

HAPPY EDEN:  
A TREND CONCEPT  
BY DÜLLBERG  
KONZENTRA





PARADIES 4.0:

## ***MOMENTS OF JOY IN THE METAVERSE***

Everyone's talking about the Metaverse, the ideal world in which biodiversity, diversity and creativity flourish. So can it also provide inspiration for sensual, fragrant moments of joy in real life? Happy Eden, a brand new trend concept by Düllberg Konzern, aims to prove that it most certainly can.

The best proof comes from nature itself: diversity increases the ability to survive – and also boosts a system's productivity. Difference and diversity make everything stronger, they generate creativity and innovation. Even major corporations have realised that diversity is a driver for success, while monocultures are bound to stagnate. Long live the small differences: only with diversity can we protect our future.

But isn't that all just a wonderful, peaceful utopia? We beg to differ – this ideal condition is already a reality in the hyperreal Metaverse. Notwithstanding the fact that we all crave human contact and personal encounters after more than two years of the pandemic, and our hunger for live experiences is greater than ever, all those who dream of revitalising and recharging reality with the diversity of the ideal world are welcome in the Metaverse, where there's no limit to creativity and freedom. A lively exchange of ideas, engaging with each other, transcending boundaries – truly everything is possible. Today, inspiration comes from the virtual world.



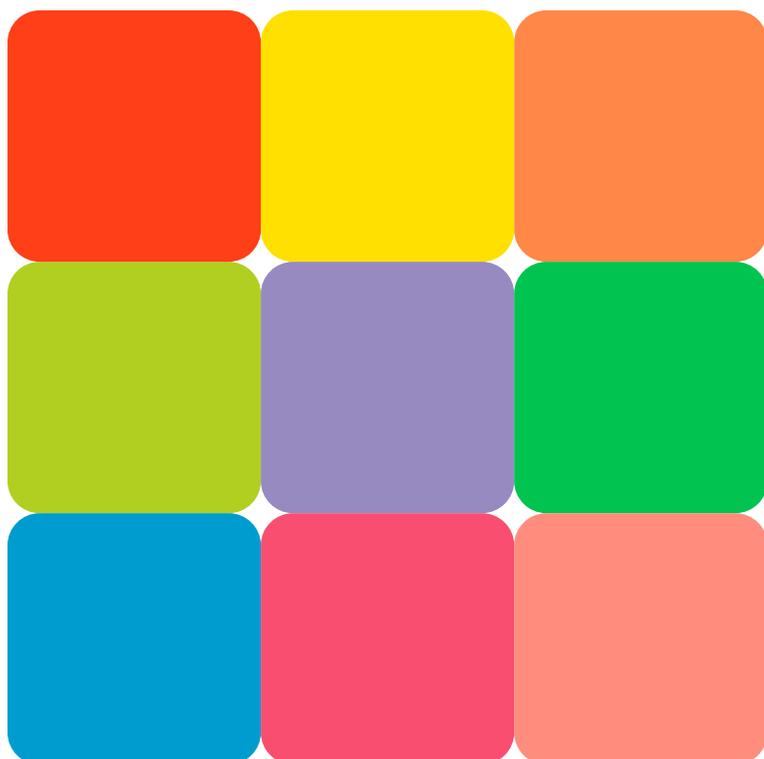
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## *The virtual world as an experimental laboratory for reality*

Escaping the mundane and heading for alternative realities can be inspiring – the digital and the physical fuse to form phygitality: the digital perfects the physical world, which in turn absorbs the aesthetics of virtual space. “The Metaverse, this utopian space, is an experimental laboratory for reality”, explains Lisa Achilles, Düllberg Konzentra. “We can already experience the creative, fanciful recombination of the familiar and the fictional – for instance in interior design trends that play with futuristic, organic shapes and cheerful, abstract fabric designs.”

Where postmodernism once borrowed eclectically from the past to create a new aesthetic, phygitality harnesses the power of joyful recombinations of virtual reality and real life. Happy Eden, the newest trend by Düllberg Konzentra, surprises with imaginatively recombined fragrance ideas specially designed for shower products: fruits and blossoms – natural ingredients plucked straight from the Garden of Eden – are blended to create a new, highly unusual and deeply appealing overall package. The lovely horned melon meets the flamenco queen flower, the Vampira apple meets the corn poppy, the pepino fruit meets blue Jacob’s-ladder flowers, the citrus fruit Buddha’s Hand meets the proud blossom of the crown imperial.

Like all trend concepts by Düllberg Konzentra, Happy Eden goes way beyond the product ideas and the fragrance: Happy Eden is visually turbo-charged with a colour palette that sets clear accents with cheerful, summery tones that send a clear message and catch the eye at the POS. In this way, the (still virtual) vision of the spring/summer 2023 season can become reality: colourful, diverse and sensual - a veritable corner of paradise in real life.



NATURE COMES ALIVE - IN THIS IMAGINATIVE RECOMBINATION.



Düllberg Konzentra provides selected essential oils and perfume oils for the fragrance and beauty industry.

Contact us for more information  
[info@duellberg-konzentra.com](mailto:info@duellberg-konzentra.com), Tel. : 040 – 50 71 14 - 0

Cheerfully creative colours: the colour set for Happy Eden.

