



# Trend Report

*Spring/Summer 2014*

## Trend Stories

Amazonia

Aquatic

Ethereal

Mod Sixties

90's Revival

# Amazonia

Designers take their cue from an Amazonian aesthetic with clashing colors, rich in cultural references. Lush leaf greens, exotic motifs, rainbow hues and sunset oranges, pinks and reds provide the backdrop while bold tropical fruit and florals add to the overall aesthetic.

## **Colors:**

Sunset hues, metallic greens, vibrant neons and tropical greens.

## **Packaging:**

Leaves, shades of green, tropical print and patterned fragrance bottles. Aztec, Ikat, and natural materials.

## **Fragrance Trends for Amazonia:**

Fragrance is inspired by tropical florals and fruits as well as the lush, leafy greens of the forest and the morning dew that appears at dawn. The tropical fruit scents will be vibrant, flamboyant, energetic and have a very stimulating effect on emotions. They will blend fruit such as mango, strawberry, peach, tropical oranges, melons, apples and coconut. Tropical flowers will also make a huge appearance with notes such as violet, iris, amber musk and pink grapefruit. Finally, the beauty of the rainforest comes alive with scents that signify freshness and renewal. Fresh watery tones, crisp ozone and highlights of lemon balanced with leafy greens and amber undertones finish off this trend.

## **Lebermuth Amazonia Scents:**

**Caribbean Carnaval: 92-9013-96**

**Fresh Sugar Lychee All Natural: 91-1030-40**

**Vetiver Lemongrass All Natural: 93-0120-39**

**White Citrus Pineapple: 93-0124-01**



# Aquatic

Across the global realm of fashion, sequins, paillettes, pearls and metallics are being interpreted with an underwater theme. This trend has translated over to beauty with hair, makeup, nail, fragrance and packaging directions that reflect the magic and mystery.

## **Colors:**

Seafoam, shades of blue, seaweed green, aquafresh and turquoise provide the main color directions.

## **Packaging Trends:**

Packaging incorporates oceanic, iridescent, mermaid and under-the sea motifs with a heavy use of grey and purple.

## **Fragrance Trends for Aquatic:**

The mood for fragrance in the aquatic trend is inspired by ocean currents, oceanic florals and crisp freshness. Ocean currents brings sensual and uplifting scents that are reminiscent of a clean, crisp ocean breeze. The florals for this trend are inspired by water plants and ozonic notes to create a warm base for a youthful, clean and refreshing scent. These fragrances will be sparkling, delicate and feminine yet seductive, sensual and crisp. Fresh linen fragrances will also be a key scent in this trend. Capturing the feeling of freshly laundered linens for a soft, sexy, right out of the ocean effect.

## **Lebermuth Aquatic Scents:**

**Ocean Woods Type: 92-9014-24**

**Mermaid: 92-9013-97**

**Aqua: 91-1009-43**

**Blue Lotus Amber: 93-0107-48**



# Ethereal

Ethereal is defined as extremely delicate and light in a way that seems to be too perfect for this world. It conjures up daydreams, enchanted gardens and celestial scenes. There is a strong emphasis on sheer chiffon, lace, iridescent materials, beaded embellishment and 3D florals. For print, romantic roses, ambiance florals, art deco and kaleidoscope inspire the graphics for this trend.

## Colors:

A color palette of varying pale, nude and pearlescent shades, enchanted pale blue, pink and lavender tones, peach tones and dusty, rosey pinks are both feminine and subdued.

## Packaging Trends:

Vintage florals, opalescent and pearlescent tones, textured compacts and ethereal motifs are the dominant packaging directions. Cloud motifs, ethereal sky-inspired marbled effects, vintage florals and rosebuds will also be taking center stage.

## Fragrance Trends for Ethereal:

Fragrance finds inspiration in vintage florals and pure white blooms that evoke romantic nostalgia. These fragrances will heavily rely on vintage floral notes like gardenia and daisy, and will create a dreamy nature that is bright, youthful and sensual. The Ethereal trend fragrance will also rely on whimsical and pure scents. Flirty fragrances that are sparkling and luminous and capture the essence of a perfect day. The notes will be clean, crisp yet unabashedly floral with a classic feminine appeal. These scents will truly capture the spirit of falling in love.

## Lebermuth Ethereal Scents:

**Daisy Marc Jacobs Type: 91-1033-85**

**Innocence: 92-9013-90**

**Falling In Love Type: 92-9013-32**

**Sheer Magnolia CDL : 93-0122-76**



# Mod Sixties

The 60's was a decade of extremes and a rebellion against the overly packaged beauty and the restrictive attitudes of the 50's. Mary Quant, Jackie Kennedy and Jane Birkin were some of the famous names that lead the way for fashion and beauty during the mod '60's. While fashion reflected the wildness of the decade, it also drew inspiration from 60's icons like Twiggy and Bardot.

## **Colors:**

Pastel pink, bright white and mod blue helps define the color palette.

## **Packaging:**

Warhol-Inspired pop-art, bright color-blocking, marbled effects, shades of pink, pixelated, and optical illusions, retro circles, checkerboard, and beetlejuice stripes are a few of the packaging directions within the SS14 Mod Sixties.

## **Fragrance Trends for Mod 60's:**

Fragrance is light and upbeat, drawing inspiration from bubblegum, poppies and sunflowers. The bold flirtatious graphics of the decade inspire a floral scent of colorful poppies and bright sunflowers that are fresh, fruity and full of life. There will also be fun, youthful fragrances emerging for the trend. These scents will recall how good gum smelled when you opened a pack of baseball cards or put a quarter in the gumball machine. These notes are reminiscent of Bazooka and Double Bubble gum of the years past. Finally in contrast to the hippie movement of the 60's, high fashion during these years created the luxe trend in fragrances. Traditional, luxurious fragrances, like Chanel, will be extremely popular.

## **Lebermuth Mod Sixties Scents:**

**Sunflower: 91-1022-93**

**Poppy by Coach Type: 90-3018-98**

**Bubble Gum Bazooka Type :92-9006-06**

**Wild Peach Poppies BBW Type: 91-1033-78**





# 90's Revival

Spring 2014 is bringing all things dark out of the shadows. Bold graphic looks provide the most dramatic directions and include graffiti, splatter and grunge plaids. Grown up grunge is back with a twist of punch and feminine aspects.

**Colors:**

Moody blues and purples combined with rich, deep pinks and shimmery copper tones.

**Packaging:**

Jet Black, handwriting, graffiti-inspired, 90's I Love NY graphics, sharkbites, splatter graphics, leather, chalkboards and dark moody florals are just a few of the dominant packaging trends in the Grunge Revival trend.

**Fragrance Trends for 90's Revival:**

Dark Florals continue into fragrance where they are balanced with a youthful, lively and flirty direction. Grunge Florals are a huge influence in this trend. The scents are warm, sensual, and feminine with voluptuous floral and precious woody notes. Violet will be the most predominant. These fragrances capture the essence of new beginning and are crisp, invigorating and very sexy. Most importantly the fragrances in this trend will exude youth with happy, flirtatious fragrances inspired by New York afternoons and party atmosphere.

**Lebermuth 90's Revival Scents:**

**Punk Pink: 93-0118-13A**

**Midnight Femme: 91-1032-11A**

**Violet Shea: 91-1017-93**

**Noir Love: 93-0111-75A**



## Global Wrap Up: Spring/Summer 2014 Colors

This season we see bright neons, delicate neutrals and moody darks dominating the color palette. Muted nudes, pastel pink, peach nude and pink nude form the lighter end of the spectrum while splashy, vibrant neons allow for a colorful contrast. Pink dominates and appears in a wide variety of shades including flamingo pink, pastel pink and shocking pink. Red, including blood red and bright red are important across all product categories, including hair, nails and makeup. Black, deep purple and cobalt remain popular choices for nails and eyes. Tropical greens, lime and olive, derived from the Amazonian trend and deep moody blues bring depth to the spring/summer palette.

