

TREND MAGAZINE BY CPL AROMAS

FORECAST

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FORECAST

Forecast is a development focused trend magazine designed to inspire, educate and indulge your creative side. With a focus on the trends of spring summer 2019, we report on the main design trends in fashion and lifestyle that will influence new product launches in the coming year. With fragrance interpretation from CPL Aromas and print, colour ways and design details per trend, we help guide your development process and inspire your creative range planning within fragrance.

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FORECAST SS18

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SS18

SCENTS OF THE SEASON

DISCOVER THE FRAGRANCES FOR SPRING SUMMER 2018

FLASHBACK IN NEW YORK BY OLFACTIVE STUDIO

A scent inspired by a photograph of New York in a snowstorm – still pulsing, bright, and hot – the ‘city that never sleeps’. This scent is a contrast between stinging cold and heat, an energetic fragrance of cumin, clary sage and the characteristically American scent of white linen - with softer tones of violet on a base of birch, papyrus, and vetiver.

YES I AM BY CACHAREL

Yes I Am features a bottle design inspired by a lipstick, and will be fronted by singer-songwriter Izzy Bizu. The notes for the spicy and creamy floral fragrance include raspberry, tangerine, cardamom, gardenia, jasmine, ginger flower, amber, sandalwood alongside a milk accord.

LAETITIA BY ANGELA CIAMPAGNA

This family-owned company from central Italy have launched a ‘scented water’ suitable as a children’s scent, acknowledging a European tradition for fragrance houses to introduce youngsters to wearing perfume. This fresh scent combines an aquatic accord with notes of cyclamen, watermelon, maltol and musk.

NOMADE BY CHLOE

A departure from the signature Chloe fragrances, this scent evokes the bold and adventurous side of the brand, exploring open space as an expression of female empowerment. Intended to be more ‘dirty’ than the original Chloe scent, Nomade contains notes of Mirabella plum, freesia, jasmine and oakmoss.

HALLUCINOGENIC PEARL BY A LAB ON FIRE

‘An ecstatic vision of infinite wonder, evoking a kaleidoscope of memories, lucid dreams and visceral emotions.. Searching for infinity, revelations, or even nothing at all’. Musky powdery notes of ambrette, iris and suede blend with on-trend violet and blond woods.

L’HOMME COLOGNE BLEUE BY YVES SAINT LAURENT

A new scent in the L’Homme line, this fragrance makes the connection again between aquatic scents and freedom. Refreshing and cool, the fragrance is intended to evoke dipping into a swimming pool, with mandarin, grapefruit and cold marine notes that contrast with black pepper, cardamom and patchouli. ■



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1. Flashback in New York by Olfactive Studio 2. Laetitia by Angela Ciampagna 3. Hallucinogenic Pearl by A Lab on Fire 4. Yes I am by Cacharel 5. Nomade by Chloe 6. L’Homme by Yves Saint Laurent

PERFUMER'S TREASURE CHEST

COUMARIN

BY CELIA CIRIBILLI
JUNIOR PERFUMER, CPL UK

Coumarin (2H-Chomen-2-one) is a fragrant organic compound in the benzopyrone chemical class. The name derives from kumarú, which is the word for the Cayenne Gaiac tree (*Dipteryx Odorata*) in one of the Native American languages in Guyana. This tree gives the tonka bean, from which coumarin was first isolated. Natural coumarin can be found in variety of other plants like flouve (or sweet vernal grass), cassia cinnamon, melilot (or sweet clover), lavender and angelica.

The molecule was first isolated from tonka beans and sweet clover in 1820 by August Vogel from Munich. It is not, however, routinely derived from a natural. It is commonly of synthetic origin, produced using what is known as the Perkin Reaction, a reaction discovered by William H. Perkin in 1868. First used in perfumes by Paul Parquet in Fougère Royal by Houbigant in 1882 and Jicky by Aimé Guerlain in 1889, coumarin became more renowned thanks to its use in Shalimar, created by Jacques Guerlain in 1921.

Now among the most popular ingredients in perfumes, it is included in almost 90% of all perfumes. It has numerous facets and the softness and versatility of the note is incredible. A sweet and fresh note will rise from the base to the heart of a fragrance, lingering on skin for hours, whilst enriching the overall fragrance.

Coumarin has a sweet odour readily recognised as the scent of newly-mown hay. Alongside its herbaceousness, it displays a slight spicy inclination, as well as a vanillic aspect. This warmth also extends to encompass notes of tobacco and caramel.

“A SWEET AND FRESH NOTE WILL RISE FROM THE BASE TO THE HEART OF THE FRAGRANCE, LINGERING ON THE SKIN FOR HOURS, WHILST ENRICHING THE OVERALL FRAGRANCE.”

As well as being widely used in Fine Fragrance, coumarin also finds its uses in Personal Care and Laundry Care. In the former, the molecule brings a sweet vanilla character to a product where natural vanilla would be too expensive. It combines particularly well in floral accords (such as in *Opulent Petal* by Ted Baker).

Coumarin can be found in many popular fragrances such as *Mon Guerlain* by Guerlain (2017), *Narciso Poudrée* by Narciso Rodriguez (2016) or *Lolita Lempicka* by Lolita Lempicka (1997).

As a perfumer, I like to use coumarin for its numerous facets and richness. In Fine Fragrance, I admire its creaminess and powdery tones; they bring depth and character to a fragrance once combined with vanilla and sandalwood. It can also be used in gourmand and oriental compositions.

Often paired with vanilla, benzoin, tolu or peru balm (as in *Pi* by Givenchy), we can also find it in a Chypre in combination with Bergamot. In traditionally masculine compositions, its hay effect pairs perfectly with lavender and immortelle, as in *VIII Rococo Immortelle* by Clive Christian (2017).

