



what is trendspotting

Making fragrances that will be market relevant demands a clear vision of market trends. Most scents are developed a year or two before they make it to market. Identifying strong emerging trends in several related areas allows us to make creative fragrances that set the market trends in fragrance.

We look at food, beauty, home décor, and flavor trends. Fancy Food shows are (were) attended twice each year, with major themes identified that cross over and influence fragrance. Home and industry shows also keep us abreast of the latest décor and design. AromaKnowledge interprets these diverse influences to formulate trendsetting scents.



fancy food show summer 2019 recap



AromaKnowledge



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