



FEATHERBED
THE NEW
MULTISENSORIAL
SENSUALITY



THE NEW LONGING FOR TOUCH

As social distancing remains the order of the day, our longing for physical contact and warmth grows. It is time for a new, multisensory sensuality says fragrance house Düllberg Konzentra – and provides the inspiration to satisfy our hunger for the touch of skin.

The pandemic has left its mark and, as always, changing habits and lifestyles are altering consumer behaviour: cooking instead of dining out, dinner boxes rather than a trip to the supermarket, home fitness in place of the gym, tv screens taking over from cinemas, zoom calls instead of face-to-face meetings. All this has become the new normal, and it is developing its very own dynamic that shapes our self-image: while face coverings, medical masks and working from home have dented spending on beauty products, the “zoom effect” has reignited the need to look good in a new way.

The focus is shifting to self-care

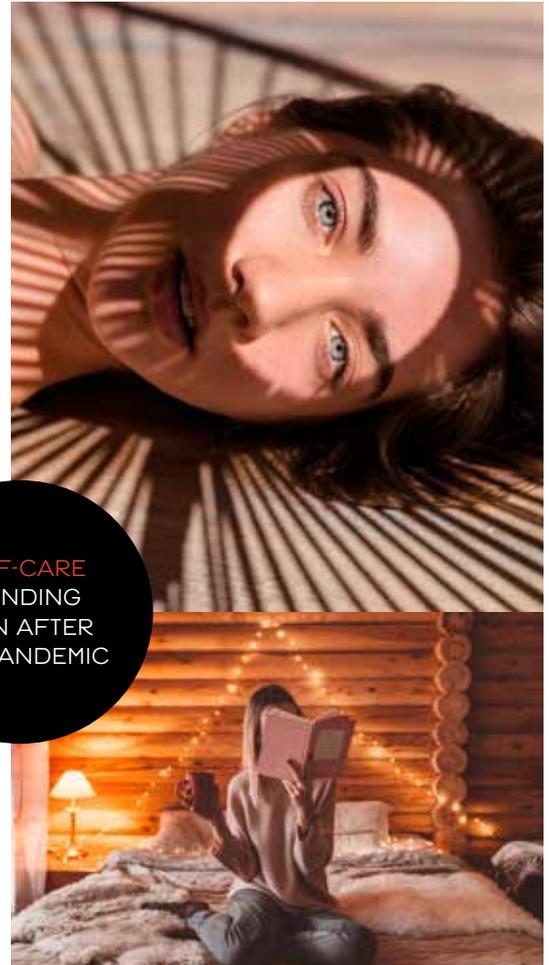
The pandemic has also had an impact in other ways, explains Lisa-Marie Achilles, Düllberg Konzentra, and there are constants, too: “Self-care, which means a focus on one’s own health and well-being, has taken on a whole new level of importance, says Lisa-Marie Achilles, Düllberg Konzentra. “Distancing is one of the best weapons we have in the fight against the pandemic. But it also comes at a cost: we’re missing out on human touch, intimacy, the glow and warmth of those close to us.”

Touch is possibly the most essential of human needs. It plays a huge part in our well-being and is crucial to making us feel safe and connected. Christian Lüke, Düllberg Konzentra: “This was precisely our starting point for the new concept. We want to reach out and touch people in a different way – through all their senses. Our Featherbed concept aims to give the personal care industry the inspiration to achieve this and satisfy people’s hunger for caresses.” Hyper-sensorialism: when colours and fragrances move us

Featherbed aims to gently envelop – like a delicate cloud of feathers.

This holistic wellness concept for body and skin can help to soothe fraught emotions and deliver a sense of all-encompassing sensory pleasure. Colours and scents play a key role: “The consumer trend is very clearly towards soft-powdery, sensual-balsamic, warm-creamy fragrances”, says Christian Lüke, Düllberg Konzentra.

Like all previous marketing concepts, Düllberg Konzentra has also underpinned this new fragrance world with a harmonious palette of colours: shades of golden tan and earthy brown, plus more dynamic colours like a hot red express the longing for protection and warmth. Soothing shades plus seductive and sensual oils, in some



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

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cases combined with creamy ingredients like shea butter: there are many options when it comes to giving people a light-as-a-feather, hyper-sensorial caress à la Featherbed.

Lisa-Marie Achilles, Düllberg Konzentra: “Fragrances, lotions or creams all create a safe and gentle cocoon that shields us from the world, creating a sense of well-being. Featherbed products have a soothing and enveloping effect. They give us wellness, protection and security. And they touch us, even when real, physical touch is not possible.”