



FALL WINTER 25

TREND REPORT

OPTIMYSTIC

FALL / WINTER 2025



TREND HIGHLIGHT

OPTIMYSTIC



In our fast-paced lives we often find ourselves overwhelmed and overtired, especially during the holiday season. For 2025, the pendulum will swing in the opposite direction; where people will seek to **create their best lives** by adopting **Radical Manifesting**.

Gen Z especially is trading in ‘positive thinking’ for the **magical practice of manifesting** - a reset that they believe will ring in a “better” normal.

Based on the belief that “true happiness literally comes from within”, looking forward, we’ll focus on manifesting the life we want by **thinking, believing & expressing that we already have it** – even if what we want is more fantasy than reality...and maybe even a bit delusional.





FRAGRANCE INFLUENCERS:

1. *Living the Moment*
2. *Powerful*
3. *Radiant*
4. *Positive*
5. *Expressive*



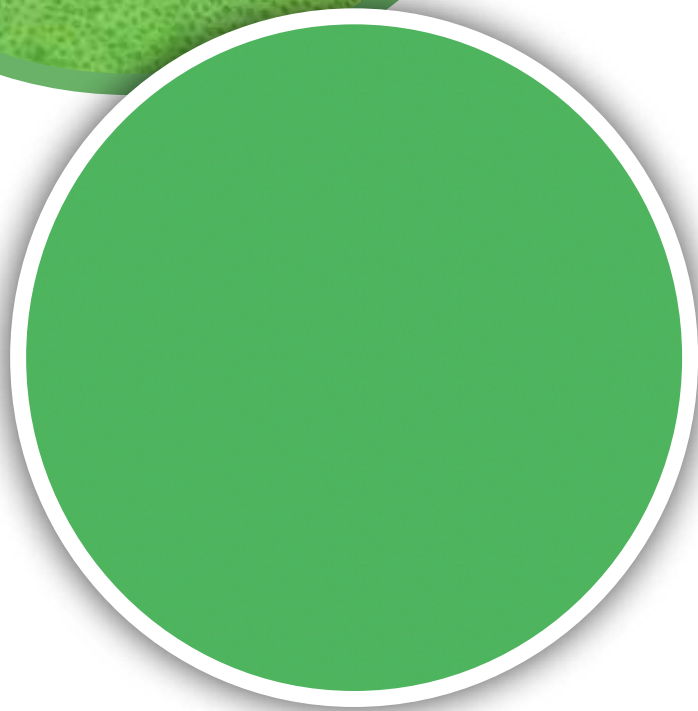
COLOR PALLETTE:



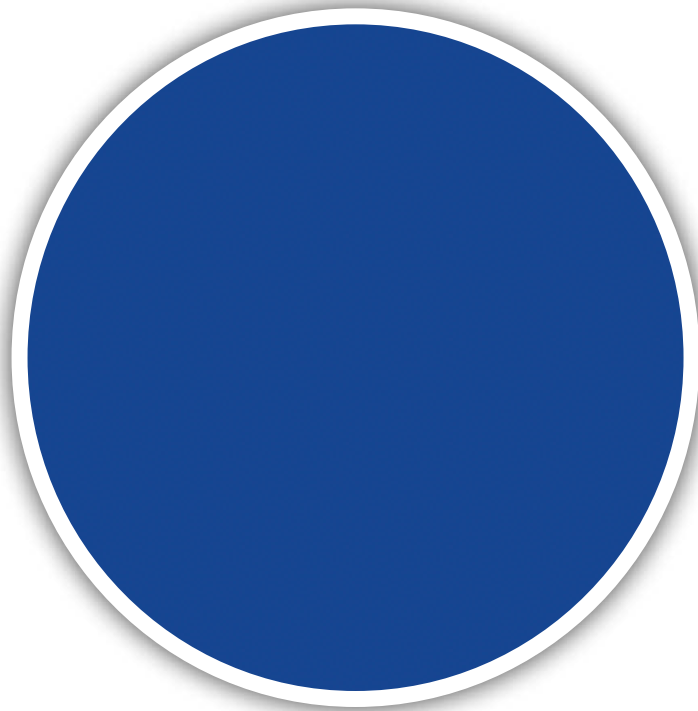
Pinkesque
12-1808



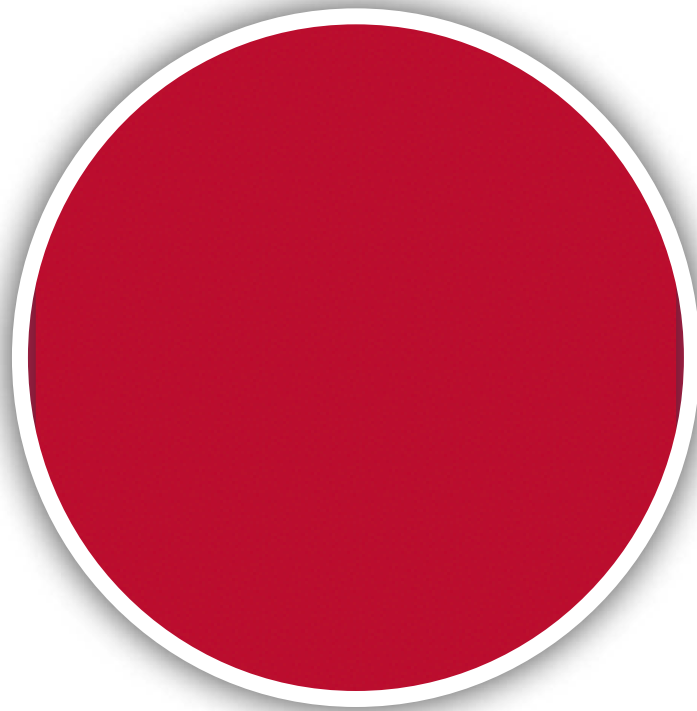
Honey Gold
15-1142



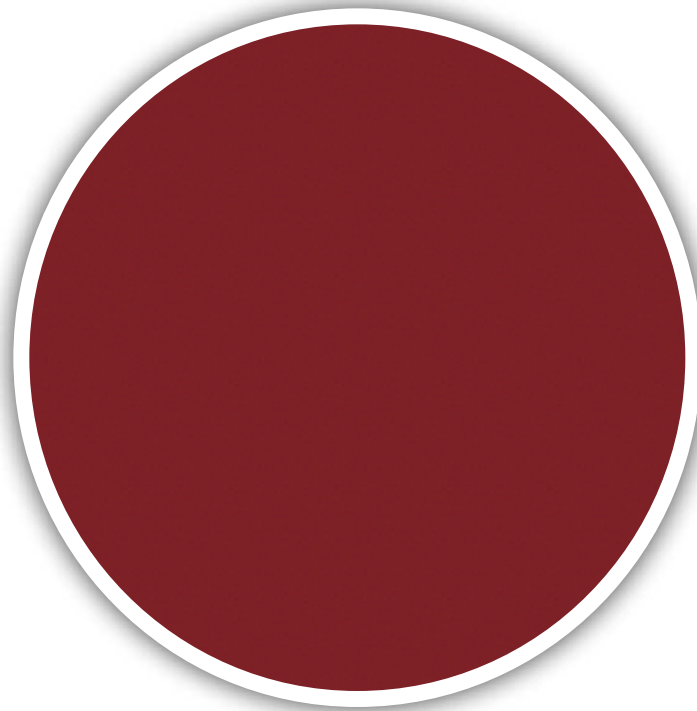
Poison Green
16-6444



Lapis Blue
19-4045



Lychee
18-1654



Red Dahlia
19-1555





THANK YOU

We hope you enjoyed this quick peek at one of our Fall/Winter '25 trends.

If you're interested in seeing further how we translate key trends into beautiful fragrance collections and vibrant color palettes, please contact us to access our full trend presentations.

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