

The logo features the letters 'TLC' in a bold, serif font, centered within a circular frame. This frame is surrounded by intricate, light-colored floral and scrollwork patterns that extend across the top and sides of the page. The background is a textured, light brown paper.

TLC

Trend Report

FALL/WINTER 2015

Color Burst

Ritual

Coven

Northern Narrative

Arctic Shadow



Color Burst

As a continuation of Avant Pop, one of the biggest themes of fall/winter 2015 will be *Color Burst*. This updated version of Avant Pop presents an explosion of colors in a powdery, chalky way. Designers such as Chanel and Marni are strong references in this trend.

Colors:

A color palette of brights, such as turquoise, fuchsia, yellow, blue and every color of the rainbow!

Packaging:

In packaging, mixed and abstract patterns provide a new and fun idea, and a color gradient and neon details make any product stand out. Die cut and hand drawn styles bring an extra touch of natural details to this super colorful trend. Art inspired designs, such as those from Liechtenstein's remarkable works, add an even richer and vivid touch.

Fragrance Trends for Color Burst:

Fragrances explore the floral domination, engaging us in a bouquet of flowers and their fresh scents. A color burst of citrus, fruity, and warm powdery notes infuse an explosion of sweet candy and cheerful elements, and a swirl of exciting and invigorating scents create a kaleidoscope of colors. The florals in this trend are reminiscent of feminine and sophisticated fragrances that capture the essence of the beautiful flowers worth waiting all season for. Notes that evoke pure pleasure in candy-like scents and give that final touch of sweetness.

Lebermuth Fragrances For This Trend:

Tui Banana Flower AN- 91-1032-06
Fresh Sugar Lychee AN- 91-1030-40
Eden AN- 91-1038-16
Forget Me Not Blossoms- 94-4001-94
Ginge-Ambre- 93-0126-59

Ritual

Ritual takes inspiration from the ancient traditions of the Middle East. A newer and different approach than other seasons, Fall 2015 is all about embellishments and contrasting dark shades with gold, a key color for this trend. Designers such as Mara Hoffman and Prabal Gurung are key examples.

Colors:

Black, White and Metallics set the backdrop for sun burnt rust and mauve with a touch of rich purple and teal.

Packaging:

Illustrations from the Middle East are present in packaging, as well as carved and henna-inspired styles.

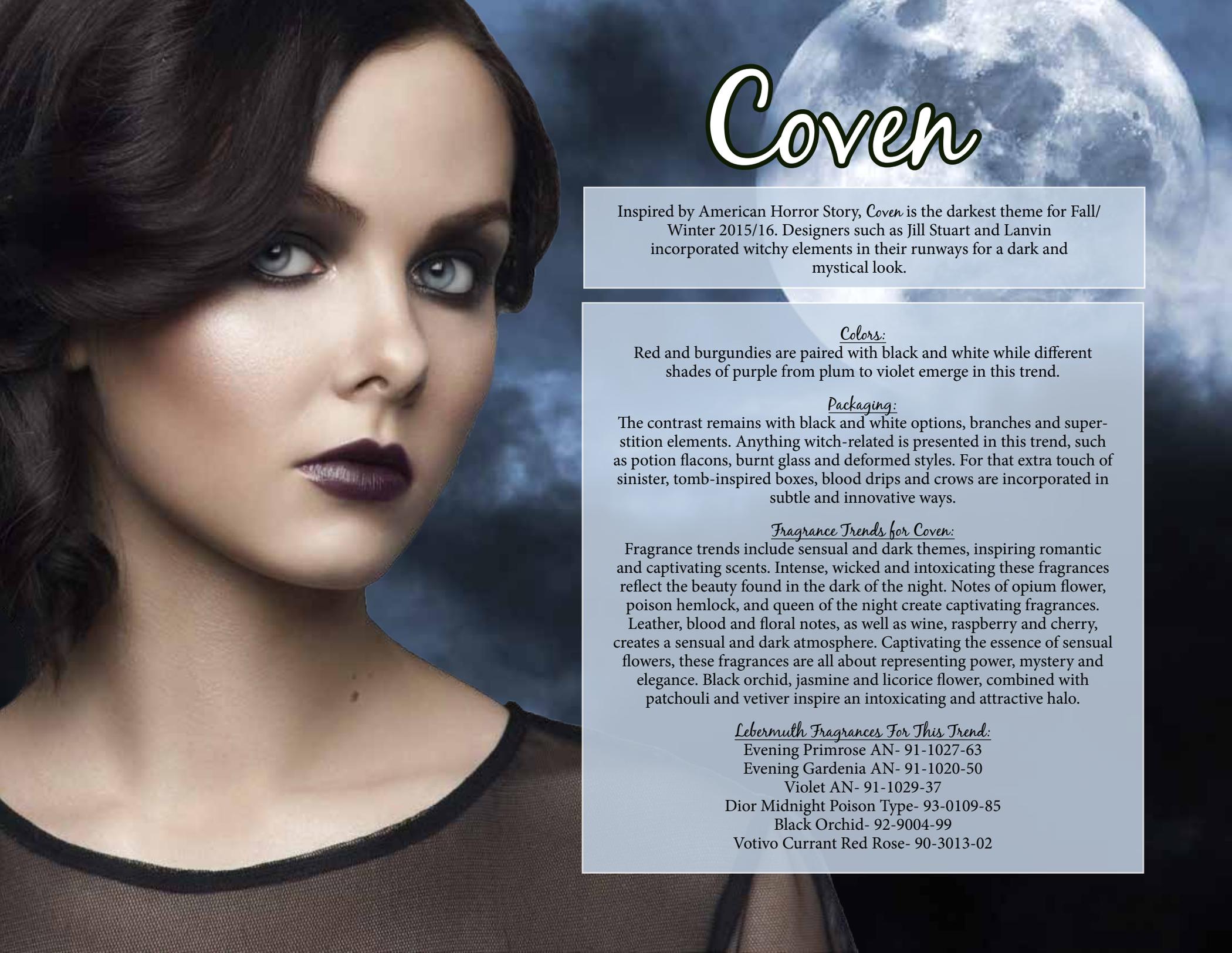
Fragrance Trends for Ritual:

In fragrance, everything from tea ceremonies to incense and the desert inspire this season's scents. Whether a fusion of florals with soft spices, or a refreshing blend of teas and fruity notes, it's all about elegant and sophisticated scents. The scents of the desert, sensual, exotic and sexy are inspired by the rare Adenium flower that blooms in the midst of the Arabian Desert. The tea ceremonies celebrates scents from aromatic loose leaves to sweet treats such as Turkish Delights. A refreshing blend of teas and fruity scents that mingle together to create a sweet, pure fragrance. Finally incense captures seductive aromas, releasing the essence of burning incense. Notes that evoke a warm sensation in dry, woody scents, introduce opulence and allure to this elegant and ceremonial group.

Lebermuth Fragrances For This Trend:

- Ambre & Santal- 91-1036-18
- Man In Black Bvlgari Type- 92-9014-95
- Myrrh Tea- 93-0127-31
- Sultry Citrus Myrrh AN- 92-9014-21
- Couture Fruitee AN- 91-1031-82
- Fig & Tea AN- 91-1020-46





Coven

Inspired by American Horror Story, *Coven* is the darkest theme for Fall/Winter 2015/16. Designers such as Jill Stuart and Lanvin incorporated witchy elements in their runways for a dark and mystical look.

Colors:

Red and burgundies are paired with black and white while different shades of purple from plum to violet emerge in this trend.

Packaging:

The contrast remains with black and white options, branches and superstition elements. Anything witch-related is presented in this trend, such as potion flacons, burnt glass and deformed styles. For that extra touch of sinister, tomb-inspired boxes, blood drips and crows are incorporated in subtle and innovative ways.

Fragrance Trends for Coven:

Fragrance trends include sensual and dark themes, inspiring romantic and captivating scents. Intense, wicked and intoxicating these fragrances reflect the beauty found in the dark of the night. Notes of opium flower, poison hemlock, and queen of the night create captivating fragrances. Leather, blood and floral notes, as well as wine, raspberry and cherry, creates a sensual and dark atmosphere. Captivating the essence of sensual flowers, these fragrances are all about representing power, mystery and elegance. Black orchid, jasmine and licorice flower, combined with patchouli and vetiver inspire an intoxicating and attractive halo.

Lebermuth Fragrances For This Trend:

Evening Primrose AN- 91-1027-63

Evening Gardenia AN- 91-1020-50

Violet AN- 91-1029-37

Dior Midnight Poison Type- 93-0109-85

Black Orchid- 92-9004-99

Votivo Currant Red Rose- 90-3013-02

Northern Narrative

Siberian mountains, Greenland and Nordic countries inspire this bohemian trend. It's the story of each culture interplaying with each other. Desigual and Badgley Mischka are some of the designer references for this trend.

Colors:

The color palette consists mainly of natural hues, such as eggplant, teal, cranberry and various shades of green ranging from clover to moss green.

Packaging:

In packaging, the focus remains on elements of fur, wood grain, or anything with texture. Nature-related elements are presented in this carefree trend, such as botanical illustrations, feathers and the use of leaves. Pom-poms, patchwork and hand crafted styles bring an extra touch of Folk Art details to this bohemian-inspired trend.

Fragrance Trends for Northern Narrative:

Fragrance trends include refreshing themes of familiar and crisp scents. Everything from crackling bonfires to the crisp mountain air and fields of chamomile inspire this season's scents. Whether a fusion of soft floral or a smoky blend of balsam fir and cedar, it's all about scents that are pure and comforting. Earthy and woody fragrances are sophisticated and familiar with accords of birch, balsam fir, cedar and dried wind-blown leaves evoke a sense of warmth and comfort during the long cold winter. The thick woodland area where the early morning mist meets the crisp mountain air inspires this trend. A refreshing blend of fir, spicy cedar, lily of the valley and jasmine join notes of citrus and driftwood for fragrances that are uplifting, pure and crisp. Soothing and feminine, these fragrances are also a gentle blend of floral notes and soft sandalwood. Celebrated as the national flower of Russia, chamomile attracts your senses with fragrances that leave your mind and body calm and relaxed. Accords of chamomile, lavender and lilac evoke a soft seduction.

Lebermutl Fragrances For This Trend:

Pinon AN- 91-1033-47

Chamomile Neroli AN- 90-3024-34

Jasmine Rose AN- 91-1031-63

Olivina Linden- 91-1028-35

Driftwood- 91-1019-17

Hotel Marine- 93-0118-33





Arctic Shadow

Arctic Shadow, is inspired by the beauty of the Arctic landscape. As polar caps melt and hidden natural resources are revealed, a once pure land is sought after for its wealth of untapped reserves that lie just below the surface of the ice. As these areas become more precious, they inspire a new examination of what it means to exist at the top of the world. We look to Iceland, Scandinavia and Greenland and their crafts and use of materials to inform contemporary design.

Colors:

A winter story that translates into a palette filled with shades of blue and nature inspired neutrals.

Packaging:

Packaging rounds up the icy feel of this trend with materials such as glass in sculptures, textures and see through designs. Arctic references such as white stone, eroded and stone shapes provide a clean feeling. White and silver are strong color choices, and materials such as knits, ceramic and marble add contrast between the icy cold and coziness of this trend.

Fragrance Trends for Arctic Shadow:

In fragrance, Arctic Icescapes inspires delicate and subtle scents, that are inspired by the refreshing frozen waters, presenting icy-aquatic notes. A trend of cocktail scents continues into next winter. Notes of whiskey and vodka warm up any scent. Floral notes capture the spirit of the season, with accords of icy water to add to that chilly winter feel. Cool and mysterious, these fragrances are composed around an intoxicating heart of vodka. Accords of metallic luster are paired with aromatic notes of rose, mandarin, cardamom, and cream stirring up the idea of sipping a frosty glass of clear liquor. The Arctic landscape, creates inspiration that engages us with intense accords of icy saltwater and joins notes of prickly pear and citrus zest for fragrances that are powerful, fresh, and energizing.

Lebermuth Fragrances For This Trend:

Winter Gardenia- 93-0127-71
Lemon Elderflower & Gin- 93-0125-28
Creed Silver Mountain- 93-0117-34
Sandalwood Rose Citrus AN- 91-1020-48
Mountain Springs AN- 93-0123-76
Mint Violet Leaf Lemon AN- 90-3001-13