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ARMAF

club de nuit

MALEKA



ARMAF

ODYSSEY

EAU DE PARFUM

BA HA MAS



GO MANGO

MARSHMALLOW



TOFFEE COFFEE



BLACK
Forest



Scent Reimagined: ARMAF Delights, Club de Nuit Precieux IV, Gourmand Renaissance

In a world where fragrances are as much about identity as indulgence, one brand continues to defy expectations. ARMAF. As luxury fragments into personal expression, and the industry shifts between accessibility and artistry, ARMAF delivers a collection of launches that speak not only to the senses, but to the soul of modern perfumery.



The Delights Continue: Island Breeze & Bon Bon

Building on the runaway success of *Island Bliss* and *Yum Yum*, ARMAF introduces two dazzling new extensions: *Island Breeze* and *Bon Bon*. While their predecessors evoked joyful escape and playful indulgence, these newcomers elevate the narrative. *Island Breeze* brings an airier, more serene dimension to the tropical fantasy. It feels like the wind-blown sequel to *Island Bliss*—refined, soft, yet full of spirit. It doesn't shout to be noticed; it lingers, inviting the wearer into its playfulness and subtle charm. Meanwhile, *Bon Bon* is pure mischief. If *Yum Yum* was the candy shop, *Bon*

Bon is the after-party. There is an undeniable cheekiness to it. A fragrance that knows its own charisma and winks playfully in your direction. Together, these two additions expand the ARMAF Delights range from a playful concept to a confident statement. They show that gourmand and exotic sensibilities can be crafted with both levity and sophistication. ARMAF has managed to walk the line between accessibility and complexity, creating fragrances that are easy to love, yet rich in depth. And that is no small feat in today's market.

Gourmand Goes Galactic: The Odyssey Lineup Takes Off

Just when the fragrance industry seemed to settle into a pattern of safe minimalism, ARMAF does what it does best: disrupts. The new *Odyssey* lineup, unveiled during a highly anticipated event



in New York City, has taken the gourmand trend and sent it into orbit. The five debut scents: *Go Mango*, *Bahamas*, *Toffee Coffee*, *Black Forest*, and *Marshmallow*, are exuberant, unapologetic, and proudly indulgent. They don't merely flirt with sweetness; they plunge into it with rocket boosters blazing.

Take *Go Mango*, a bright, juicy celebration of sun-ripened fruit that conjures up daydreams of poolside cocktails and endless summer. *Bahamas* follows with tropical ease, evoking salt air and fruit-laced breezes. Then comes *Toffee Coffee*, a fragrance that captures the richness of morning rituals, with deep, roasted warmth wrapped in caramelized comfort. *Black Forest* dives into darker indulgence; think luxurious confections and whispered secrets in candlelit rooms. Finally, *Marshmallow*, perhaps the most deceptively delicate, wrapping wearers in soft sweetness without ever tipping into saccharine excess.

What sets these apart is not just the fun of their names or the power of their profiles, but their bold refusal to play small. In a landscape flooded with whisper-light skin scents, ARMAF's *Odyssey* line declares: scent is meant to be **FELT**.

Precieux IV: From Dubai to the World

While the Odyssey and Delights collections expand ARMAF's appeal, the release of *Precieux IV* marks a definitive moment of maturity for the house. Originally revealed in an exclusive event for The Timeless Collective in Dubai, *Precieux IV* now steps onto the international stage. And it does so not with bravado, but with quiet confidence. In many ways, *Precieux IV* is a study in elegance and balance. It feels expensive before you even smell it.

The presentation is immaculate, the storytelling refined, the emotion immediate. Where other brands reach for the loudest, longest-lasting formula, *Precieux IV* demonstrates that true power lies in complex subtlety. It doesn't demand attention, it earns it. It is a fragrance that wears like second skin but resonates like memory. In it, one finds the echo of tradition, the polish of high craft, and the freedom of modern interpretation.

It is a scent that respects its heritage but has no interest in being trapped by it.



The Power of Visual Storytelling: Trust at First Sight

One of the most striking strategies behind these launches isn't just what's in the bottle, but what's on it—or more accurately, what's around it. Ingredient-led visuals are at the heart of ARMAF's new storytelling approach. When a consumer sees the gleam of mango flesh, the swirl of marshmallow fluff, or the golden gloss of toffee, their senses are already halfway convinced. The connection is instantaneous. The mind does not need to analyze, the eyes have already bought in. This is not just about aesthetics. It's about trust. Transparency. Emotional engagement. When a brand reveals its ingredients visually, it says: "This is what we stand for." It offers authenticity without pretension, honesty without apology. These images are not filler—they are narrative devices. They trigger memory, stir appetite, spark imagination. And in a market overrun with sterile white bottles and recycled design tropes, this burst of sensory storytelling is a breath of fresh air.

Is Luxury Still Relevant in a World of Dupes?

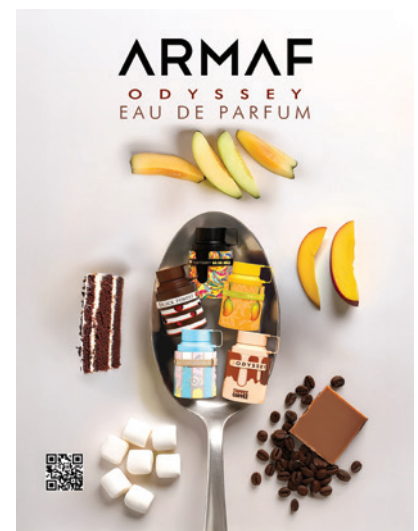
It's a fair question. *With consumers tightening their budgets and dupe culture on the rise, is there still space for luxury fragrance? Especially when scent is not a visible status symbol, but an intimate one?*

The answer lies in how we now define luxury.

Today, luxury is not about logos or price tags. It's about experience. It's about emotion. The so-called "lipstick effect" still holds true: in times of uncertainty, people gravitate toward small indulgences that provide real pleasure. A beautiful scent can change a mood, alter a moment, or anchor a memory, often more powerfully than a handbag ever could. That said, consumers are no longer passive. They expect more from luxury. They want the craft without the condescension.

The quality without the markup. And increasingly, they are willing to experiment, compare, and seek alternatives. But that's precisely where ARMAF thrives. With its ability to blend accessible pricing with uncompromising creativity, ARMAF offers an alternative to both extremes. For the savvy buyer who enjoys a high-low mix, a fragrance like Bon Bon may sit beside a designer piece. For the aficionado, *Precieux 4* offers all the grandeur of niche perfumery without the gatekeeping.

And for the new generation? The Odyssey collection meets them where they are: bold, fun, and beautifully made.



Private and Niche Lines: A World Yet to Be Explored

Finally, one must mention the unveiling of ARMAF's *Private* and *Niche* lines, which until now have remained behind a veil of discreet exclusivity. In partnership with prestigious collaborators, these collections are expressions of unfiltered artistry. They are not bound by commercial formulas or mainstream appeal. They exist to surprise, to challenge, and to endure. The level of detail in these creations, from the sourcing of rare ingredients to the architectural elegance of the packaging, speaks to a brand that is not just following trends but setting its own trajectory. These are not just fragrances. They are collectible works of scent art.

And for those who fear luxury is losing relevance, these lines serve as a reminder: authenticity never goes out of style.

Final Thoughts: The Future Smells Bold

With *Island Breeze*, *Bon Bon*, and the *Odyssey* launches, ARMAF demonstrates its unique gift: the ability to tell stories through scent that feel both universally appealing and deeply personal. With *Precieux 4* and the newly visible niche lines, it steps into a new echelon—proving that you don't have to choose between scale and soul. This is not just about new launches. It's about a new language of luxury. One that invites everyone in, yet dares to stand apart. Because in the end, the best fragrances aren't just worn. They are felt. They are seen. They are remembered.



TFWA CANNES

THE ANNUAL TRAVEL RETAIL GATHERING PROMISES
STIMULATING EXPERIENCES FOR THE INDUSTRY

The TFWA World Exhibition & Conference in Cannes runs from Monday 29th September to Thursday 2nd October.

The official kick-off is on Monday morning at 9.00 a.m. in the Grand Auditorium of the Palais des Festivals, with the TFWA World Conference under the theme of “Explore New Horizons”. This year, a select group of global thinkers will discuss the forces influencing the sector and the strategies required to navigate them. From macroeconomics to shifting patterns of demand, the programme will explore the challenges facing the industry and the prospects emerging in response.

The TFWA opening conference

As is customary, the morning opens with a state of industry address by TFWA President Philippe Margueritte. He will be offering his perspective on the industry's current position, and examine the outlook for duty free and travel retail, along with the opportunities taking shape on the horizon.

He will be followed by an assessment of today's geopolitical and economic realignment, led by Rudolph Lohmeyer, partner at Kearney and head of its National Transformations Institute. Gloria Guevara Manzo, Chief Special Advisor to the Ministry of

TFWA announces new Vice-President Marketing

The TFWA management committee elected Alessio Crivelli, Global Travel Retail Director from EssilorLuxottica, as the association's Vice-President Marketing during its management committee meeting on 5th September. His mandate will run with immediate effect until the next election which will be held in October 2026.

"We'd like to extend a warm welcome to Alessio Crivelli as our new Vice-President Marketing. Representing EssilorLuxottica, a company that is a worldwide leader in our industry, he brings a professional background uniquely suited to this role, with an outstanding track record in marketing across renowned brands including Adidas. His Italian heritage will enrich the diversity of our board, and his presence will give greater voice to a community that champions the premiumisation of our industry with distinction and style."

Tourism of Saudi Arabia and former President and CEO of the World Travel & Tourism Council, will then examine how the sector can serve as a catalyst for economic growth and innovation and explore how cross-border collaboration and shifting traveller demographics can create new opportunities for duty free and travel retail in a marketplace increasingly shaped by changing demographics, regional dynamics and competitive pressure. There will then be a focus on the transformation of the consumer conscience with Bobby Jones, best-selling author and cofounder of brand consultancy Conspiracy of Love. He will explore how modern consumers are increasingly guided by values as much as by price. The TFWA Conference offers an invaluable space to reflect, reconnect and reimagine what comes next. From visionary leadership to value-led consumer trends, the programme will provide delegates with fresh insight into how the industry can move forward – confidently, collaboratively and with purpose. The moderator will be the renowned author, journalist and presenter Stephen Sackur.

Top brands at Cannes

Some of the world's most prestigious brands will be at Cannes this year: from Hermès to Armani and from Lacoste to Zegna. Top international travel retailers, such as Avolta, Lagardère and Qatar Duty Free have confirmed they will be present with large delegations, while major international airports, airlines and cruise operators will also be attending with distributors from all markets also registering in strong numbers. There is an increase in the number of brands showing at the Harbour Village with a total of 30 official boats confirmed, up from last year's 19.



Innovation Square and workshops

Innovation Square is a brand-new concept at this year's event. Dedicated to the very best in travel retail, it will showcase forward-thinking experiences and solutions and is set to become a hub for innovation-focused dialogue throughout the week. This exclusive venue, at the foot of the Palais des Festivals steps, will allow brands, retailers, airports and creative agencies to showcase in a unique position at the heart of the show. Available for private hire throughout the week, it will also host the TFWA workshops before doors open to the exhibition halls. The first workshop, on Tuesday 30th September from 8.00 a.m. to 9.00 a.m., is "World in Flux: Travel Retail amid today's geopolitical realities", while on Wednesday, again from 8.00 a.m. to 9.00 a.m., the second workshop will focus on "Next Horizon: Charting the Future of Travel Retail."



ONE2ONE meetings

The dedicated meeting service is back, organizing introductory encounters between exhibiting brands, key buyers, airports and trade agents. Eligible companies simply name the participants they want to meet and the ONE2ONE team handles the arrangements, providing on-site support. The meetings take place towards the end of the week.

The social side

It is a well-known fact that “all work and no play makes Jack a dull boy and Jill a dull girl”, but there is no chance of that happening at the TFWA event. A full social programme allows convivial occasions and networking opportunities for all delegates.

The very first event is the “Yes We Cannes!”, the blind football and wheelchair rugby tournament and sports charity partnership of TFWA, on the morning of Sunday 28th, while in the evening, the Carlton Beach hosts the Opening Cocktail. It is also the venue for the TFWA Lounge after-work session, from 6.30 p.m. to 9.00 p.m. on Monday, Tuesday and Wednesday and for the night session from 10.00 p.m. to 1.00 a.m. on Monday and Tuesday whereas on Wednesday, from 10 p.m. there is the Closing Night “Phenomena Club” with world-famous DJ Martin Solveig.



EXHIBITION PROGRAMME

SUN 28 SEP

08:30 - 12:30
“Yes We Cannes!” blind football & wheelchair rugby tournament
Registration
Opposite 59 Rue Félix Faure, next to La Maison By Tripodi, Cannes

09:00 - 19:30
Registration
Gare Maritime

19:00
Opening Cocktail
Carlton Beach



MON 29 SEP

07:30 - 18:30
Registration
Gare Maritime

09:00 - 11:30
Conference
Grand Auditorium, Palais des Festivals

11:45 - 12:00
Inauguration
In front of Innovation Square

12:00 - 18:30
Exhibition
Palais des Festivals

18:30 - 21:00
TFWA Lounge: after-work session
Carlton Beach

22:00 - 01:00
TFWA Lounge: night-time session
Carlton Beach

TUE 30 SEP

08:00 - 09:00
Workshop - World in flux: Travel retail amid today's geopolitical realities
Innovation Square

09:00 - 18:30
Registration
Gare Maritime

09:00 - 18:30
Exhibition
Palais des Festivals

14:00 - 18:30
ONE2ONE meetings
Palais des Festivals

18:30 - 21:00
TFWA Lounge: after-work session
Carlton Beach

22:00 - 01:00
TFWA Lounge: night-time session
Carlton Beach

WED 1 OCT

08:00 - 09:00
Workshop - Next horizon: Charting the future of travel retail
Innovation Square

09:00 - 18:30
Registration
Gare Maritime

09:00 - 18:30
Exhibition & ONE2ONE meetings
Palais des Festivals

18:30 - 21:00
TFWA Lounge: after-work session
Carlton Beach

22:00 - 02:00
TFWA Lounge “Phenomena Club”: closing night with Martin Solveig, a world-renowned DJ
Carlton Beach

THU 2 OCT

09:00 - 17:00
Registration
Gare Maritime

09:00 - 12:00
TFWA Start up Day
Press Centre, Palais des Festivals

09:00 - 17:00
Exhibition & ONE2ONE meetings
Palais des Festivals



Despite geopolitical disruption and closed airspace, the Middle East & Africa region lives up to its dynamic reputation with the approach of the MEADFA Conference, to be held from 9 to 11 November at InterContinental Dubai Festival City.

This event will once again offer the opportunity to connect and collaborate on the challenges and opportunities shaping the future of duty free and travel retail. As Philippe Margueritte, TFWA President, said, *"Uncertainty seems to be the new normal in our world. It has never been a better time for our industry to join forces and share ideas so that we can plan for the future with agility and with confidence. With the Middle East and Africa regions expected to continue to play a pivotal role in the global market, this conference offers an invaluable occasion to explore in detail the trends impacting the industry here both today and tomorrow."*



THE MEADFA CONFERENCE

9 – 11 NOVEMBER 2025 IN DUBAI

Growth is being achieved despite the current geopolitical turmoil, with record sales by Dubai Duty Free in five of the first seven months of this year, record H1 passenger traffic at Jordan's Queen Alia International Airport and a +6.9% year-on-year passenger uplift at African airports in June boosted by Egypt and Morocco.

The Conference will kick off with a welcome by MEADFA President Adbdesalam Agzoul, followed by regional powerhouse Qatar Duty Free's vision of the travel experience at Hamad International Airport in Doha, presented by Thabet Musleh, Chief Retail & Hospitality Officer with Qatar Airways.

The event at InterContinental Dubai Festival City is a unique opportunity to network and discuss strategy

Other major retailers including Avolta, ARI and Lagardère Travel Retail then share their views of the fast-changing commercial landscape in a panel discussion. Three further sessions complete the day's programme with expert analysis of the regulatory environment in the region, the economic outlook and the evolving expectations of travellers.

The second day will focus on macro trends driving investment, market conditions and consumer behaviour across MEA, as well as on the transformation of tourism in Saudi Arabia and its consequences for the travel retail industry.

ACI and Gebr. Heinemann will provide input on the next wave of African travel retail. Other highlights will be sustainability and a session on how Indian travellers are reshaping travel retail in the region. The day's formal presentations close with data-rich insights from IATA on regional trends.

The MEADFA Conference also offers ample occasions for networking, starting from the Welcome Cocktail on Sunday evening, networking coffee breaks and lunches for Monday and Tuesday and the gala dinner on Monday evening incorporating the MEADFA awards.

KAJAL TOPAZ

BORN FROM SHARING EXPERIENCES AND EMOTIONS



Described as *"a light in the shadow, a beacon, a guide"* this luminous new fragrance from Kajal Perfumes Paris is the fruit of a fluid conversation and spontaneous sharing of experiences and emotions between the brand's Creative Director, Moe Khalaf, and Vincent Ricord, the nose behind the fragrance, who did not *"clearly have in mind a perfectly finished fragrance, but what was clear was the emotion I wanted to convey through this fragrance"* paying tribute to one of the most authentic and universal values: friendship.

"The creation of Topaz occupies a special place in our hearts. It came into being without intention, from a simple and very beautiful moment

between friends. The conversation flowed,

ideas were entwined and creativity was unfolded in a completely natural way. What followed was moulded by that instant, a memory of beauty that we can create when we are truly connected and inspired by those around us," added Moe Khalaf. Over the centuries, the topaz has been considered a symbol of protection, loyalty and connection. It has inspired this fragrance which celebrates the warmth and the strength of the bonds that can cross through the seasons of life. The opening notes are an elegantly lively fusion of black lemon, elderberry flowers, with rum oil and orange blossom, symbolizing abundance and happiness. The middle notes offer an embrace of cassis, cedarwood, candied lemon and absolu of rose, representing emotional depth and resistance. Lastly, the base notes reveal a warm and sophisticated union of ambergris, ambroxan, musk and cashmere wood, the symbol of comfort and resilience. The contrast comes from the citrus and volatile opening of Topaz and the deep and intense woody notes, together with the sweet and warm base notes, which meet in the fragrance.

Kajal Perfumes Paris, founded in the French capital in 2012, is a maison of luxury perfumery which merges its Middle Eastern heritage with French elegance. Its name comes from *kohl*, the ancient natural pigment used to protect and adorn the eyes. Present in more than 75 countries with offices in Europe, the Middle East and Asia, Kajal stands out for its refined style and opulent details. Each fragrance is conceived as a complete olfactory and visual work, with distinctively designed bottles, precious materials and an iconic eight-pointed star top, inspired by decorative geometry.

SIMONE ANDREOLI

TIMELESS NOMAD COLLECTION

Simone Andreoli, a constantly rising name in prestige perfumery, represents an Italian excellence in the world of artistic perfumery and a reference in the sector. The fragrances by Simone Andreoli are travel diaries, where every essence evokes memories and sensations which sweep the mind off to distant places, tracing infinite destinations. The brand is present in more than 40 countries all over the world. Timeless Nomad Collection is an exclusive collection of three fragrances: **Criminal Lipstick**, **Kite in Crystal Reef** and **Apricot Innocence**. They have been conceived to accompany the wearer on a timeless olfactory journey, beyond the frontiers of space and conventions. It is a voyage that celebrates the free and adventurous spirit of the contemporary traveller: untameable like time, and a nomad by vocation on a constant quest for authentic and lasting emotions.

Criminal Lipstick

The idea behind this collection was to create fragrances that go beyond the concept of a physical journey to be transformed into an intimate and sensory experience. Each composition is a Parfum Nectar, extracts of perfume with a very high concentration, formulated with rare raw materials and left to mature with long and slowing ageing times. Because real luxury is never fast but requires time and dedication. **Criminal Lipstick** is a rebellion of scents that embodies the implacable force and the lasting power of an audacious woman. Sensual and magnetic, it opens with a fruit-filled explosion of sinful red grapes, fresh pear and velvety fig. Its heart, a floral bouquet of iris, jasmine and lily-of-the-valley, reveals a refined and impudent femininity, balanced by the sweet elegance of oriental rose. The base lights up with a sumptuous blend of oud, vanilla, cedarwood, velvety musk and black amber, releasing an enveloping and mysterious appeal that remains like an irresistible echo on the skin. **Criminal Lipstick** is the "criminal" side of seduction, an invitation to be unconventional and wear your strength like an intense red lipstick: more than a fragrance it is a manifesto of undaunted femininity and contemporary luxury. The nose and founder of the brand draws on his private olfactory library of memories, suggestions and original images, transforming them into sophisticated and surprising fragrances, sensory codes which go beyond the "where" and the "when" to reach new forms of creativity and contemporary luxury. Two fragrances complete the collection: **Kite in Crystal Reef**, luminous and transparent like a crystal-clear sea, which evokes the intensity of the wind and the sensation of absolute freedom and **Apricot Innocence**, velvety, solar and intensely fruity, a whisper of purity, innocence and childish candour. All three Parfum Nectars come in a 50 ml bottle.





VALÉRIE KAMINOV – BIOGRAPHY

Trailblazer, entrepreneur, advisor and business strategist are just some of the ways to describe Valérie Kaminov, Founder & Managing Director of International Luxury Brand Consultancy.

Valérie's enviable reputation in the world of international beauty, stems from her highly effective approach to developing brands.

Her forward-thinking acumen and smart strategies are based on an innate insight into global markets, an ability that has led her to take brands to up-and-coming beauty destinations before others.

This deep understanding of the industry, how to position products, where to go, who to speak to and how to get results has made IL Brand Consultancy the go-to company for beauty brands looking to grow their business around the world.

Since establishing her influential consultancy, Valérie has successfully steered emerging talents to global recognition, re-established well-known names, advised on growth plans and introduced a host of beauty brands to new distribution channels. She has been instrumental in the transformation of many businesses around the world and always on the belief that profitable market entry and sustained growth require the right partners.

It is why she is regarded as one of the most well-connected people in the industry.

Having been at the forefront of the global cosmetics industry for over 25 years, Valérie's thought leadership and knowledge have led her to be a regular contributor to Export Magazine, creator of Connect Beauty, host at the IMF Convention, developer of the Cannes Duty Free programme as well as author of the informative market-focused Inside Cosmetics Collection that have become required reading for brands looking at global expansion.

From launching brands on the international stage to being a business intelligence resource, Valérie's rare combination of skills make her an exceptional consultant and advisor.

BEYOND THE BOTTLE: CRAFTING CULTURE AND SUSTAINABILITY IN INDIE PERFUMERY



While international mainstream and mass-market fragrance brands continue to dominate global sales with instantly recognizable accords and packaging, the independent perfumery sector is carving out an increasingly prominent niche. Over the past two decades, indie fragrance houses have evolved from small-scale artisans to global brands with retail footprints rivaling those of established luxury labels. Names like Byredo and Le Labo exemplify this trajectory, but the real story today is the continued emergence of new, creative players across the world.

Gen Z and Millennial consumers are driving much of this growth, seeking out novel, unconventional scent concepts and the exclusivity that comes with small-batch, hand-crafted fragrances. This appetite for uniqueness is fueling the expansion of indie perfumery not only in traditional markets like Western Europe and the US, but also in regions where fragrance was once a less prominent part of daily life—Asia (especially China and Japan), Latin America, Sub-Saharan Africa, and Southeast Asia.

Climate-Adaptive and Allergy-Friendly Fragrances

As global temperatures rise and consumers become more conscious of health and environmental impacts, indie brands are leading the charge in developing “climate-adaptive” beauty products. This includes fragrances that remain stable and pleasant in heat, resist skin discoloration, and minimize the risk of allergic reactions.



■ **Aerlig (Denmark):** Launched in 2020, Aerlig offers six non-phototoxic fragrances based on wheat alcohol, which is gentler on the skin and less likely to cause irritation or discoloration. The brand is ahead of regulatory changes, eliminating over 70 fragrance allergens and using entirely synthetic scent molecules for sensitive skin. Aerlig's perfumes retail



at €110 for 100ml and are available through concept stores and spas in Denmark.

■ **Sentier (UK):** Introduced in 2022, Sentier's alcohol-free fragrances cater to those with sensitive skin and appeal to halal beauty markets. Their scents, such as Mérihel (heliotrope, patchouli, vanilla) and Notes of Rêverie (aquatic-green), retail at £120



for 100ml and are sold online and via pop-up events.

■ **Aromália (Italy):** Featured at Cosmoprof Bologna 2024, Aromália's alcohol-free fragrances double as moisturizing skincare, using ingredients like hyaluronic acid and collagen. These products linger on the skin and are sun-friendly, retailing at €79 for 100ml.

Sustainable Luxury: The Artisanal Edge

Sustainability is a major driver of indie fragrance innovation. Consumers increasingly demand not just natural ingredients, but also reduced, artisanal manufacturing processes that minimize environmental impact.



■ **Raer Scents (Germany):** Based in Berlin, Raer hand-blends all its fragrances using 100% organic plant ingredients sourced from sustainable farms worldwide. Their best-sellers include #04 Cedar + Ginger and #06 Tuberose & Ylang, with the latest launch inspired by Singaporean

monsoon rain. Raer's 100ml bottles retail at €150 and are available in about 100 European outlets.

■ **Hiram Green (Netherlands):** Since 2013, Hiram Green has produced small-batch, all-natural fragrances in Gouda. Despite a premium price (€195 for 50ml), the brand has a loyal

following for its opulent, multi-layered scents like Slowdive and Tryst.

■ **Mayme? (France):** Founded in 2020, Mayme? creates unisex, modern fragrances in Grasse, with a focus on sustainable packaging and refillable bottles. Their 50ml fragrances retail at €110.

Olfactory Cultural References: Local Flavors, Global Appeal

Indie fragrance houses outside traditional Western European markets are increasingly drawing on local traditions and ingredients, creating scents that resonate with both domestic and international audiences.

■ **China:** The post-pandemic era has seen a boom in domestic indie fragrance labels, with around 200 new brands launching annually since 2022. Brands like I:m Sole in Hangzhou offer genderless, experimental scents inspired by Chinese culture and childhood memories, with quirky names like The Naif and Social Trash. While distribution is currently limited to China, international expansion is underway.

■ **Japan:** J-Scent, founded by Tetsu Amada, captures Japanese cultural experiences in its fragrances, such as Roasted Green Tea, Hanamizake (sake under cherry blossoms), and Ramune (lemonade). J-Scent's 50ml bottles retail for \$110 outside Japan and are available in major Japanese retailers and select European events.

■ **Hong Kong:** Okapi Incense and Not Only focus on traditional Chinese incense and tea-inspired fragrances, respectively. Not Only's Tea Brewing series includes scents like Green Tea and Osmanthus Oolong, retailing at HKD 580 for 100ml.

■ **Thailand:** Artepólé, founded by young Thai designers, offers cheerful, gender-free scents inspired by local flavors and experiences, such as Eau de Sunshine (melons, coffee, bubblegum) and Vanilla Pesto (Thai jungle pepper, coconut milk). Artepólé is available in Bangkok and across Southeast Asia via Shopee and Lazada.

Market Dynamics and Growth Potential

While precise market data for niche indie fragrance is scarce, the sector is undeniably growing alongside the broader global fragrance market. Social media and digital platforms have made it easier than ever for indie brands to reach consumers and build loyal followings. Many brands are leveraging their local heritage to attract international tourists and fragrance enthusiasts, positioning themselves as ambassadors of their cultures.



Source: Ebuy7.com



What's Driving Demand

Exclusivity and Personalization:

Today's fragrance shoppers—especially younger generations—crave uniqueness. Indie brands thrive by offering limited-edition scents, bespoke blends, and stories that connect emotionally with consumers. The allure of wearing a fragrance few others know is powerful, and indie houses are masters at crafting these narratives.

Sustainability and Conscious Consumption:

Eco-consciousness is no longer optional. Consumers expect transparency about ingredients, sustainable sourcing, and recyclable or refillable packaging. Indie brands are leading with artisanal, small-batch production, and many are pioneering closed-loop systems that minimize waste.

Health and Safety: As awareness of allergies and skin sensitivities grows, so does demand for hypoallergenic, alcohol-free, and non-toxic fragrances. Brands that prioritize skin safety without sacrificing scent quality are winning over new audiences.

Cultural Storytelling: Fragrance is becoming a way to express identity and heritage. Brands that weave local traditions, childhood memories, or regional botanicals into their scents are resonating deeply with both domestic and international buyers.



How Indie Fragrance Brands Are Scaling

Social media and influencer marketing are essential for indie brands to build buzz and reach global audiences. Platforms like Instagram, TikTok, and Pinterest are where new scents are discovered, reviewed, and shared. Collaborating with curated online retailers and beauty marketplaces helps small brands access wider audiences without the overhead of building their own global logistics. Pop-up shops and limited-time collaborations also create excitement and urgency. Many indie brands are investing in their own e-commerce platforms, offering personalized experiences, subscription models, and exclusive releases. Mobile-optimized shopping and seamless checkout experiences are critical for capturing impulse buys and repeat customers. As payment systems and logistics improve, indie brands are finding it easier to ship internationally. This opens doors to new markets where consumers are eager for unique, culturally inspired scent.



Source: dsanddurga.com

The Scent of Tomorrow

The Indie fragrance movement is far from a passing trend. It is a dynamic, global phenomenon driven by creativity, authenticity, and a deep connection to culture and community. As brands continue to push boundaries—whether through sustainable practices, innovative formulations, or immersive

digital experiences—they are not just selling perfume; they are crafting stories, sparking emotions, and building loyal communities around the world. For those looking to enter or expand in this vibrant market, the key is to stay agile, embrace digital innovation, and never lose sight of what makes indie fragrance so special: the power to surprise, delight, and inspire—one scent at a time.

The TFWA show in Cannes to preview the new fragrance and the brand's growth strategy



MOLTON BROWN

LAUNCHES A NEW LUXURY FRAGRANCE COLLECTION

The TFWA show in Cannes this September is the showcase for the latest evolution of the fine fragrance brand, Molton Brown. With its British roots and Japanese ownership (it belongs to Kao, which also owns the Japanese premium skincare brand Sensai and the luxury haircare brand Oribe), Molton Brown's new collection has been inspired by the centuries-old Japanese tea ritual and marks a bold new chapter in the brand's olfactory story. To be launched in February 2026, this sensorial tribute has been crafted by Senior Perfumer Mathieu Nardin. The fragrance has a crisp, green opening, a heart of earthy matcha and green tea, and a distinctive woody dry-down. Alongside Tea Ceremony, a curated selection of bestsellers from its Fragrance, Body & Home collections will also be showcased, highlighting its signature 'Cleanse Wear Live' proposition and fragrance concept – offering travellers a personalized scent experience across all categories.



Global travel retail strategy

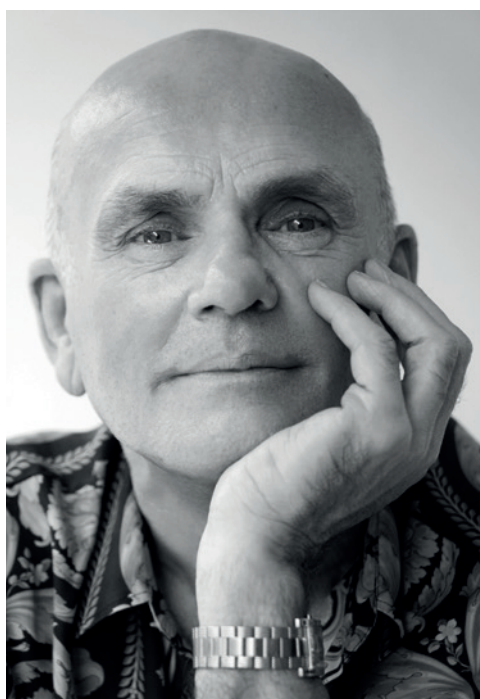
Molton Brown has recorded a strong travel retail performance in 2025, marked by double-digit fragrance growth and a series of impactful brand activations. Fragrance remains a key driver for Molton Brown, with travel retail having a +20% year-to-date fragrance mix growth and a 2% year-on-year uplift contributing to an overall 14% year-to-date growth in the fragrance category. Highlights in the first half of the year include a full Heathrow takeover to support the launch

of the Bluebell & Wild Strawberry fragrance, featuring a striking Contentainment site at T3, eye-catching windows and wall wraps across all terminals and prominent placement in the airport's 'Best of British' digital screen campaign.

The Molton Brown flagship London Heathrow T3 boutique also underwent a premium refit to further elevate the shopper's experience. The brand will also further consolidate its travel retail footprint with a strategic focus on key locations, as it continues to support long-term brand awareness and sustained growth in the channel.



ROJA DOVE CONFIRMED AS KEYNOTE SPEAKER FOR THE NEW NEXT IN FRAGRANCE CONFERENCE



olfactory entrepreneurs across the region. Often described as a “master tailor of scent,” Roja Dove began his journey at one of the world’s most prestigious perfume houses, where he not only mastered the art of perfumery but also developed a training course adopted industry-wide. In 2001, he launched his own company, leading to the creation of the iconic Roja Dove Haute Parfumerie at Harrods—an influential concept that redefined luxury fragrance retail. His work helped spark the global trend of haute parfumerie, culminating in the launch of his own brand, Roja London on 2nd July 2011, which became Harrods’ most successful fragrance launch to date. Honoured with Walpole’s Game Changer Award in 2020, Dove has also collaborated

with global luxury brands such as Rolls-Royce, Fabergé, and The Macallan, earning acclaim for his innovation and impact on the world of fine fragrance. Making its debut at Beautyworld Middle East, Next in Fragrance is the bold new conference set to shape the future of scent. This dynamic new addition brings together master perfumers, brand founders, and trend forecasters for three days of high-impact dialogue and discovery. Adding star power and insight to the line-up, Roja Dove’s keynote promises a thought-provoking address that challenges convention and inspires innovation. This will be one of the main highlights in a packed conference programme designed to open the doors to the next chapter in fragrance.

The internationally acclaimed Roja Dove will headline NEXT in Fragrance as Keynote speaker as the conference makes its debut at this year’s show. Roja’s presentation will be at 12:45 pm on 27th of October in Zaabeel Hall 3 during Beautyworld exhibition.

Roja Dove will take the stage to deliver an evocative and thought-provoking keynote that weaves the artistry of scent creation with insight into consumer psychology, luxury branding, and global trends in niche perfumery. His talk, hosted by Valérie Kaminov, Founder of International Luxury Brand Consultancy, is set to be a highlight for perfumers, retailers, distributors, and

“It’s an absolute joy and a profound honour to share my insights with the discerning fragrance community at Beautyworld Middle East. This region, with its deep-rooted love and understanding of perfume, has always held a special place in my heart. I am excited to be part of the premiere NEXT In Fragrance conference, and it gives me immense satisfaction in contributing to such a vibrant and knowledgeable audience,” says Roja Dove.

Ravi Ramchandani, Beautyworld Middle East Show Manager, commented: *“Roja Dove is one of the most revered names in global perfumery. To welcome him as a keynote speaker is not just an honour—it’s a statement. His knowledge, charisma, and legacy will inspire a new generation of fragrance creators and business leaders. NEXT in Fragrance has always sought to spotlight visionaries, and there are few more iconic than Roja Dove.”*

The NEXT in Fragrance agenda will be a focal point of this year’s exhibition, featuring cutting-edge content sessions, live perfume labs and trends forecasting.

NATURE, REIMAGINED: NATURAL NOTES MAKES MIDDLE EAST DEBUT AT BEAUTYWORLD ME



A bold new concept will take centre stage at Beautyworld Middle East 2025, as the international fragrance and beauty industries are invited to discover Natural Notes - a dedicated, first-of-its-kind showcase for natural perfume ingredients sourced from farmers all over the world, spotlighting sustainability, authenticity, and innovation in the world of natural perfumery. Presented in collaboration with Resperfuma, the specialist communication agency for the fragrance trade, and its founder, Virginie Gervason, Natural Notes unites nine of the world's leading producers of natural fragrance ingredients - small to medium-sized companies with big ambitions and even bigger commitments to sustainability, biodiversity, and community partnerships. *"This isn't just a launch at a prestigious, fast-growing beauty event; it's a landmark moment for the region, highlighting natural fragrance ingredients from all over the world for the first time ever,"* says Ravi Ramchandni, Show Manager for

A COLLECTION OF THE GLOBAL LEADERS IN NATURAL INGREDIENTS UNITE IN ONE IMMERSIVE SPACE

Beautyworld Middle East. *"Natural Notes is about giving a platform to passionate entrepreneurs who are rewriting the rules of natural ingredient sourcing through responsible action and visionary thinking."*

The Natural Notes space will offer visitors an immersive journey into the raw beauty of nature's most iconic ingredients - rose, oud, patchouli, citrus, spices, and more—while providing direct access to the people behind them. Attendees will have the chance to connect with these producers, hear their sourcing stories, and explore how their work is helping to shape the future of fragrance. Day one of the Next in Fragrance conference programme also includes a high-level panel discussion titled "What Does Sustainability Mean for Naturals at Source?", featuring: Elisa Aragon, CEO, Nelixia, Raja Palaniswamy, Director, Jasmine CE Pvt Ltd, Rocco Capua, Co-CEO, Capua and Aayush Tekriwal, CEO, Van Aroma, that will be moderated by Gervason.

Participating Producers:

- Capua (Citrus - Italy)
- Enio Bonchev (Rose - Bulgaria)
- Essentiel Oud (Oud - Vietnam)
- Ircos Laboratoires (Argan - Morocco)
- Jacarandas (Ylang Ylang - Madagascar)
- Jasmine CE Pvt. Ltd. (Vetiver - India)
- Nelixia (Guaiacwood & Cardamom - Paraguay/Guatemala)
- PT Van Aroma (Patchouli - Indonesia)
- Verger (Cinnamon, Spices - Sri Lanka).



beautyworld

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BUDAPEST

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29 SEPTEMBER - 1 OCTOBER
10AM - 6PM

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