



Trend Report

Fall/Winter 2013/2014

Trend Stories

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Dark Romance

One of the biggest themes this season is Dark Romance. Versace and Frankie Morello are all partaking in the dark mood which is set to a moody jewel-toned color palette along with lush burgundies and black and white. Gothic glam-inspired shades and monochromatic hues define the dark romance color palette.

Colors:

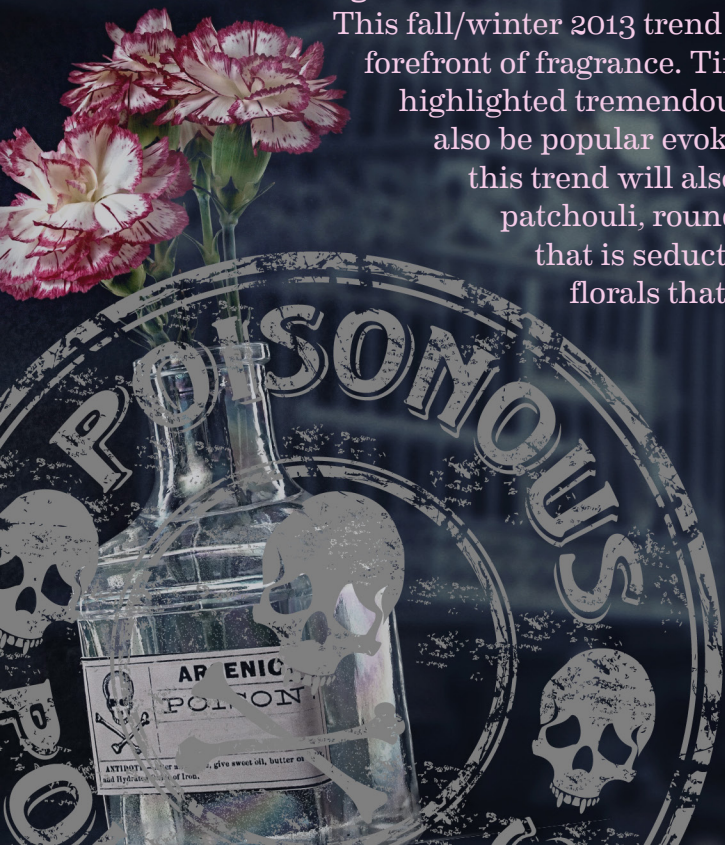
Burgundy, deep purple, silver, gold, creamy black and fire red.

Packaging:

Tapestry-inspired bottles, lace, red rose-embellished, skulls and crosses and black and gold are the leading packaging directions within the Dark Romance trend.

Fragrance Trends for Dark Romance:

This fall/winter 2013 trend will bring floral and vintage romance to the forefront of fragrance. Timeless and glamorous, the rose note will be highlighted tremendously this season. Vanilla, jasmine and gardenia will also be popular evoking a renaissance of extreme femininity. Finally, this trend will also include notes of black orchid, leather and patchouli, rounding out the Dark Romance like addictive poison that is seductive and alluring. This trend highlights classic dark florals that are the ultimate in sexy avant-garde urbanity.



Lebermuth Dark Romance Scents:

Black Orchid: 92-9004-99

L.A. Night Blooming Jasmine: 93-0107-91

Midnight Vanilla: 93-0122-70

Russian Rose: 93-0107-45



50's Kitsch

Nostalgia is in the air and beauty trends are seeing a rebirth or reworking of a bygone era, with iconic looks from past decades continually proving their timeless status. A penchant for all things retro is bringing about the revival of the classic looks of the 1950's, infused with a modern twist.

The Look:

Vintage florals in pinks and neutrals. Pops of colors including orange, royal blue and lime in rockabilly and kitschy motifs reflect the spirit of the 50's.

Packaging:

Kitsch motifs, such as cherries, pin up girls, trinket inspired trends and conversational products are important. Vintage plays a dominant role with vintage florals, polka dots and bows appearing across several product categories.

Fragrance Trends for 50's Kitsch:

Fragrances for the 50's Kitsch trend will be inspired by playful, zesty and irresistible notes of tangerine, strawberry sorbet, bergamot and cherry. This trend will also include fresh, light and uplifting notes of bamboo, verbena and sandalwood and bring the perfect balance between brightness and sensuality. Finally notes of rose, blackberry and lily evoke carefree days and nights with fruity and floral fragrance blend. Equal parts rebellious and eccentric, the fragrances for this trend are flirty and anything but ordinary.



Lebermuth 50's Kitsch Scents:

Vintage Amber: 90-3026-15

Sugar Lychee: 91-1017-73

Bamboo & Jasmine: 92-9012-79

Blackberry Kisses: 90-3008-21

Rock N' Rose: 92-9005-55

Modern Geisha

There will be an ethnic shift this upcoming Fall/Winter season with Geisha inspired looks. Jason Wu, Zac Posen and Dries Van Noten all embrace the oriental mood.

Color:

Citrus Orange and emerald green, with gold and cherry blossom pinks, are the main color palettes for the Modern Geisha trend.

Packaging:

Packaging for the Modern Geisha trend is inspired by Geisha and Japanese culture. Origami, kimono print, cherry blossoms and Japanese paintings appear on everything from gift boxes to wine bottles, to take out containers.

Fragrance Trends for Modern Geisha:

This fall/winter trend will bring oriental floral and citrus/spice fragrances to the forefront. Daring, sexy and addictive notes of patchouli, pink pepper and vanilla will be mixed with modern and magnetic notes of black currant and bergamot. Citrus notes like grapefruit and lime basil will also be present resulting in sensual, youthful and timeless fragrances.

Lebermuth Modern Geisha Scents:

Allure: 93-0122-71

Ginger Crushed Rosemary Fig: 93-0118-76

Scarlet: 91-1024-58

Geisha Girl: 92-9013-88

Sexy Cinnamon Clove: 92-9007-92



Renaissance Revival

Many designers are dedicating their entire collections to the Renaissance Period. They are filling their designs with elaborate materials such as jacquard, velvet and lace. Pretty pastels, luxurious baroque-inspired shades and a nude and pink palette, bring an ethereal effect to the color palette.

Colors:

Sky blue, icy white, soft pastels, rich golds, classic metallic and bright red define the ethereal yet dramatic color palette for this trend.

Packaging:

Packaging Trends include embroidery, embossed with fleur de lis patterns and renaissance-inspired bottles. Marie Antoinette-inspired and rosebud motifs are a few of the dominant packaging directions within the Renaissance Revival trend.

Fragrance Trends for Renaissance Revival:

Fragrances for the Renaissance Revival trend will be inspired by Marie Antoinette, an international symbol of decadent luxury. Lush, satiny, enticing and sugar-like notes of lollipop and caramelized rose petals. Rich top notes of black truffle and ylang combined with heart notes of patchouli and vetiver will speak to the seductive and dark themes in this trend. Finally notes of intense florals such as violet, jasmine and rose will round out the Renaissance with a nod to the beautiful Victorian gardens of the period.



Lebermuth Renaissance Revival Scents:

Pink Violets: 93-0110-39

Cottage Lace: 91-1021-65

White Patchouli Flower: 90-3019-19

Sweet Pink Sugar: 90-3025-54



Global Wrap Up: Fall/Winter 2013/14 Colors

Fall and Winter 2013/2014 offers a range of deep jewel toned colors. Colors range from navy and bubblegum pinks to deep, rich purples and luxurious burgundies. Bright red remains a popular choice for lips and nails while bright pink is gaining momentum in nails, lips and even hair. Soft pinks bring a feminine touch to lips and sky blue emerges as a popular choice for eye shadow and nails as seen at Oscar de la Renta. Pastels are perfect for the holiday season. Cobalt blue, as seen at Prabal Gurung and Anna Sui, deep purple as seen at Emerson, and deep green, bring depth and vividness to the fall palette. Classic metallic, most notably gold, combine perfectly with these rich fall hues.

