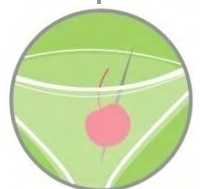


trend culture: color & design meets fragrance & flavor

COLabORate: Color & Design Collaboration
May 20, 2011
Amy Marks-McGee



intro to trendincite

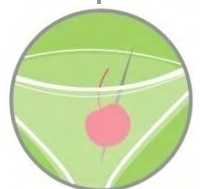
- over 15 years of **fragrance / flavor experience**
- **trend forecaster** identify and analyze lifestyle trends
- look for inspiration across industries and markets for **new product development**
- **enjoy** creative process and engage all of your senses





connections

- common themes across industries
 - **color**
 - **tactile/texture**
 - **technology**
 - **travel**
 - **climate/seasonal**
 - **fun**
 - **individual/personal**



The color wheel

FLORAL NOTES

- ORANGE FLOWERS = SWEET SPICES
- ALIPHATICS = POWDERY NOTES
- FRESH LOT = ALIPHATICS

ORIENTAL NOTES

- RICININE = JAMBER
- ORIENTAL BERRY = MANGO & VANILLA
- BERRY ORANGE

WOODY NOTES

- PENTHOLIC = MANGROVE WOOD
- OAKWOOD = CITRUS
- DRY WOODS = CITRUS

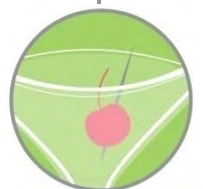
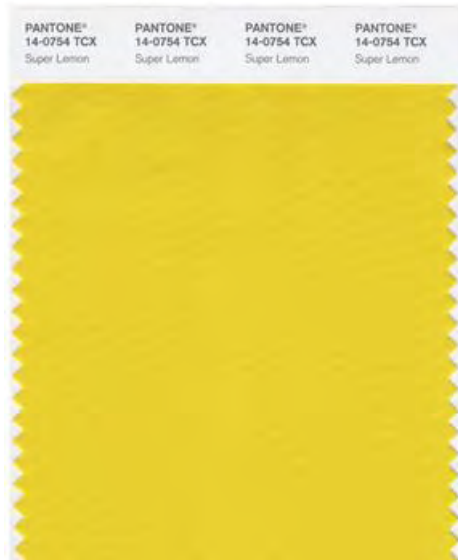
FRESH NOTES

- GREEN LEAVES = GRASS
- CITRUS = OILS
- GREEN

Aromatic Fougère



zesty citrus inspiration

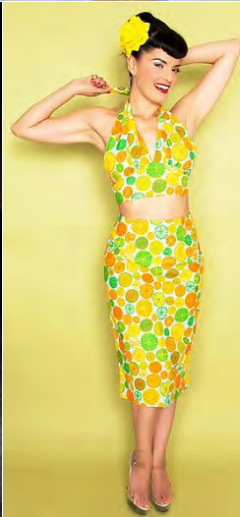
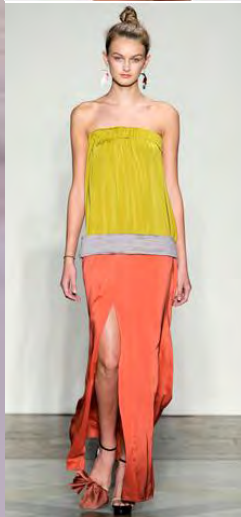
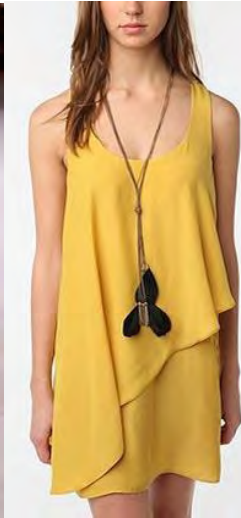


zesty citrus

super
lemon
Pantone 14-0754

mandarin
orange
Pantone 16-1459

lime green
Pantone 14-0452



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trendincite
Inspiration for Creation

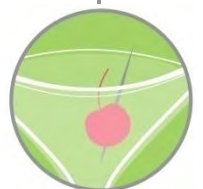


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feminine florals inspiration



feminine florals

honeysuckle
Pantone 18-2120

silver
peony
Pantone 12-1206



feminine florals

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Pantone 18-2120

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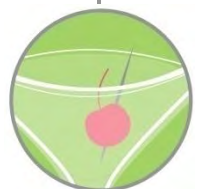
feminine florals

honeysuckle
Pantone 18-2120

silver
peony
Pantone 12-1206



fruit of vine inspiration



fruit of the vine

phlox
Pantone 19-2820

burgundy
Pantone 19-1617

catawba
grape
Pantone 19-1621



fruit of the vine

phlox
Pantone 19-2820

burgundy
Pantone 19-1617

**catawba
grape**
Pantone 19-1621



vintage wine
Benjamin Moore
2116-20



fruit of the vine

phlox

Pantone 19-2820

burgundy

Pantone 19-1617

catawba
grape

Pantone 19-1621



Philly's color of choice



fruit of the vine

phlox
Pantone 19-2820

burgundy
Pantone 19-1617

catawba
grape
Pantone 19-1621



fruit of the vine

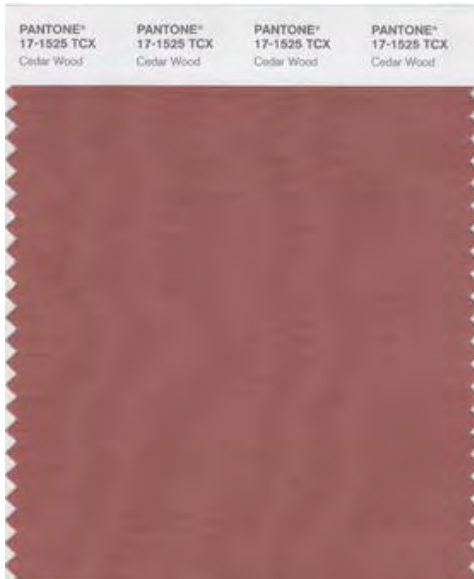
phlox
Pantone 19-2820

burgundy
Pantone 19-1617

catawba
grape
Pantone 19-1621



into the woods inspiration

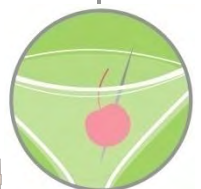


into the woods

cedar wood
Pantone 17-1525

amber
brown
Pantone 17-1147

dark earth
Pantone 19-1020

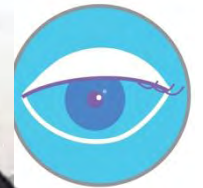


into the woods

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into the
woods

cedar wood
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trendincite
Inspiration for Creation

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fragrance follows fashion



Beauty | **FRAGRANCE**

The bottle design is a nod to the Balenciaga cocoon-shaped jackets and capes.



Fashion Scents

Forget the top notes, the first thing that struck us about these fragrances were the bottles. Look familiar?



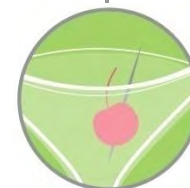
The grosgrain tie reflects her sweet Southern style.
Faith Hill True, \$32/1.7 oz.; at Ulta.



Corseted lacing is crossing over from lingerie to evening wear to ... perfume?
Kim Kardashian, \$35/1 oz.; sephora.com.



The time is always right for an hourglass silhouette.
Eva by Eva Longoria, \$58/3.4 oz.; macys.com.



fancy footwork



Reb'l fleur
by Rihanna



about face



SWATCH TEAM

Sure, fashion influences beauty trends, but Chanel Makeup creative director Peter Philips and designer Karl Lagerfeld have kicked that into high gear. For the 30-shade Rouge Coco lipstick line, Philips studied Lagerfeld's fabrics for color and texture inspiration. His take on this swatch: A sheer golden rose that's "easy and comfortable to wear but still elegant."

Chanel
Rouge Coco
lipsticks,
\$30; chanel
.com.



what is this?



perfume bottle or liqueur?



what is this?



fragrance or purse?



what is this?



wine or soap?



what is this?



**mascara or
hair care product?**





how do you recognize a pattern?

- **intuition**
- **observation**
 - look for similarities & differences
 - look for triggers
- **go beyond job scope**
 - trends trickle down, up or concurrently

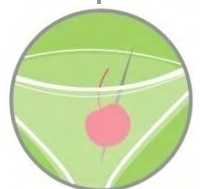
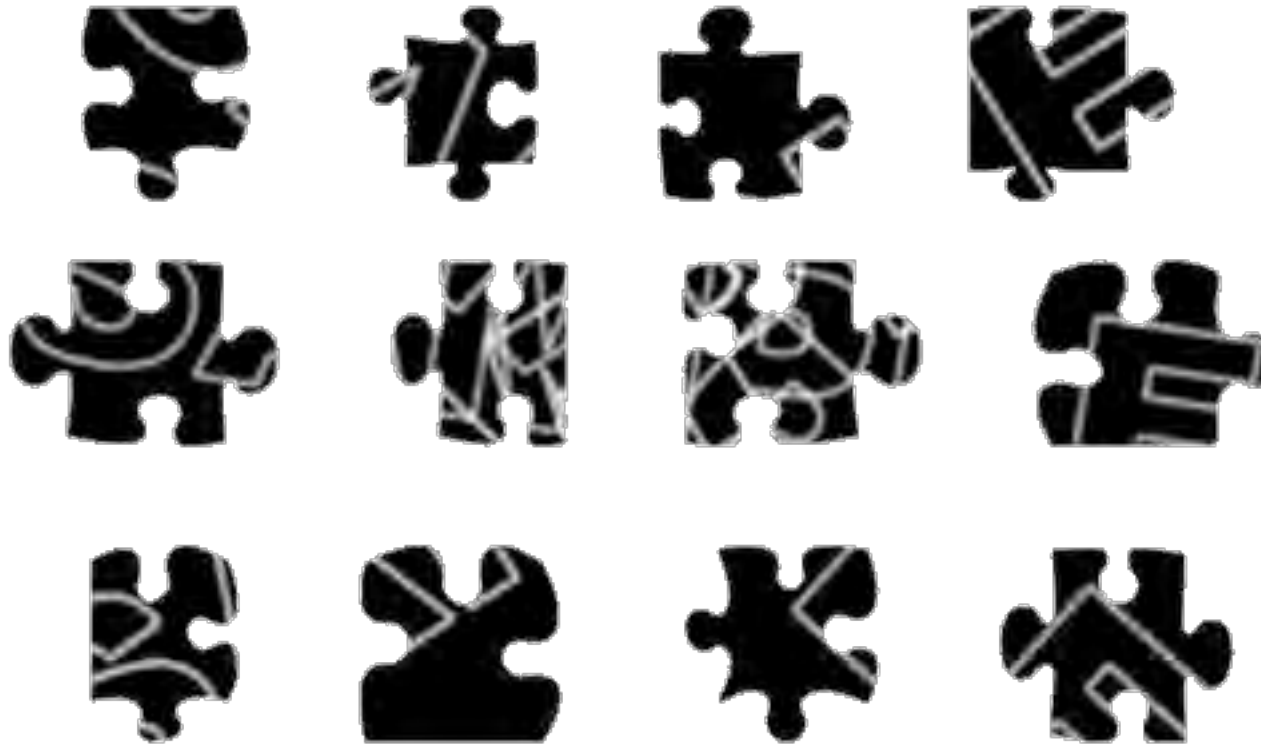


where to look?

- experiences
 - **cultural events**
 - **entertainment**
 - **services**
 - **consumer packaged goods**
 - **fragrance/flavors**
 - **fashion**
 - **architecture & design**
 - **travel**



summary



“To understand is to perceive patterns.” - Isaiah Berlin



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