

FCF SPRING/SUMMER 2024:
TREND 1



FLORAL HEALING

Pure & magical. Flowers take our breath away with their intoxicating fragrances, vibrant colors & magical transformations. They lift our spirits; inspire our creativity and ignite our senses.

During the pandemic, much needed green space access was limited. To connect with nature, people adopted hobbies that provided a similar sense of grounding and calm. This led multitudes to gardening & floristry hobbies that have evolved into a new form of "meditation".

For 2024, the focus is on the **therapeutic nature of florals** - nature's gift to us of both exquisite beauty & wellness for our bodies and minds.



FLORAL HEALING

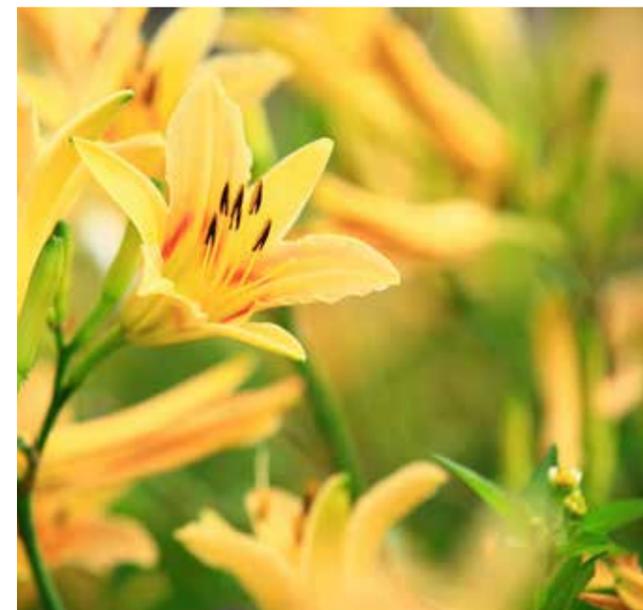
Consumers are turning to the natural world as a wellbeing resource and exploring the benefits of one of its key elements, flowers.

- **Sage:** good health
- **Dandelion:** joy, endurance
- **Verbena:** romance & creativity
- **Camellia:** passion & longevity
- **Malva:** protection & health
- **Yarrow:** healing & protection
- **Magnolia:** dignity, endurance, perserverance
- **Turkish Rose:** self-love
- **Water lily:** courage of heart

FLORAL HEALING

FRAGRANCE PROFILE INFLUENCERS:

Emotional
Vibrant
Uplifting
Beautiful
Colorful
Poetic



FLORAL HEALING

COLOR PALETTE:



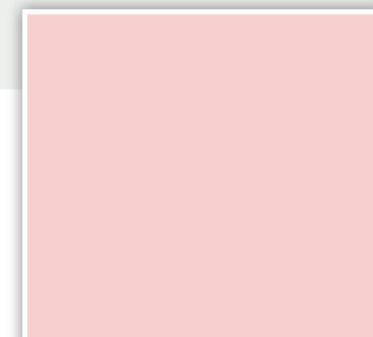
FCF Lavender Petals



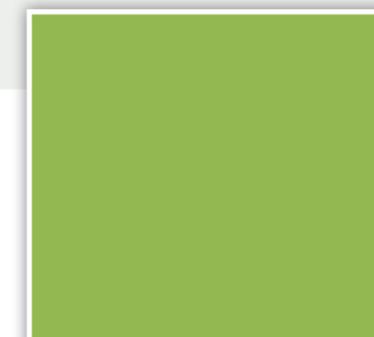
FCF Pink Peony



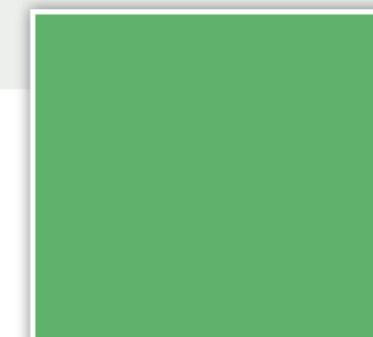
FCF Flutter & Blush



FCF Tender Rose



FCF Burst of Lime



FCF Viva Emerald



FCF Banana Sorbet





artistry BACKED BY SCIENCE.

We hope you enjoyed this quick peek at one of our Spring/Summer '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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