



TRANSPARENCY:
FRAGRANCES FOR A
NEW LIFESTYLE





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FRAGRANCE CONCEPTS FOR A CAREFREE GENERATION

“You only live once”: This credo resonated particularly with millennials during the pandemic – and has motivated many of them to break free and start something completely new. Discarding the ballast of the past and experiencing a new lightness are the trends that have inspired the fragrance house Düllberg Konzentra to develop its latest trend concept, called “Transparency”.

The glimmer of hope on the horizon, the light at the end of the tunnel: these were the developments that so many people were waiting for during the pandemic. Now, the wait is over and we’re back to “normal” – or are we?

In the intervening months, the zeitgeist has changed significantly, particularly amongst millennials. Hybrid working and the many variations of working from home have triggered a shift in awareness, leading many to question traditional forms of careers and living.

WATER:
THE KEY ELEMENT
FOR TRANSPARENT
LUXURY

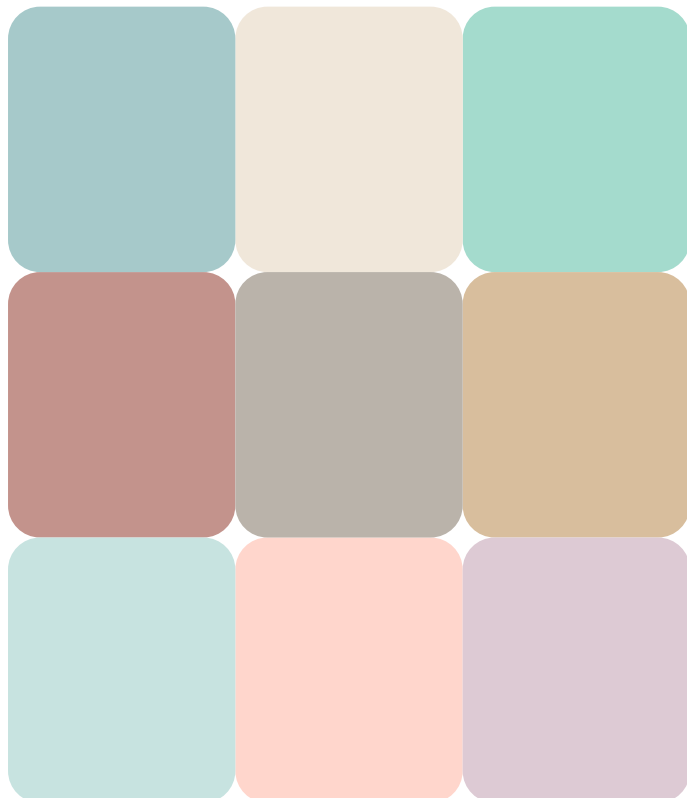


Years of limiting oneself, often while simultaneously pushing oneself to the limits, have taken their toll, sparking a revolution: quitting has emerged as the ultimate and most radical act of self-care. Those who can afford to do so are literally shrugging off their previous life and are seeking new professional adventures, rediscovering their own wishes and finding self-fulfilment in individual projects – without the ballast of the preceding years.

A NEW CLARITY HAS TAKEN OVER FROM “LANGUISHING”

“High-earning millennials in particular have re-evaluated their personal and professional decisions and are setting out to write a new chapter in their lives – one that truly gives them joy”, says marketing expert Lisa Achilles, DK Marketing at the Hamburg fragrance house Düllberg Konzentra. “They are pursuing a passion or a dream that they might not have had without the pandemic. They are creating positive perspectives and are discovering a new clarity in their lives.”

Following on the heels of the widely described languishing – that feeling of occupying a drab no-man’s-land between well-being and depression – comes a fresh appetite for emotional, positive consumption experiences, says Christian Lüke, Head of DK Marketing. “Many consumers are disillusioned with the whole shopping experience and are seeking brands that rekindle the thrill and pleasure of purchasing things. They are ready for a new type of product or experience that captivates them. At the same time, their purchasing habits have become more conscious and they limit themselves to the things they really need.” Languishing is now giving way to a new lightness – also in the beauty and body care segment.



TRANSPARENCY AND LIGHTNESS: TRIGGERS FOR HIGH-SPENDING MILLENNIALS

With the new concept “Transparency”, the fragrance house is addressing precisely this trend towards clarity and the discovery of a (new) self without ballast. Invigoration and refreshment, balance, purification and authenticity: these are the key notions which underpin the new product ideas Düllberg Konzentra is launching under the “Transparency” umbrella. The concept aims to appeal in particular to the affluent millennial generation.

Water is the key element in this new “transparent luxury” and it runs consistently through the concept’s ideas for shower and cream products: “Waterpower”, offering unadulterated purity, the cool clarity of “Glacier Water”, the lively, refreshing “Waterfall” and the mysteriously delicate “Water Mist”. Four subtle, transparent fragrances fill these concepts with olfactory life: aromatically marine Waterpower, aromatic floral Waterfall, aquatic woody Glacier Water and aromatic citrusy fruity Water Mist.

A HOLISTIC CONCEPT THAT INCLUDES MARKETING

As always, the fragrance house offers a holistic concept – and marketing at the point of sale is always included. Where previous concepts by the company have often used bold colours to communicate the message, for the “Transparency” concept the fragrance and marketing experts have chosen a intentionally muted approach. “The emphasis is on the fragrance, the sensory experience and texture. The delicate, cool to neutral shades are barely pigmented, and so focus on natural beauty. The bases are transparent with only a very light tint”, says Christian Lüke. The aim is to highlight the new lightness of a fresh beginning – while leaving space for the millennials to colour in their lives again.



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

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Delicate, cool shades underscore the product message

