

Fragrance
Trend Book
2025

FREY&LAU 





With a constant eye on the latest trends in lifestyle, interior, design, fashion, beauty and perfumery, we develop concepts that inspire. We create fragrances that not only reflect the spirit of the times, but also show perspectives for future market developments.

Trends *explore* *your* *senses*

Our marketing experts and creative developers benefit from an environment that welcomes constant exchange and close collaboration. The discovery of new ideas and their translation into marketable products is supported by an inspiring set-up of tools:

Newsletters

Desktop
Research

Store
Checks

Trend
Agencies

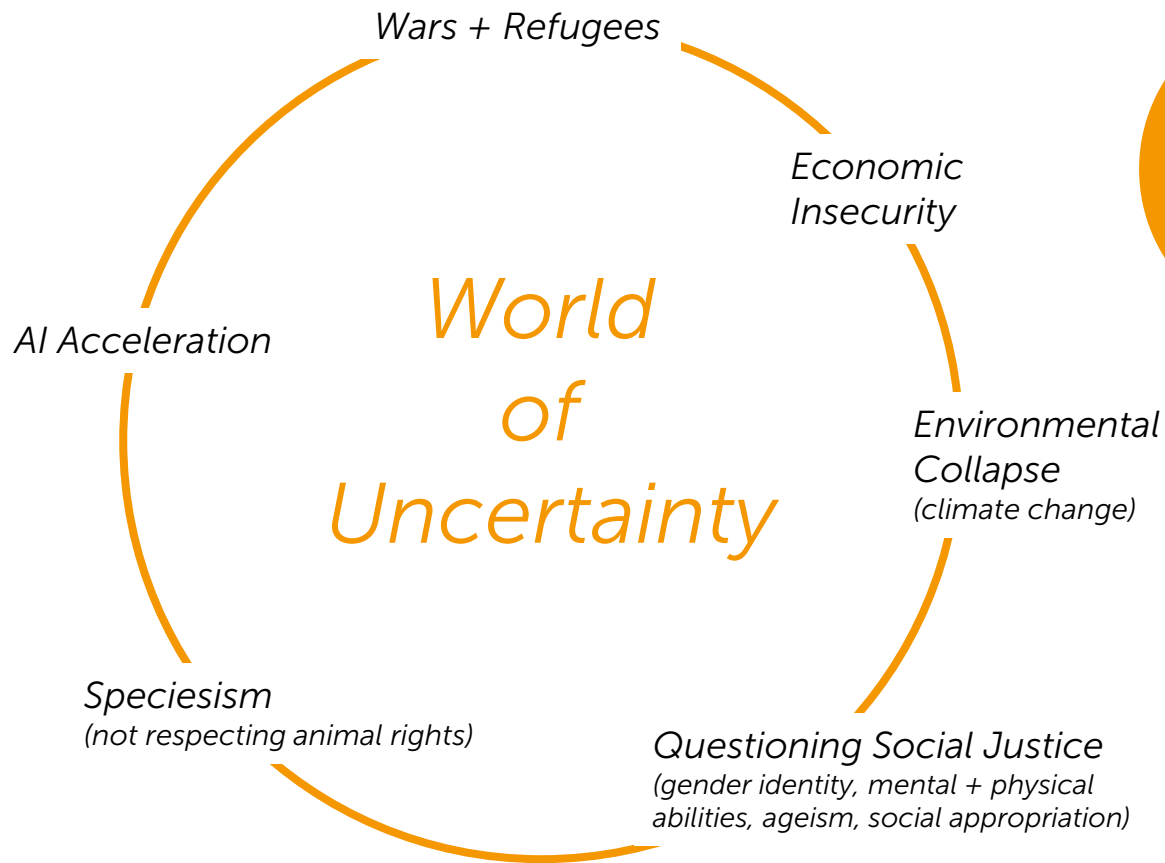
Hamburg
Metropolitan
Region

Cross
Category
Exchange

Emergence of Trends



Emergence of Trends



SOCIAL EXPERIENCES 2023

CONSUMER REACTION

1

Examination of own beliefs and habits

2

Self-Education on possibilities

3

Choice

4

Change

Fragrance
Trends 2025

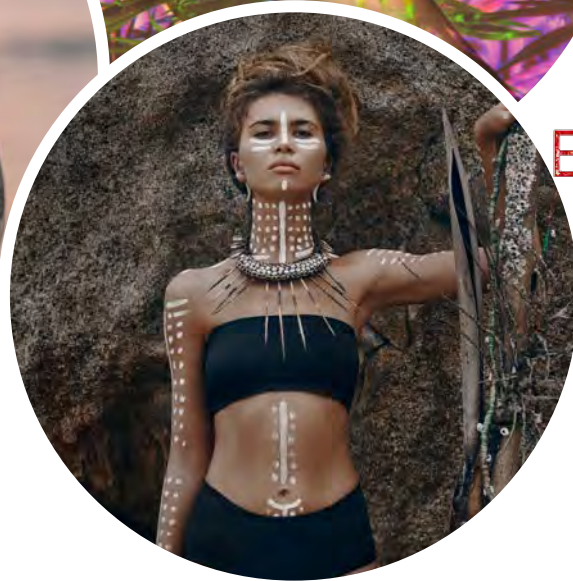


Fragrance Trends 2025

true
HAVEN



Natural
ENIGMA



fierce
ELEMENTS

FREY&LAU 

CONTENT

DEFINITION

CONSUMER NEEDS

COLOUR CODES

KEY WORDS

ELEMENTS & MOOD

BRAND OPPORTUNITY

INGREDIENT INSPIRATION

FRAGRANCE COLLECTION

Fragrance Trends 2025

Natural
ENIGMA

true
HAVEN



fierce
ELEMENTS



CONTENT

DEFINITION

CONSUMER NEEDS

COLOUR CODES

KEY WORDS

ELEMENTS & MOOD

BRAND OPPORTUNITY

INGREDIENT INSPIRATION

FRAGRANCE COLLECTION

true HAVEN

In the noise of our times, full of uncertainty and fast-moving changes, we find a place of refuge that allows us to rest, ground and comfort ourselves.

The honest simplicity of everything around us allows us to slow down, gives peace and clarity.



CONSUMER
NEEDS

Cultural
Pause



Safe
Spaces



Unfiltered
and Real



Personal
Indulgence



true HAVEN

Fragrance Trends 2025

COLOUR
CODES

KEYWORDS

Clear Stable
Conscious Honest Comforthing
Calming Monochrome
Healing Re-assuring
Optimistic Sophisticated
Reliable

Conscious consumers who are feeling uncertain turn to **practical and reliable** neutrals with tried and true hues. Unfiltered Neutrals are colors that reflect a pursuit of **balance, serenity and regeneration.**

Greys are solid and reliable

A softer and more sophisticated version of black



Browns evoke stability and imply sustainability

ANCHOR
COLOR
2025



Terracotta is a vitamin infused, nurturing cora that encapsulates the benefits of sunlight and feelings of gratitude!



true HAVEN

Fragrance Trends 2025

BEAUTY

Natural SPAs



Sensual Tactility



Textural monochrome surfaces



Clear lines with soft curves



Uncluttered Spaces



INTERIOR & DESIGN

FASHION

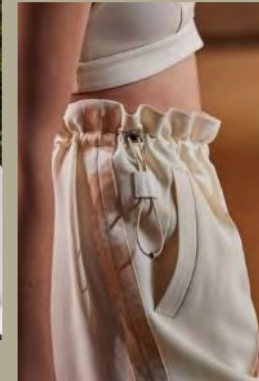
Airy & Lightweight



Feel Good Jerseys



Quiet Luxury



Romanticized Utility

Relaxation Corners



RITUALS & SPACES

BUTTON



TAP



MOVEMENT



SHADOW



RHYTHM



AIR

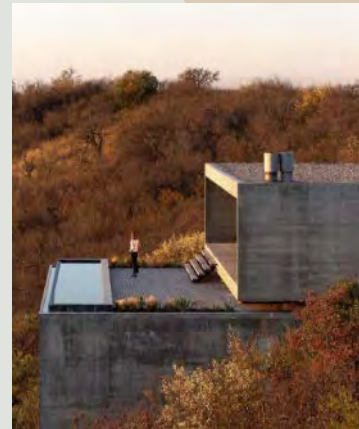


Calm Technologies

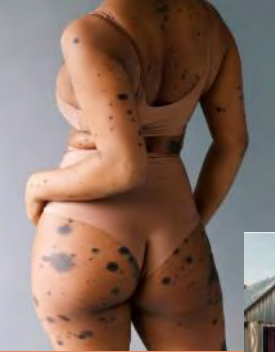
Mindful Wearables



Hide-Aways: Modern architecture in natural settings



ELEMENTS & MOOD



Natural + Untreated



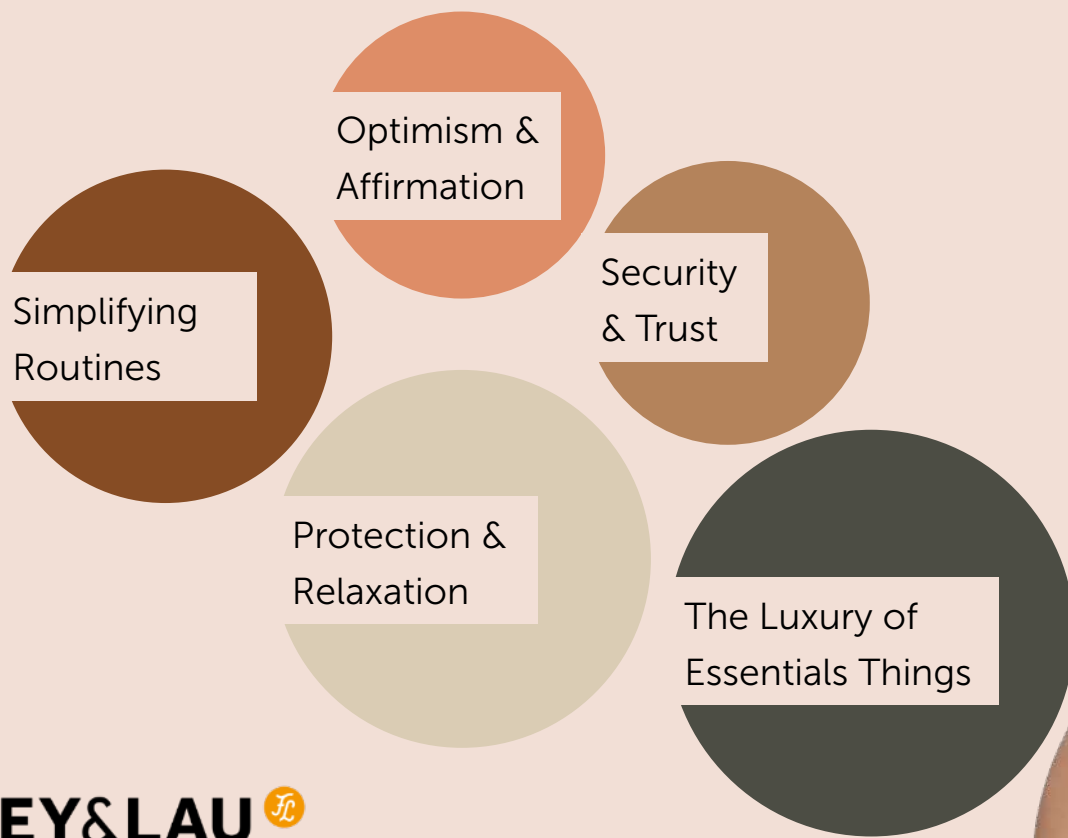
Protective Serums



Basic active ingredients

FREY & LAU

The brand as a safe space in which consumers can relax, find clarity and new energy.



true HAVEN

Fragrance Trends 2025

INGREDIENT INSPIRATION

Vanilla



WARM

White Peach



CLEAN

Sheabutter



SOOTHING

White Lavender



LIGHT

FRESH



White Lemon Cannabis

HEALING



SOLID

Walnut



PROVEN

Linen + Linenseed



Sea Foam



true
HAVEN

Competitive Fragrances

Mindful
Retreat
P0273624

True
Essence
P0273626

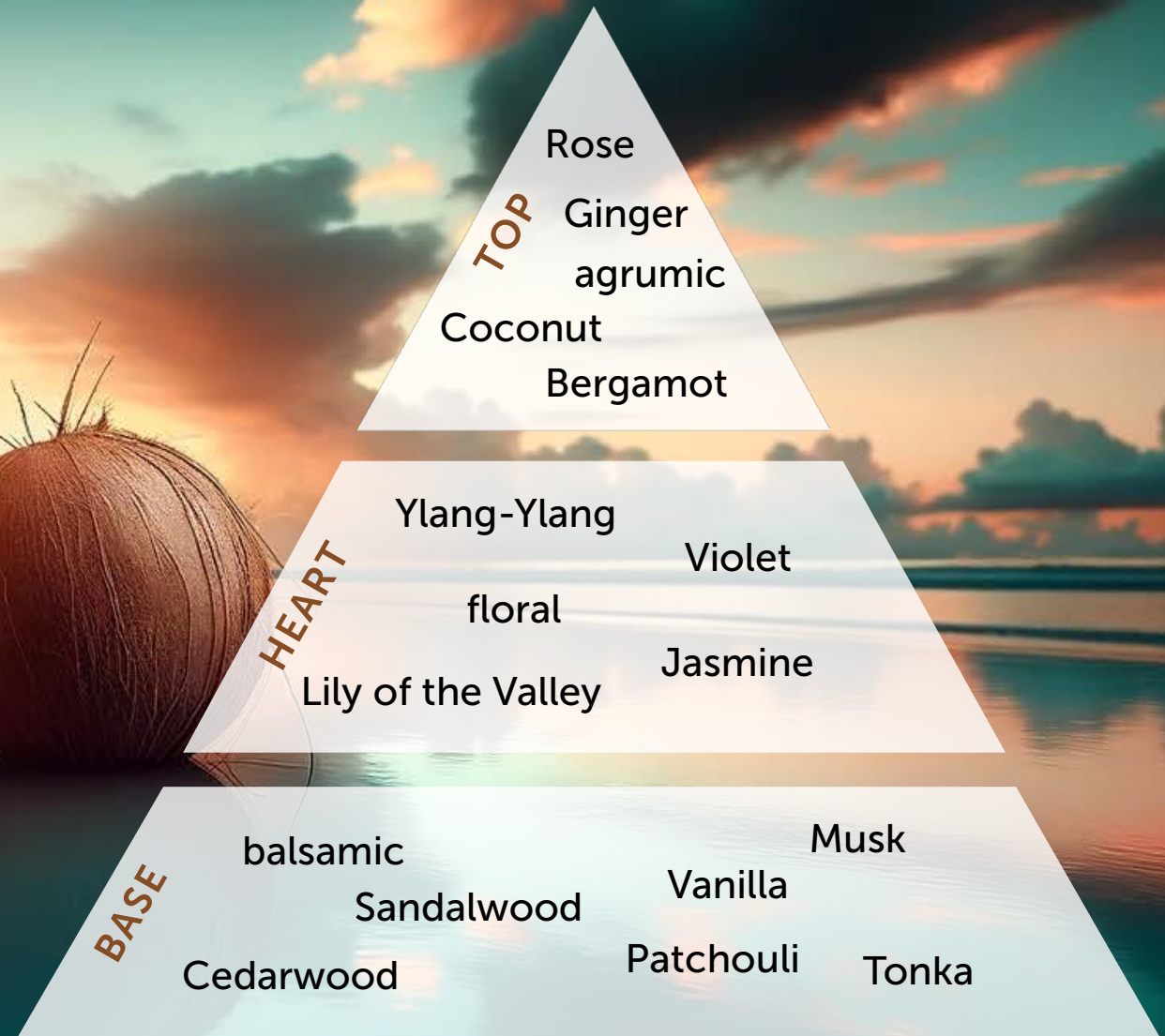
FREY & LAU 

Competitive Fragrance

Mindful Retreat

P0273624

Mindful Retreat opens with fresh bergamot and lemon with a hint of coconut. Heart notes of rose and jasmine meet a warm base of sandalwood and musk, which together create an atmosphere of calm.



Competitive Fragrance True Essence

P0273626

True Essence pairs vibrant notes of lemon and orange with a floral, spicy heart of lavender, rose and geranium. A base of sandalwood and vanilla gives the fragrance depth and warmth, perfect for moments of mindfulness.



Fragrance Trends 2025

Natural
ENIGMA

true
HAVEN



fierce
ELEMENTS



CONTENT

DEFINITION

CONSUMER NEEDS

COLOUR CODES

KEY WORDS

ELEMENTS & MOOD

BRAND OPPORTUNITY

INGREDIENT INSPIRATION

FRAGRANCE COLLECTION

Natural ENIGMA

Our intimate connection to nature creates a heightened curiosity about what it still hides from us.

With great openness and AI-inspired creativity, our imagination embarks on an exciting journey of discovery to explore and interpret its unknown spots.

FREY&LAU 



Natural ENIGMA

Fragrance Trends 2025

CONSUMER
NEEDS

Next-Gen
Nature



Eco
Science



Faunistic
Inclusion



Expansive
Creativity



Natural ENIGMA

Fragrance Trends 2025

COLOUR
CODES

KEYWORDS

Morphed
Flora Phenomena
AI-Natural Vibrant
Bio-Tech Fantastic
Hyper-Stimulation
Colourful Creative
Fauna Mysterious

A realm between the real and unreal.
Nature is viewed from a fantastical perspective and our world is emotionally charged by wondrous colors.

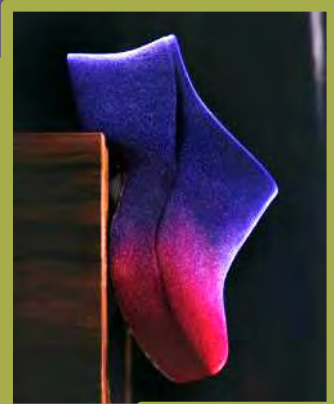


Natural ENIGMA

Fragrance Trends 2025

ELEMENTS & MOOD

FASHION



Morphing



Mimicry



Textural

Alienesque



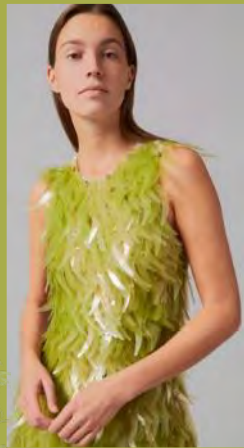
SCENT & BEAUTY



Microbial



Bio-Plastic



Macro-Photography

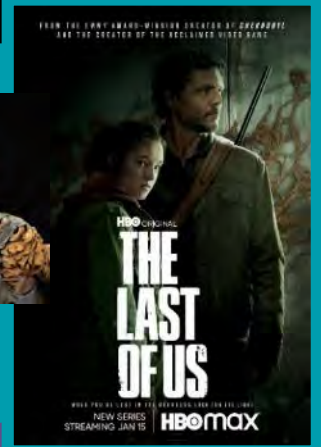
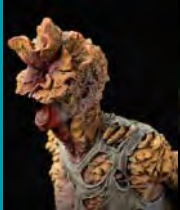


RITUALS & SPACES

Eco-Horror
Gaming + Movies



Eco Curiosity –
Natural Museums & Exhibitions



Sensual



AI-Art

INTERIOR & DESIGN

Inspiration Fauna



FREY & LAU

Natural ENIGMA

Fragrance Trends 2025

A brand that opens up a new, unconventional view of nature for curious consumers with a great thirst for discovery.

Innovative
& Inspiring

Brave
& Creative

Joy
& Sensuality

Surprising
& Astonishing

A Festival
Of Nature

FREY&LAU 

BRAND
OPPORTUNITY



Natural ENIGMA

Fragrance Trends 2025



Unreal

Yellow Passionfruit

Mysterious



Akee

Surprising



Chanterelle Mushroom

Banana Flower



Gigantic

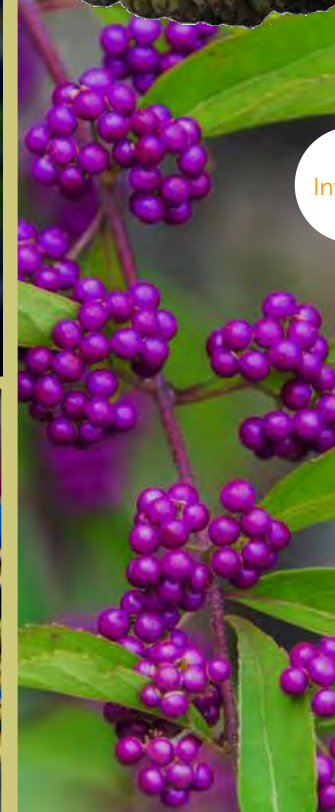
Hala

Unknown



INGREDIENT
INSPIRATION

Inviting



Paradisiac

Rose Apple



Rambutan



Dangerous

Magic




Butterfly Pea Tea

Beautyberry



Natural
ENIGMA

FREY & LAU 

Competitive Fragrances

Fantastic
Voyage
P0280038

Tropical
Bliss
P0280040

Competitive Fragrance Fantastic Voyage

P0280038

A lively blend with the freshness of lemon and neroli, infused with aquatic, leafy-green nuances. Pear and pineapple, rounded off with floral tones of lilac and rose, gently lay on a warm base of cedarwood and vanilla.



Competitive Fragrance

Tropical Bliss

P0280040

A harmonious, exotic experience: passion fruit and neroli, enriched with the sweetness of ripe oranges. Floral accents of violet and peach blossom lend meaningful depth. The fragrance experience is rounded off with warm, woody notes of sandalwood and hawthorn.



Fragrance Trends 2025

Natural
ENIGMA

true
HAVEN



fierce
ELEMENTS

CONTENT

DEFINITION

CONSUMER NEEDS

COLOUR CODES

KEY WORDS

ELEMENTS & MOOD

BRAND OPPORTUNITY

INGREDIENT INSPIRATION

FRAGRANCE COLLECTION

FREY&LAU 

fierce ELEMENTS

We accept the constant chaos within us and around us and understand that we will emerge stronger and with new ideas.

We make a pact with the earth and its elements - we want to be just as strong. Impressive, powerful and at the same time beautiful, mystical and able to survive all crises.



fierce ELEMENTS

Fragrance Trends 2025

CONSUMER
NEEDS

Heightened
Preparation



Increasing
Potential



A New
Belief



Elemental
Bond



fierce ELEMENTS

Fragrance Trends 2025

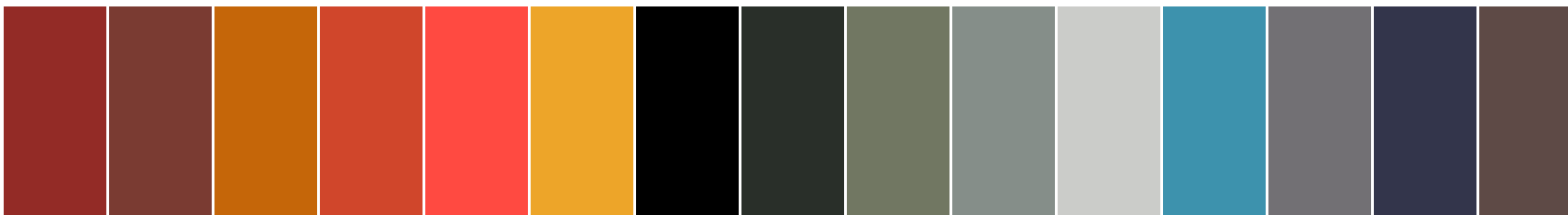
COLOUR
CODES

KEYWORDS

Energy
Elemental Powerful
Drama Tension
Spiritual Unleashed
Archaic Ritualistic
Sacred

A visual representation of drama — a release of earthen, fiery energy full of turmoil and beauty.

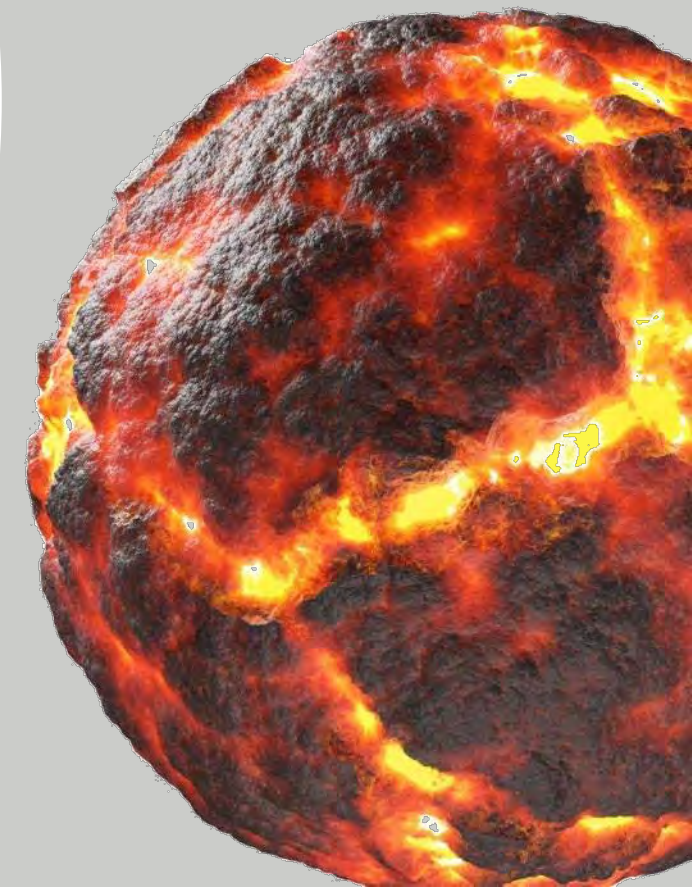
*Heatfilled yellow
worships the power of
the sun.*



Intense shades of fiery reds and orange are captivating, but somehow on the edge of danger.

*Soft-bright and warmer hues are
captivating the spirit of storm, rain, ocean
and mother earth.*

*Dark neutrals that have a fossilized,
even molten appearance are
contrasting warmer hues.*



fierce ELEMENTS

Fragrance Trends 2025



Shadowly Drama

SCENT &
BEAUTY



Elements of Earth



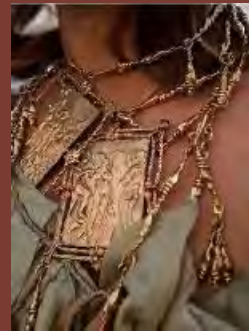
Primary Rocks



Wildly-Primitive



Solar Symbols



Nomadic Badges

INTERIOR
& DESIGN

FASHION



Imitation of
Elemental Forces



Epic presentations



Protective Accessoires

ELEMENTS &
MOOD

Modern Caves



RITUALS
& SPACES

Ancient Rituals



Ruling the Elements



fierce ELEMENTS

Fragrance Trends 2025

BRAND
OPPORTUNITY

In uncertain times, the brand positions itself as a reliable source of power that strengthens and expands the potential of consumers.

Reliability &
Resilience

Natural &
Elementary

Boosting &
Empowering

Ritualistic &
Dramatic

Energy &
Dynamism

FREY&LAU 



fierce ELEMENTS

Fragrance Trends 2025

INGREDIENT
INSPIRATION



Chili

HOT

Palo
Santo



MYSTERIOUS

Ozone



COOL

Benzoin

BALSAMIC



Charcoal



BURNT



Oud

INTENSE



WARM

Amber

DARK



Blackberry

RITUALISTIC



White Sage

Lava





fierce
ELEMENTS

Competitive Fragrances

Stormy
Heart
P0273590

Dramatic
Spirit
P0242524

FREY&LAU®

Competitive Fragrance Stormy Heart

P0273590

A dynamic fragrance with fresh bergamot, a floral heart of jasmine and orchid, and a deep, warm base of tonka, musk and cedarwood that combines freshness and sensuality. A unique, beguiling fragrance experience.



Competitive Fragrance Dramatic Spirit

P0242524

Sparkling citrus notes celebrate with exotic eucalyptus and rhubarb, a spicy heart of clove, oud and honey and a sensual base of patchouli, vanilla and musk. They dance together to create a uniquely captivating fragrance.



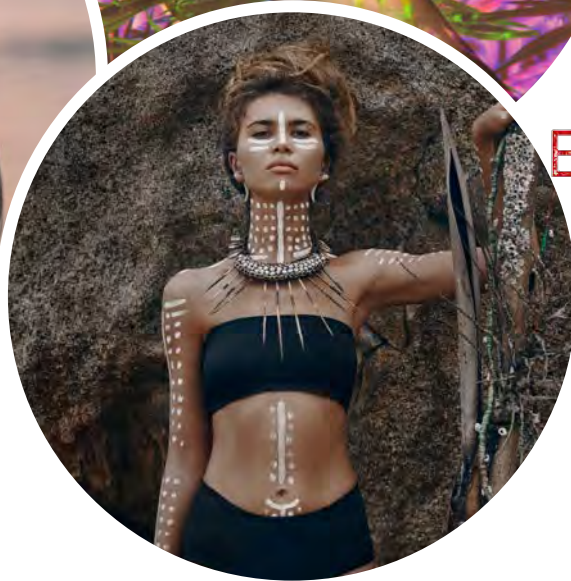
Fragrance Trends 2025

Natural
ENIGMA

true
HAVEN



fierce
ELEMENTS



FREY&LAU 

THANK YOU!

*explore
your
senses*

FREY&LAU 

