRAGRANCES

NEW LAUNCHES

CH Men Swing with Pistachio, Green Accord, Suede and Cashmeran.

Prada Paradigme Le Parfum bergamot opening, a heart of gourmand geranium and leathery vanilla, and a base of Peru balsam, benzoin, guaiac wood and Amberever.

Valentino Vendetta Uomo high-definition CO₂ ginger extract from Peru, Cinnamon Liquor Accord and Patchouli.



WOMEN'S FRAGRANCES

NEW LAUNCHES

Viktor&Rolf Bonbon Cola Fizz Sparkling Cola, Zesty Lemon and addictive White Musks.

Ariana Grande Cloud Aurora Spun Sugar, Fluffy Musk, Blackcurrant, Vanilla-Glazed Petals, Sandalwood, Vanilla Smoke, Amber and Blonde Woods.

Khloé Kardashian XO Blue Lychee, Bergamot, Magnolia and Coconut.



Premium, Indie + Niche Fragrances

Nette Mochi Banane

NYC-based fragrance brand Nette introduces Mochi Banane, a new Eau de Parfum inspired by founder Carol Han Pyle's childhood memories of Hawaii. The fragrance combines fruity, floral, and doughy gourmand elements and centres on the unusual note of blue banana, a rare banana variety cultivated in Hawaii.

"Mochi Banane is rooted in my childhood years spent in Hawaii — the banana tree in my backyard, warm freshly made mochi, the native flowers all around," says Carol Han Pyle. "Blue banana is a rare variety that grows in Hawaii and gives the scent something surreal and otherworldly. It's a deeply comforting and nostalgic fragrance, and a reminder that it's never too late to come home."

Classified as a powdery floral fragrance, Mochi Banane opens with blue banana and a mochi accord, recreating the soft, chewy sweetness of the Japanese rice confection. Rice milk reinforces the creamy and starchy texture, while white Hawaiian hibiscus introduces a floral facet. Vanilla in the base adds warmth and a lingering gourmand character. According to Nette, the fragrance was developed to evoke feelings of comfort, nostalgia, and groundedness. The brand notes that the scent has been scientifically tested for its emotional impact and was shown to increase feelings of groundedness among participants.

Notes: Blue Banana, Mochi Accord, Rice Milk, White Hawaiian Hibiscus, Vanilla





Premium, Indie + Niche Fragrances

Scentologia Nitro Musk

Paris-based niche house Scentologia expands its portfolio with Nitro Musk, a new fragrance that premieres the brand's [Ne]on Collection. The new floral-musky composition explores the contrast between crisp freshness and warm skin-like sensuality through a structure built around musk, white florals, and modern amber materials. "Nitro Musk marks the first from the [Ne]on Collection. A collection that tests how different molecules react on different skin chemistry. With Nitro Musk, the experiment lies with Musk."

According to the brand, Nitro Musk was conceived as a fragrance suspended "between icy freshness and addictive warmth," an idea reflected in the composition's transition from transparent freshness to a warmer musky drydown. Jovoy Paris describes the fragrance as evolving from "controlled and crisp" into something more intimate and alive, emphasizing the skin-scent character of the musk accord.

Nitro Musk opens with bergamot, heliotrope, and lily-of-the-valley, creating a cool, airy introduction with soft powdery facets. The floral heart combines peony, jasmine sambac, and orange blossom, adding a white floral character that gradually becomes smoother and more intimate. In the base, musk is paired with ambroxan and vetiver in a contemporary musky texture.

Top: bergamot, heliotrope, lily-of-the-valley

Heart: peony, jasmine sambac, orange blossom

Base: musk, ambroxan, vetiver





Premium, Indie + Niche Fragrances

Ellis Brooklyn Vanilla Rice

Ellis Brooklyn introduces Vanilla Rice, a new gourmand fragrance that offers the comforting aroma of toasted rice, creamy vanilla, and coconut milk. The new scent explores the idea of "soft power" through a composition that combines delicate florals with warm, milky gourmand notes. At the opening, mandarin adds a bright citrus sparkle alongside freesia dew and the nutty aroma of toasted rice. The heart develops with sakura blossom, coconut milk, and jasmine nectar, creating a creamy floral accord that is only subtly sweet. Skin musks, tonka bean, and vanilla form the base.

According to Ellis Brooklyn founder Bee Shapiro, Vanilla Rice is both a personal reflection and a celebration of belonging. "I love the idea that rice has become a universal staple. Growing up as an Asian American immigrant in Seattle, Washington, I had this eternal longing to belong. With Vanilla Rice, it's a bit of a full circle for me. It's that understanding that I always belonged, but also an ode to soft power—that you don't need to shout to be heard."

Top: Mandarin, Freesia Dew, Toasted Rice

Heart: Sakura Blossom, Coconut Milk, Jasmine Nectar

Base: Skin Musks, Tonka Bean, Vanilla





Premium, Indie + Niche Fragrances

Matiere Premiere Blackcurrant Extrait

French niche house Matiere Premiere has just launched Black Currant Extrait, a new fragrance created exclusively for Harrods. The composition continues the brand's signature philosophy of building each perfume around a single natural ingredient used at its highest possible dosage. Black Currant Extrait places blackcurrant absolute from Burgundy, France, at the centre of the composition. Harvested in one of France's most renowned cassis-growing regions, the ingredient reveals the fruit's vibrant, colourful, and addictive facets, showcasing Matiere Premiere's minimalist approach to perfumery. Blackcurrant absolute pairs with patchouli oil from Indonesia, a metallic rose oxide accord, and a supple leather accord, adding texture and contrast while preserving the prominence of the central ingredient. The fragrance settles into a warm, long-lasting base of Oud Assam oil from Bangladesh, described by the brand as the "guest ingredient."

Main ingredient: Black Currant Absolute (France)

Heart: Patchouli Oil (Indonesia), Rose Oxide, Leather Accord

Base (Guest ingredient): Oud Assam Oil (Bangladesh)





Premium, Indie + Niche Fragrances

Carolina Herrera Peccato Nobile

Carolina Herrera introduces a novelty to its Herrera Confidential Collection with Peccato Nobile, the house's first gourmand fragrance within the exclusive line. Every fragrance in the Herrera Confidential Collection is inspired by a personal memory from the Herrera family. For Peccato Nobile, the inspiration comes from a hidden trattoria in New York's Little Italy, where Carolina Herrera would gather with close friends. There, they would enjoy a simple yet unforgettable Neapolitan pistachio and chocolate dessert, now reimagined as an olfactory experience. Described as a celebration of life's small pleasures, Peccato Nobile explores the fine line between indulgence and elegance. According to the brand, it is "a fragrance about embracing life's small luxuries without apology," capturing the temptation of "one more spoonful." The composition opens with a blend of orange and warm spices. At the heart, a creamy pistachio accord meets rich cocoa absolute, creating a velvety gourmand feel inspired by pistachio cream and roasted cacao. The base develops with Oud Assafi essence, vanilla, and patchouli, adding smoky warmth and refined woody depth.

Top notes: Orange, Pink Pepper, Cinnamon

Heart notes: Pistachio Accord, Cocoa Absolute

Base notes: Oud Assafi Essence, Vanilla, Patchouli



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

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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.

