

## 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

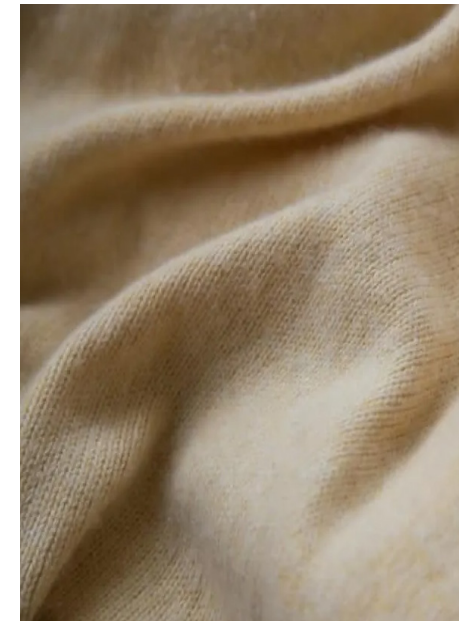
Smoky

Addictive

Cozy

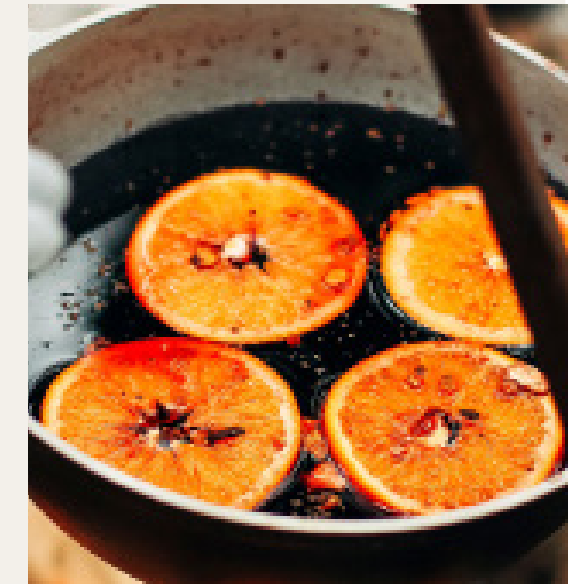
Enveloping

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 are interested..

CONTACT US