



Fragrance Trends 2019/2020

Living Coral – Hemp – The New France – Me Time

Looking at the fragrance trends of the new year, well-known themes with new interpretations will become very popular. Impulses can be found in different familiar concepts ranging from "Vive la France" to the Pantone Colour of the Year. Bell's perfumers emphasise the distinctive sense that is essential for extraordinary compositions. Thus, the new fragrance creations represent olfactive interpretations of coral, as a trend colour, the increasingly positive image of hemp, previously hidden facets of France and inner peace that so many people have made themselves a goal to find.

"Living Coral" in new splendour

For 2019, the renowned Pantone Institute has chosen "Living Coral" as the Colour of the Year. In their explanation, they state that this life-affirming coral red with golden undertones shows the perfect combination of the natural and digital realities. Bell's perfumers have been using the ubiquitous colour as inspiration for new compositions ranging from summery-maritime notes to floral-powdery nuances, which are ideal for cosmetics, fine fragrances and trendy household care products.

Hemp Revamped

There is no doubt that hemp is a rising trend. While only a few years ago the useful and ornamental plant could only be mentioned behind closed doors, it is now becoming more present than ever in the beauty segment. Manufacturers of personal care products take advantage of the beneficial properties of this natural product, rather than of plant parts containing THC. Hemp is said to strengthen the immune system and fight skin diseases. Rich in nutrients and vital substances, this product is particularly recommended for sensitive skin, as it is said to strengthen the skin's moisture barrier.

Rediscovering France

Looking at country-inspired trends, France will be in focus this year. Alongside lavender in exciting variations, e.g. with truffles, the popularity of sea fennel and oleander has increased. Up to now, the former was mainly found in the gourmet kitchen and its appearance is reminiscent of algae. The fresh yet bitter-salty scent of the umbellifer is not only perfect for personal care products, but also for detergents. Whereas sea fennel, due to its exotic character, is primarily used solo, the opulent scent of oleander is mainly found in combination with other nuances. For example,



with notes of sparkling champagne, the floral fragrance turns into a harmonious combination that provides a refreshing variety in everyday life.

A little luxury with "Me Time"

Finding inner peace and time for yourself is also the starting point when it comes to the so-called "Me Time". Both fresh and slightly spicy notes are suitable for this purpose. Generally, soft and soothing fragrances that are neither too sweet nor too dominant are effective. Here, harmony plays an omnipresent role. The aim is always to create a well-balanced blend of relaxing fragrances. They support "Me Time" by wrapping the man or woman in a soft layer of scent and thereby harmonising body and mind.