

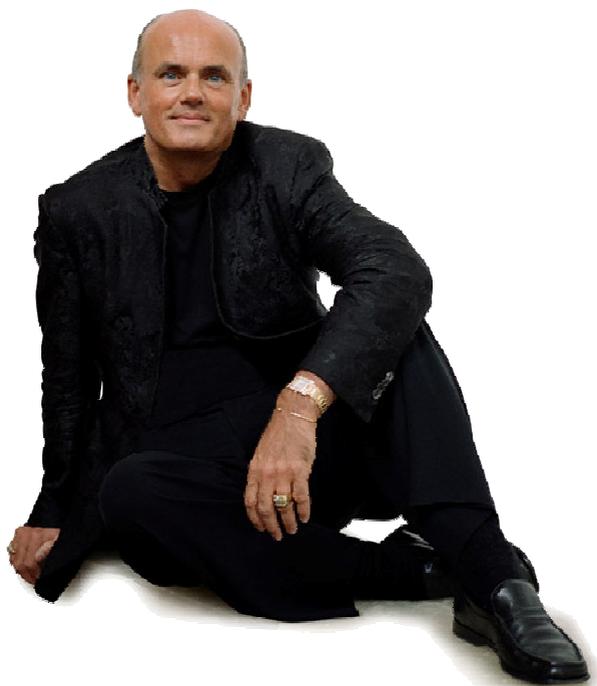
ROJA DOVE

presents

THE FRAGRANT FORECAST

Fragrance Trend Report

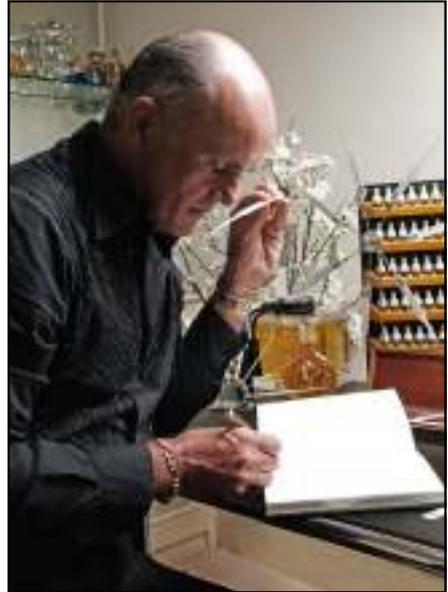
Autumn/Winter 2011



Introduction

Certain materials become 'on trend', in the same way a colour becomes fashionable. We have had a big trend in perfumery for Aoud Wood, currently Roses are everywhere, and in Autumn/Winter 2011 everything will change again...

Roja Dove, Perfumer and Fragrance Expert



About Roja Dove

Roja Dove is a celebrated Perfumer, the world's most quoted Fragrance Expert, founder of the most influential perfumery: The Roja Dove Haute Parfumerie, an Author and Writer, Speaker, Industry Commentator, Academic, and Fragrance Training Guru.

As well as creating fragrances of unparalleled quality and creativity, such as his newly launched brand, Roja Parfums, Roja continues to pass on his unsurpassable knowledge at prestigious charity events across the globe and at culturally important lectures, mesmerising his audiences wherever he goes.

Roja has utilised his peerless industry knowledge and experience to create his first Fragrance Forecast; the definitive fragrance trend report for the season ahead.

Fragrance Family Trends: The Return of the Oriental

This autumn/winter we see a return of the Oriental fragrance blended with flowers. These are modern interpretations of ubiquitous 1980's scents, but have been reworked so they are fresher, not as rich, and therefore more contemporary in the style.

All Oriental's have to have vanilla in them, which is a psychogenic aphrodisiac, so these fragrances take sensuality to new heights.



Danger by Roja Parfums
A modern, sophisticated oriental with Jasmine, Sandalwood and Orris.



Precious Oud by Van Cleef & Arples
Precious Oud combined with floral notes of Jasmine and Tuberose.



Ombre Platine by Jean Charles Brosseau
Fruit and floral notes on a warm base of Sandalwood, Peru and Vanilla.



Valentina by Valentino
Jasmine and Tuberose blended with Cedarwood, Amber and Vanilla.

Fragrance Ingredients: Powdery Notes & Skin Scents

The powdery note comes to the fore this Winter, especially in the use of Orris, the rhizome of the Iris, which lends an Oriental feel without the sticky heaviness which is so often associated with it.

The woody aspects of these scents have been enhanced which make them very warm; it is the blend of Vanilla, Jasmine, woods, balsams and powder notes that make us think of the sensuality of human skin. These type of scents make us feel very safe, cosy, and comfortable.



No.19 Poudre by Chanel
Powdery Orris is joined by Galbanum, Musk and Neroli.



Violet Blonde by Tom Ford
The powdery notes of Orris and Violet blended with sensual flowers.



Sensuous Nude by Estée Lauder
Musk, Sandalwood and Vanilla combine in this feminine scent.



Blessings by Belinda Brown
Sensual flowers nestled on a base of Tonka, Vanilla and Sandalwood.

Masculine Fragrance Trends: The Duality of Man

The duality of man is the key theme in masculine fragrances this Winter: Herseptic and Aromatic notes are reminiscent of a clean cut, refined and successful man, who effortlessly lives his life, charming all he encounters without ever trying.

Warm wood notes of Vetiver, Cedarwood and Sandalwood combined with Spices and sensual Ambergris, Musk and Labdanum appeal to the primal instinct within all men.



Kokorico by Jean Paul Gaultier
Woody notes of Patchouli, Cedar and Vetiver express their masculinity.



Scandal Pour Homme by Roja Parfums
Contrasts fresh, elegant, refined materials with rich, warm, sensuality.



Acqua Universalis Forte by Maison Francis Kurkdjian
A medley of citrus, woods and musk.



Homme by David Beckham
Citrus top notes combine with Patchouli, Musk and Leather.

Conclusion

The new breed of scents for this autumn/winter are a newly defined form of the Oriental accord, which works on the soft, warm balsamic side of a creation rather than the 1980's style of Oriental which was all about showing off. The dominant notes in this type of perfumery are Orris, Sandalwood, Musk, Vanilla, and Jasmine.

The instability we are currently experiencing in the world makes people look for reassurance through stability. The notes found in Oriental fragrances and 'skin scents' are familiar and comforting; they make us feel calm, so when the world feels unsafe, or too frenetic, it takes us to a safe-haven.



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