



BE YOURSELF:
A TREND CONCEPT
BY DÜLLBERG
KONZENTRA



BE YOURSELF

TREND CONCEPTS FOR A NEW GENERATION

Self-fulfilment is the new status symbol of our age. Becoming oneself and presenting this self to the world are aspirational goals. Based on these insights, Düllberg Konzentra has developed five inspiring fragrance concepts.

It truly is an era-defining move: people are increasingly defining their social status not on the basis of a high salary or a great career, but are instead choosing to focus on self-fulfilment. Meaning and purpose are the new status symbols – both professionally and in the personal realm.

SELF-FULFILMENT MEANS SELF-PRESENTATION

The pandemic made this shift possible, explains marketing expert Lisa-Marie Achilles of Düllberg Konzentra: “In the past few years, flexible working models have emerged and the borders between work and leisure time have become fluid. Access to digital tools and resources offer us new options to create something, to present ourselves and our achievements and market them, whether it’s on platforms such as etsy, Instagram, LinkedIn or YouTube. The boundary between brand and consumer has become blurred, and the younger generation in particular is generating a whole wave of independent marketers and a new, hybrid form of entrepreneurship.”

Addressing this generation and inviting them to find themselves in an everyday product is what the new trend concept “Be yourself – an original is worth more than a copy” sets out to do. Lisa-Marie Achilles: “Self-presentation goes way beyond the actual, ‘real’ status; it can express what you want to be and allows us to tear down the existing framework. This movement is all about a fearless approach to one’s own identity, and using fashion, fragrance and cosmetics as a means to reveal one’s hidden self – and ultimately showing the world a completely different facet of one’s personality.”



BE
YOURSELF:
FEARLESSLY
ENGAGING
WITH ONE'S
IDENTITY



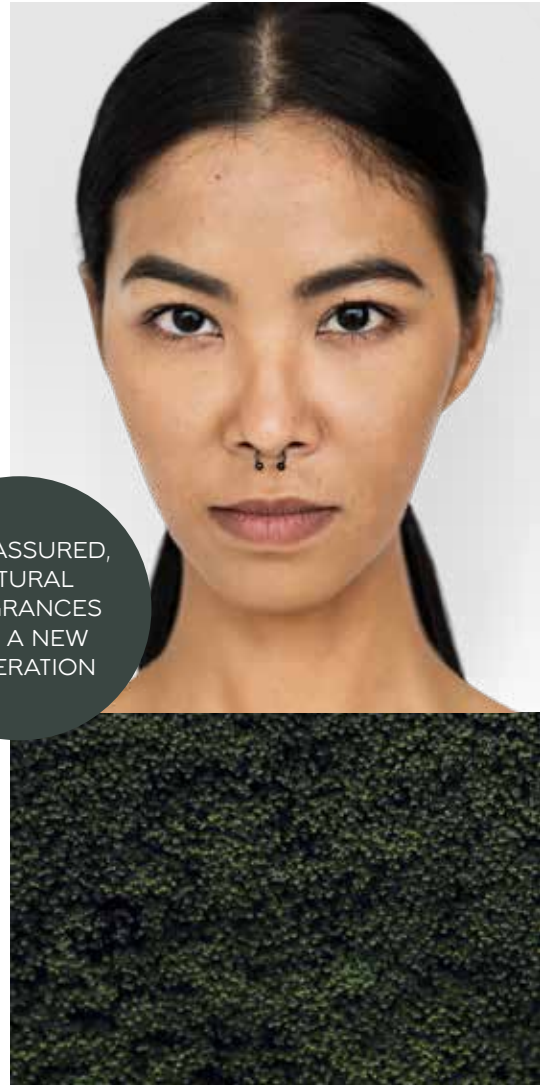
FIVE INNOVATIVE, COURAGEOUS FRAGRANCES

“Be yourself – an original is worth more than a copy” translates these insights into five fragrance concepts. They are based on strong perfume oils and they present the topic of self-fulfilment with sensual fragrance nuances that are ideally used in shower gels. Be Brave is a sensory blast of motivation, and combines gourmand aspects with woody and balsamic notes; it is appetisingly euphoric thanks to lemon and tonka. No Limit is a floral-oriental composition that combines the stimulating effect of mandarin and cassis with orange blossom, ambergris and cedarwood; Be Yourself is flowery, woody and sensual, opening with bergamot, mandarin and ginger, moving to gardenia in the heart and ending on vanilla and oakmoss. Be Strong does full justice to its name, combining woody, aromatic and fruity notes, from tropical fruits to hazelnut and sandalwood to amber, calamus and nagarmotha. Finally, No Fear is woody, spicy and aromatic. Here, mandarin, pink pepper and cardamom open up into heart notes of geranium and lavender, finishing with patchouli, cedarwood and ambergris.

A LOOK AS BOLD AS THE TARGET GROUP

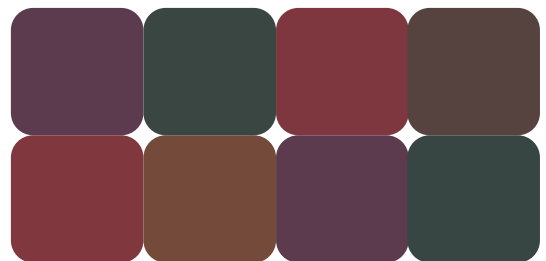
To tie in with the fragrances, the DK marketing experts have designed a colour scheme which makes a bold statement: dark, natural colours flowing from brown and dark red to aubergine and forest green stand out boldly and confidently in the shower gel segment and are bound to catch the eye.

Lisa-Marie Achilles, who developed “Be yourself” with Düllberg Konzentra’s perfume experts, says: “These individual fragrances are an inspiration and motivation for consumers who recognise themselves and feel at home in this new direction. And, as always, they are also a toolbox for the beauty industry which aims to shake up the market with innovative, attractive products.”



SELF-ASSURED,
NATURAL
FRAGRANCES
FOR A NEW
GENERATION

**BE BRAVE
NO LIMIT
BE YOURSELF
BE STRONG
NO FEAR**



A new twist: the visually arresting colour concept for Be yourself

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

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