



Trend Report

Fall/Winter 2014-2015

Trend Stories

Bohemia

Fallen Angels

Linear Future

Punk



Bohemia

The bohemian sentiments of the 60s and 70s get a modern reshaping for FW14. Bohemianism is the practice of an unconventional lifestyle, often in the company of like-minded people, with few permanent ties, involving musical, artistic, or literary pursuits. In this context, Bohemians may be wanderers, adventurers, or vagabonds.

Colors:

The Bohemia aesthetic recognizes the importance of color as cold, hot and muted hues, including chestnut brown, chocolate brown, soft rose, and chartreuse. Merlot and midnight blue come through in makeup, nails, graphics and packaging.

Packaging:

Folk-inspired, paisley, beaded, fringed, feathered, stitched, wanderlust, hemp and rustic are motifs and materials incorporated into packaging and graphics. Tied with twine, stitchery, including embroidery and needlepoint, swing tags with unique chevron patterns and rustic-inspired packaging are a few of the dominant directions with the Bohemia theme.

Fragrance Trends for Bohemia:

The Bohemia trend fragrances are intense and vibrant. These fragrances draw inspiration from exotic locales around the world, white sands, and bright, eclectic patterns and prints. Rose and wood notes will be very prominent in this trend. Roses symbolize beauty and the eternal feminine, while woods and forests symbolize free spirits who draw strength from nature between sky and earth. All these characteristics truly embody the bohemian lifestyle.

Lebermuth Bohemia Scents:

Coco Flower: 90-3014-37

Body Milk: 90-3027-32

Rosewater All Natural: 91-1032-83

Bohemian Forest All Natural: 92-9004-45A



Fallen Angels

Fallen Angels is a trend that is both angelic and morbidly inanimate. A dreamlike, quirky quality that is innocent, unadulterated and haunting, explores the dark corners in the light.

Colors:

Colors take their cue from ice princesses and snow queens. Beautiful pastel pinks and mauve mixed with icy blues and greys are contrasted by regal colors of burgundy, mustard gold and dusty purple.

Packaging:

Packaging takes its inspiration from the Snow Queen/Regal quality of the trend with snowflakes, cut outs, religious iconography, winged/angelic and porcelain directions dominating. Angelic wings, sparkle/glitter finishes, lasercut, cloud motifs, icy and pastel colored are just a few leading packaging directions within the Fallen Angels forecasting theme.

Fragrance Trends for Fallen Angels:

Fragrance draws on Swan Lake, Ice Princess and Angelic references while graphics take their inspiration from both the dark and light side of the trend. The Fallen Angels trend seduces with angelic scents. Notes of white peony, vanilla and dewberry evoke a sense of dreamlike infinity. These fragrances will evoke the smell of fresh snow with light notes of spice, flowers and fruit. The heart is composed of aquatic notes while floral and white musk notes comprise the base. This trend is also inspired by the magical world of ballet. Targeting an urban and sophisticated woman, these perfumes are romantic, gracious and contain notes of lily of the valley, jasmine, white musk and freesia.

Lebermuth Fallen Angels Scents:

Victoria Secret Angel Type: 91-1021-69

First Snow: 90-3018-66

Jasmine All Natural: 91-1021-55

Freesia All Natural: 91-1021-78

Linear Future

Taking beauty into the realms of futuristic thought allows us to experience new formulations, techniques and application methods. Wayward Lineation, geometric shapes, celestial-inspired and metallic silver dictate packaging and nail graphic directions while new forms of perfuming blend the line between art and fragrance.

Colors:

Linear future colors are stark and simple. Black and white dominates the trend with silver and grey complimenting. There is also a mix of the colors of a midnight sky, royal blue with dark purples adding pops of color to this trend.

Packaging Trends:

Binary coded, modular, wayward lineation patterns and mathematical-related symbols are just a few of the dominant packaging directions within the Linear Future theme for Fall/Winter 14/15.

Fragrance Trends for Linear Future:

Mysterious, radiant and seductive, the fragrances in this trend will be filled with positive energy. The Linear Future trend fragrances will be the anti-perfume. Using the latest technology to clone odors from inorganic materials, notes include the freshness of oxygen, flaming rock, freshly mowed grass, fresh pencil shavings, photocopier toner and flash of metal. Instead of the classical perfume structure of top, middle and bottom notes, linear fragrances are designed to produce a strong and instant effect that remains constant.

Lebermuth Linear Future Scents:

Fresh Cut Grass All Natural: 91-1032-98

Sanded Wood: 93-0119-16

Metallic Silver: 93-0123-93A





Punk

The new Punk looks of the season draw influences from different branches of punk, presenting a balance of soft and edgy original looks. Heavily-rimmed eyes against translucent, matte skin provides contrast while glossy, black outlined eyes, smoky lids and grunge metallic shadow explore the dark side. Rock n'Roll inspires black or blue shadow with chunky gold flecks, as seen at Thakoon, as well as silvery grey "asphalt" textures. Graphics are inspired by punk rock bands like The Clash and The Ramones, with classic punk motifs and patterns such as lightning bolts and tartan plaid.

Colors:

Rock n'Roll inspires colors of the upcoming Punk trend. Classic smoky colors have deep purple undertones for maximum impact. Deep merlot, black tinted purple and jet black are the colors dominating this trend.

Packaging Trends:

Slash of neon, fishnet, matte/gloss combinations, leather texture, safety pins and spikes and studs are a few of the leading packaging directions in the Punk Theme.

Fragrance Trends for Punk:

These fragrances are refined, urban, and sophisticated. Seductive and intriguingly daring with notes of dark wood and bark. The fragrances in the punk trend are as inviting as they are cold and distant, expressing personality and individuality. They are inspired by inorganic notes such as printer toner and metal with notes of wood, moss, and white pepper. Leather notes will also be pivotal in this trend. Invoking dirt and sensuality, it is full of character and balances the animalistic notes of leather with the woody nuances such a sandalwood.

Lebermuth Linear Future Scents:

Queen of Punk: 92-9014-28

Velvet Moss: 92-9011-14

Bergamot Tobacco Sandalwood: 93-0188-56

Vetiver Vanilla: 93-0110-25



Global Wrap Up: Fall/Winter 2014-2015 Colors

This season we see deep purple, antique purples, lavender shades and delicate nudes contrast with darker moody blues and ripened plum hues. Ochre, toffee, chocolate, bronze and copper, originating from the Bohemia forecasting theme, dominate and are often combined with peachy nudes for a natural overall look. Pewter and silver, originating from the Linear Future and Punk forecasting themes, and applied to the eyes, provide a backdrop for the rose, raspberry, crimson and cherry red lips that dominate this season. Loden and chartreuse have evolved from last season's tropical greens, and carnation, powder blue, periwinkle and soft gray allow for a soft contrast. Burnt umber, black and white bring depth to the fall palette.

