

FUTURE MANIA BY
DÜLLBERG KONZENTRA



BUZZING ABOUT WHAT TOMORROW HOLDS:

FUTURE MANIA BY DÜLLBERG KONZENTRA

For a brief moment, just forget the present with all its uncertainties and questions, helplessness and that feeling of being tied down. Try to look a little further: imagine a carefree, vibrant future, where technology and nature boldly join forces, and where the senses explode in a burst of pure joy. Welcome to Future Mania, the new trend concept by Düllberg Konzentra for Autumn/Winter 2021.

Life will be fabulous, brilliant and radiant again! And why shouldn't it be? A world in which virtual and real worlds merge, where human values such as sincerity move to the forefront again, fusing societies and making them whole again: is that merely a bold, daring vision? Or is it something we can achieve, something within our grasp?

"In this pandemic it feels like we're all treading water. It's difficult to plan, and for many it is impossible. But if you don't develop visions now, you run the risk of remaining stagnant. We think it's time to look to the future, to unleash our imaginations and cross boundaries", says Lisa Achilles, Marketing Düllberg Konzentra, speaking about Future Mania, the latest and the boldest trend concept by the Hamburg fragrance house.

What was once visionary is now reality

SciFi merged with fantastical, almost exaggerated reality is the inspiration behind Future Mania. The new concept is underpinned by a pop trend that has injected a dose of cinematic colour into our everyday culture. In visual media, the Marvel universe and its many multi-coloured spin-offs are incredibly successful. Even fragrances are inspired by this larger-than-life world, referencing the fantastical, like Wonder Woman 1984 (House of Sillage), space travel, like Up to the Moon (House of Oud), extra-terrestrials, as in Alien Mirage (Mugler) or the mythical, like Atlantide (Tiziana Terenzi).

"The fantastical has already touched down in the reality of our everyday lives", says Christian Lüke, Marketing DK. "We are spellbound by the wonderfully inclusive alien scenes in Star Wars because of their otherness, and at the same time we're very comfortable with using avatars to represent ourselves or receive advice from chatbots. What seemed wildly futuristic in the 70s, is normal now, like the tablets the crew used on Star Trek."

Future Mania: joyfully futuristic with a positive mindset

You don't have to imagine a colourful and exciting future – it's already at your fingertips, waiting to be experienced: Virtual Reality, Mixed Reality or Augmented Reality – they all expand reality by adding another dimension, blending it with the fantastical and dissolving the boundaries. Mind-expanding aspects also play a role. "Only ten years ago, anything that involved hemp was suspect. Today, cannabis is increasingly being legalised



ISN'T IT TIME
TO LOOK TO
THE FUTURE?



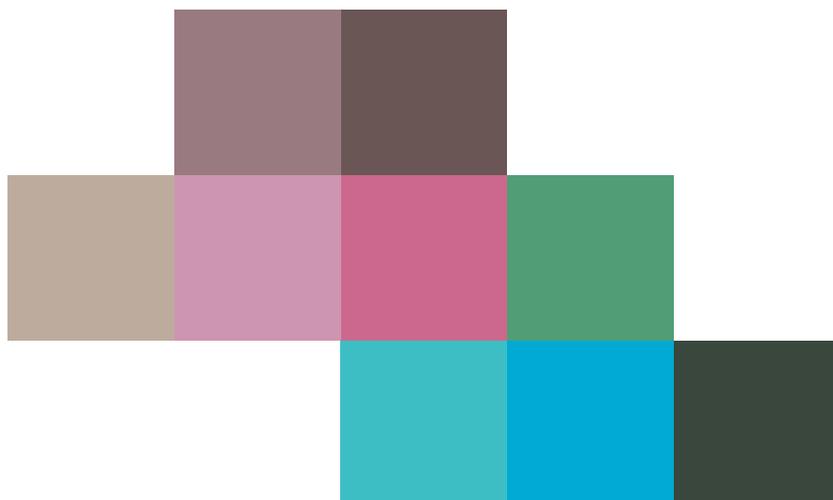
and the component CBD is found in many formulations, often supported by potent essential oils.”

The perfumers at Düllberg Konzentra have brilliantly transformed this joyful futuristic trend into a range of fragrances. The three new creations in the Natura series, now used in concepts for shower applications, all sing with Future Mania’s positive approach to life.

The future can be cheerful and colourful

The fragrance Amara is used in the hypnotic shower concept “I feel great”. With a blend of essential oils including mandarin, neroli and sandalwood, Amara is inspiring and mood-lifting, and is intended to enhance mental health. The shower concept “Stronger than ever” is all about restarting with nature’s energy. It contains immune-boosting and refreshing essential oils with eucalyptus, cajeput and pine needle. Finally, “I am dreaming” makes the vision of fantastic worlds and a more liberated life come true with essential lavender oil, CBD oil and a hint of magical stardust.

In the company’s usual dedication to detail, Düllberg Konzentra has underpinned the Future Mania Trend with a comprehensive marketing concept with its own colour scheme: shimmering metallic effects on cool, optimistic shades of pink, green and blue. While the concepts and the colour charts may seem far removed from the typical images that present soothing or calming naturalness, Lisa Achilles explains the thinking behind the chart: “Naturalness has many facets. I believe we all need a little shot of optimism in the arm to jolt us out of our enforced lethargy. Of course, this focus on sci-reality and the realm of fantasy is always driven by a need for escapism. It is absolutely no surprise that these genres, ideas and trends should flourish in the sensory deprivation of lockdown: they express our desire to flee into a more exciting, thrilling world. And if we can make a small contribution to this, then we are delighted to do so.”



Future Mania: the scents

AMARA NATURA

Citrusy • floral • woody

EUCALYPTUS & PINE NEEDLE NATURA

Aromatic • green • woody

LAVENDER DREAM NATURA

Floral • aromatic • woody

Düllberg Konzentra provides selected essential oils and perfume oils for the fragrance and beauty industry. Contact us for more information:

info@duellberg-konzentra.com,
Tel. : 0049 40 50 71 14 0

These are the colours of the future: the cyberdelic Future Mania colour chart.