



WOMEN,
DON'T BE
ASHAMED



SHAMELESS WOMEN – WELCOME TO THE NEW FEMALE SENSUALITY!

Today's women are acknowledging their sexuality and lust more actively and boldly than ever. At the same time, sensuality has gained new facets and now encompasses all the five senses. We take a look at a wonderfully shameless target group.

The weaker sex? No longer! Today's women are strong, bold and self-assured. They freely acknowledge their desire, they live their sexuality very naturally, both for themselves and with others.

The market has fully embraced this liberating shamelessness: there are smart sex toys designed explicitly for women – which are no longer hidden under the shop counter. Online platforms offer erotic stories written exclusively for a female audience. One popup condom store has shifted its perspective and is specifically targeting women. And menstruation has shed its embarrassed, let's-not-talk-about-it stigma, partially thanks to the efforts of bold, disruptive brands and deliberately provocative marketing. Digitalisation has also done its bit and is opening up completely new perspectives.

"It's about time!", says Christian Lüke, Head of R&D & Marketing at fragrance specialist Düllberg Konzerntra. "Lifestyles have changed profoundly thanks to the digital age, and social media has emerged as a key driver in the process of female awakening." There has been a dramatic shift in the way we interact socially: the traditional nuclear family is less dominant, people forge new friendships and relationships faster and on a much broader scale. "Women have long tended to hide themselves and stay in the background – or rather, they were expected to behave that way," says Christian Lüke. "Often, this leads to a stronger need to connect with others, which is what strengthens individuality. This is the context in which our 'new' woman has emerged. We have chosen to call her 'shameless' – and we mean that in the best, most positive way!"

These women are highly educated, charismatic and intelligent, and they aren't afraid to take the lead in sexual and romantic relationships. Taking initiative is traditionally associated with men – but the shameless woman writes her own rules. "One of her main focuses is sexual well-being. This isn't just a fleeting trend, but instead one of the major wellness trends where beauty, self-care and sex all come together."

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It is a fact based on observation that (good) sex and masturbation boost self-confidence and increase a general feeling of happiness.

“As a fragrance house, we are committed to actively addressing this trend. In order to translate it into product or fragrance concepts, we have identified different types of women. We know that this is not an adequate reflection of the great diversity there is in real life, but it allows us to define general directions.”

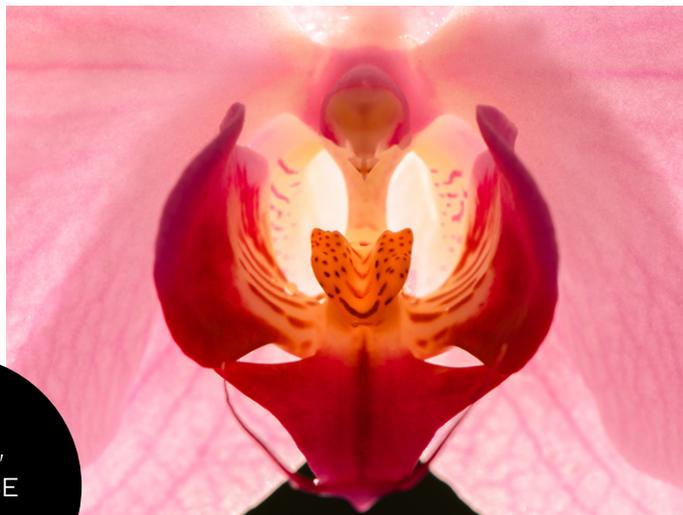
For example, there is the courageous, original thinker, who is well informed and highly educated. She has the skills and the ability to make a difference in society and change the world. Then there’s the shameless woman, a romantic adventurer who lives out her sexual identity and regards sex as a game. Or there’s the representative of an explosive femininity, strong and ultra-feminine, who pursues her goals with mental strength, but at the same time does not hide her sensuality.


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These different personalities have been grouped together under a concept umbrella titled Shameless X. “For instance, Pure Attraction is the name of our concept for a body lotion; patchouli and rose are the key notes, uniting the delicate and the provocative. It is an irresistible fragrance that puts the wearer in the spotlight – definitely one for women with a fearless charisma,” explains Christian Lüke. In contrast, Intoxicating is a scintillating scent with sandalwood and vanilla, which was formulated for an intoxicating, seductive shower experience. There are other formulations for a firming body lotion, for sensual fragranced candles with rose, jasmine and exclusive woody notes and – deliberately more explicitly – the Après Sex Cooling Down Shower with fresh natural lavender.

It takes more than clearly defined target groups and sophisticated fragrances, though: the products also have to share the same sensual and aesthetic DNA. And that is something that calls for highly targeted marketing. “Women respond to a product in a different way than men; women tend to look first at the effect,” says Lisa Achilles, Marketing DK. “And women respond to different visuals than men. Dark colours, straight lines, a technical look are aspects that appeal to the male gaze.”

Women respond to bright colours, diverse shapes, beautiful and varied typography. All of these features need to harmonise with the product and its fragrances.” Düllberg Konzentra recommends a colour code that ranges from delicate rose to violet and aubergine and back to a cosmetic nude. “Older generations may recognise these shades”, says Lisa Achilles with a grin. “It’s a fact: purple is back, but in a completely different way than the first time round. That’s a trend that women will love.”



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

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