

GIFTWRAP: Perfect presentations with wrap, ribbons, and embellishments

Gifts & Decorative ACCESSORIES

THE INDUSTRY AUTHORITY FOR 88 YEARS ■ WWW.GIFTSANDDEC.COM ■ AUGUST 2005

Sweet Smells of SUCCESS

HOT NEW FRAGRANCE TRENDS

2005 REA FINALISTS

STORE DESIGN

Liberty Craftworks

Paddington Station

We Ask: What kind of training would help you run your business better?



SWEET SMELLS *from page 40*

Simple: Rustic meets Zen. According to Quest International, singular notes are easy to understand: they express clarity and the urge to eliminate clutter and seek balance, simple pleasures, and childhood memories. New technologies also fuel this trend, making it easier to use single notes in water bases, like most personal washes.

Masculine: "Men are demanding to be heard," says Van Dyke, citing the overload of fruit and feminine notes in the market. As a result, there are fewer unisex scents being offered,

with more specifically geared for men. Today's man wants natural notes with extreme freshness: mint, citrus, and green, as well as the traditional woody, mossy, and lavender scents.

Tasteful: According to Jeb Gleason-Allured, "Anything edible is very sought-after for fragrances. Chocolate, vanilla, cinnamon. It's like an indulgence."

Van Dyk sees the trend moving from fruit toward sweeter treats such as angel food cake, lemon meringue, sugar wafer, raspberry grenada, or crême brulee, as well as comfort foods like fudge and buttercream frosting. And it might not stop there. "I wouldn't be surprised to see sugared flowers in the future," says Van Dyk.

Infused: Fusions of distinct influences make for intriguing hybrids, unusual combinations, ingredients never used in perfumes, and new ways of making them. More and more, fragrance houses are replicating unfamiliar fruits, vegetables, herbs, and spices in unusual combinations — and consumers are eating them up, thanks to the influence of emerging cultures.

Touching: The average person may not think of scent as tactile, but IFF research shows that certain scents evoke that response, and they're becoming more popular, especially when added to fresh fragrances to create a more complex, less functional aroma. Varieties named "verbena" may still contain nutmeg, cinnamon, or cardamom to warm them up. Contrasting blends of freshness and warmth in new and surprising ways is the key, says Van Dyk. Romantic flowers, like rose or jasmine, are also making a comeback.

To page 44



Vacuum Headspace Technology captures ambient scents, such as the perfume of a rose.

Cosmeceuticals

"Wellness-building" products solve specific problems for your customers

Flavors & Effects line includes grapefruit for slimming, Papaya for healing, Peach Mango for soothing, and more. 8 oz. \$12. Body butters, \$14. **Bubalina Bath & Body Products**, Los Angeles. (800) 366-2181. **Reader service #851**



Mighty Aphrodite Aphrodisiac body wash, bath soak, body lotion and body mist help set the mood for love. \$13.95–\$17.95. **Queen 2 LLC**, San Rafael, CA. (866) 962-4426. **Reader service #850**



Sleep Soothing Mist, Bedtime Balm, Massage & Bath Oil, and A Bedtime Ritual. \$6–\$18. **Essence of Valli**, New York. (212) 242-0576. **Reader service #848**



Herbal inhalation includes essential oils and herbs that open sinuses, kill airborne bacteria and viruses, and reduce secondary infections. \$18. **Clear My Head Ltd.**, Dayton, OH. (937) 293-2222. **Reader service #849**

All prices retail