



CARE CULTURE

KEY TRENDS



MERRY MINIMALISM



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

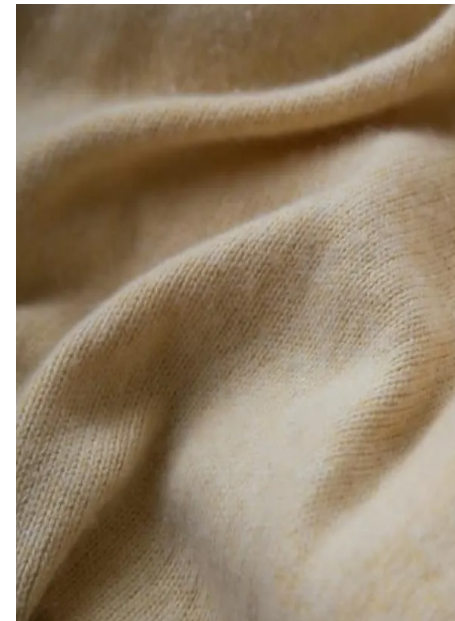
Smoky

Addictive

Cozy

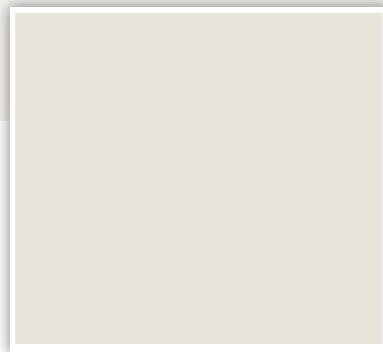
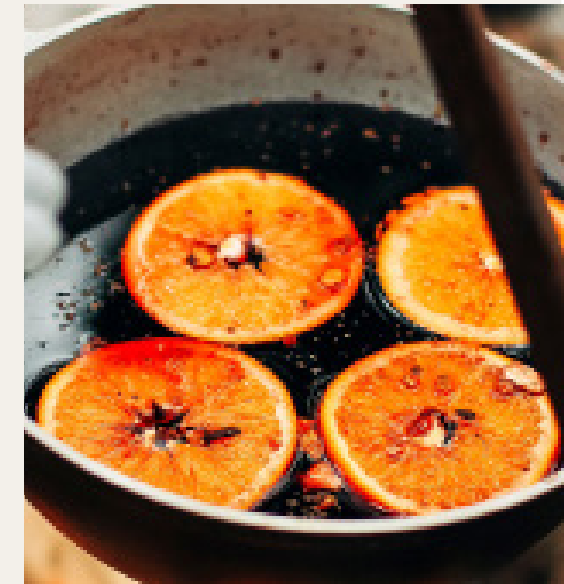
Enveloping

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.

CONTACT US