

# KEY TRENDS

A close-up photograph showing two hands gently touching a thick, light brown braided wool blanket. The texture of the wool is very prominent, with large, rounded braids.

CARE CULTURE

A photograph of several red flowers with white petals and green stems, set against a soft, out-of-focus background. The flowers are in various stages of bloom, with some buds still visible.

MERRY MINIMALISM

A close-up portrait of a woman with long, dark, wavy hair. She is wearing vibrant, multi-colored eye makeup (rainbow shades) and has a bright, joyful smile, showing her teeth. Her skin is clear and glowing.

VERVE



## FCF FALL/WINTER 2024: TREND 1

### CARE CULTURE

Self-care has become critical to our physical, mental & emotional health.

**For 2024, the self-care trend broadens and blossoms to a new level.**

## CARE CULTURE

### Enveloping.

In recent years, we've found solace in community, both on and off-line.

For 2024, we see the rise of CARE CULTURE, where self-care blossoms beyond our own selves to the broader group. CARE CULTURE is about nurturing the people, places, cultures & communities that bind and support us.

It's an expansion of self-care, where our focus now shifts to **the gift of human connection.**

CARE CULTURE is a group hug and a welcoming-in... loving, nurturing, comforting, supportive & protective.

**A Redefined, Modern Warmth.**



# CARE CULTURE

## FRAGRANCE PROFILE INFLUENCERS:

Modern & Refined

Gourmet

Rich

Warm Spice

Smoky

Addictive

Cozy

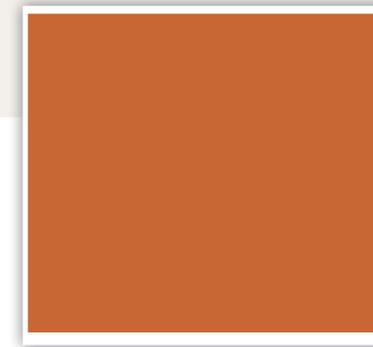
Enveloping

Textural



# CARE CULTURE

## COLOR PALETTE:



Linen

Cream

Hazelnut

Pumpkin

Terracotta

Clay

Charcoal



*artistry.* BACKED BY SCIENCE™

We hope you enjoyed this quick peek at one of our Fall/Winter '24 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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