



STOP | PLAY
BACK TO THE
EIGHTIES!



PAST FORWARD: HERE COMES A RETRO SUMMER

Retro can be defined as creating something new that satisfies a yearning for the past. For summer 2022, the Hamburg fragrance house Düllberg Konzentra has come up with an idea that is set to strike a chord. The concept 'Stop | Play' takes today's digital youngsters off on a journey back in time to the analogue Eighties.

Haven't we all occasionally fantasised about stepping back in time? Although true time travel remains a pipe dream, what we can do is conjure up a simulacrum of the lifestyle of past eras. And that's what the retro trend is all about.

"Unlike vintage, which is a counterculture to today's fast-paced consumerism that focuses on the long-term use of existing products and possessions, retro is more about recreating the good old days", says Christian Lüke, Head of R&D & Marketing. "Retro is a trend that evokes specific longings and a certain nostalgia - but does so with new products that meet modern needs and tastes." That is exactly the core of the fragrance house's latest offering comprising a range of products that target a group whose time is only just dawning: young people between the ages of 10 and 22.

RETRO
IS BOTH NICHE
AND A MASS
PHENOMENON

The younger generation is fascinated by the 70s and 80s

For a long time, the term retro had a negative connotation, but now it's bang on trend. Retro is both niche and a mass phenomenon at the same time. "It's very obvious if you take a look at the choice of series available on Netflix or Amazon, where the Eighties are enjoying a real revival", says Lisa-Marie Achilles, Marketing. These series showcase an analogue era without the internet and before mobile phones or even smartphones were invented. Cassette recorders and record players, letters and typewriters, polaroid cameras - today's youngsters are fascinated by the typical artefacts of the decade. All those who experienced them the first time round might be slightly puzzled, but for the following generations this era has a captivating charm. The rekindled interest in past decades is also inspiring the creation of new fragrances.

"Generation Z has a great appetite for everything retro. They have an open-minded, inquisitive approach to the past. They are seeing products and devices such as landline telephones, games consoles, tapes and vinyl LPs for the first time, and tend to view them in terms of how they could be combined with modern technology," says Lisa-Marie Achilles.

Rewind, replay: the longing for an analogue, straight-forward world

But there's also another reason for this desire to turn back time. Retro stands for a world that is far less complex than the world we live in. "Retro is always the desire for simplicity and clarity", says Christian

Lüke. "There is a new yearning for quieter, offline experiences. Retro puts an end to digital overkill."

This countermovement reached a new high during the pandemic. People had to entertain themselves at home, and suddenly everyone was embracing analogue activities: cooking, exercising and conventional games all became attractive again - and have remained so.

A concept that satisfies the longing for a simpler lifestyle

The retro concept 'Stop | Play' by Düllberg Konzentra aims to inspire. The shower range "Simple Shower and Bath" is available in three versions for Gen Z. "Electrifying Orange Shower Gel" is refreshingly fruity with a sweet orange tang; the light "Cool Shower Gel" provides a refreshing scent hit; "Gooey Bath Gel" heralds the return of green apple, the ubiquitous scent of the 70s and 80s, and a return to simplicity is the main message of the concept "Candle Only - Unpackaged".

Christian Lüke: "Welcome to wonderfully analogue, evocative pleasure, presented in clear colours."

As always, Düllberg Konzentra has not only created the fragrances, but also an entire marketing and communication package. The comprehensive concept includes a palette of fresh, bold colours that are typical of the decade, with names bound to make the eyes of retro fans sparkle with delight: Mixed Tape Magenta, VHS Black, DOS Blue and Pac Person Yellow all point the way back to the past.

Owning a bit of the past what was not their own

Of course, everything was designed with a sense of humour - and perhaps inspired ever so slightly by personal experience of yearning for the past. Lisa-Marie Achilles: "Every generation is nostalgic for a certain era. At Düllberg Konzentra, we want to let today's youngsters own a little bit of a past that was not their own, but which they regard with great fascination and which they can perhaps assimilate into their own lives. That's not something you can do with every decade - and that's why we're particularly pleased with this concept."

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

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