

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

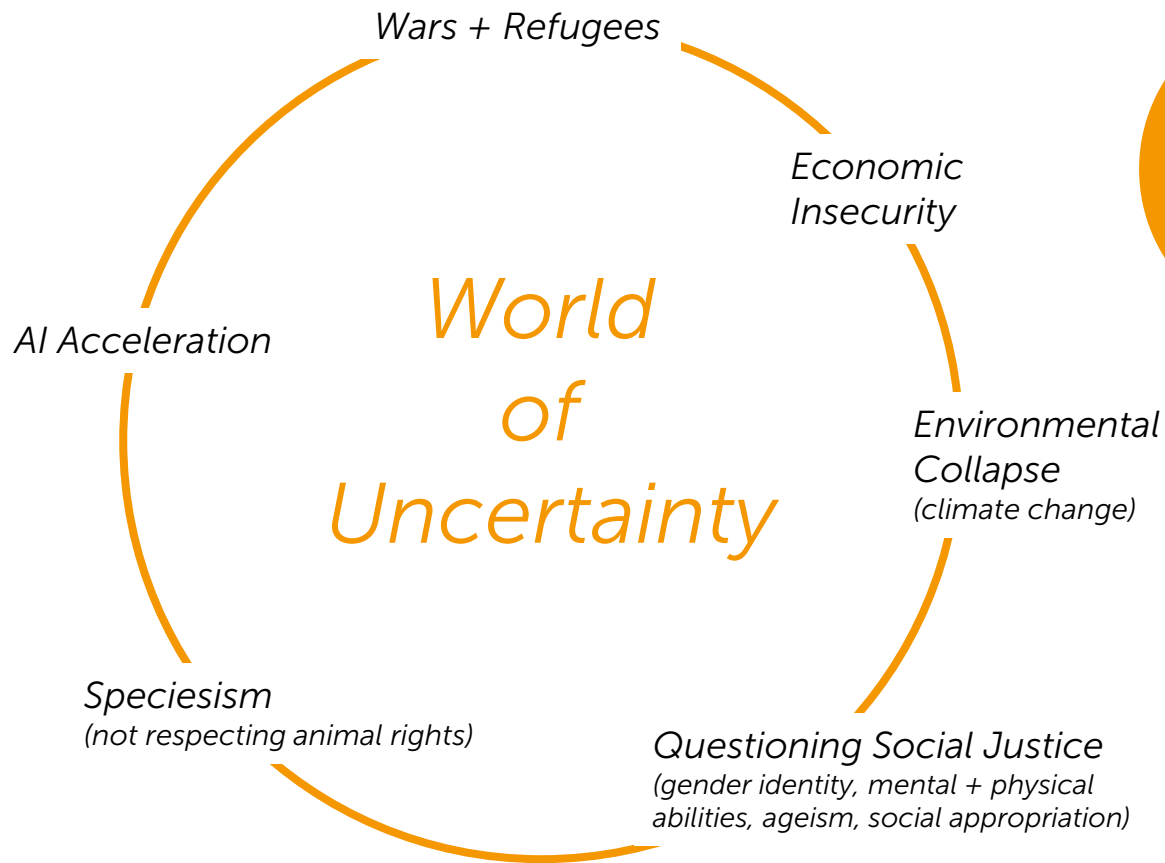
Hamburg
Metropolitan
Region

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

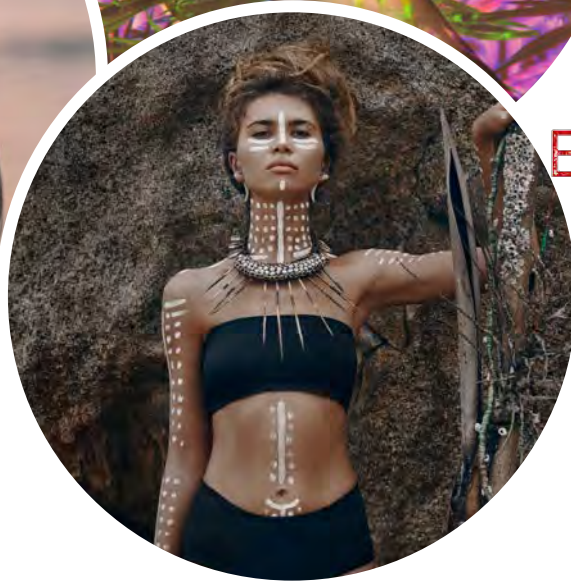


Fragrance Trends 2025

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

FREY&LAU 

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 Comforting
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

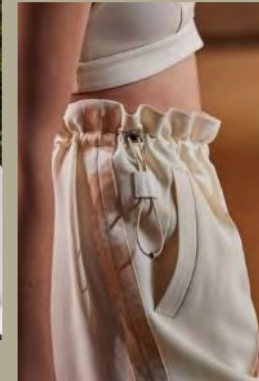
Airy & Lightweight



Feel Good Jerseys



Quiet Luxury



Romanticized Utility

Relaxation Corners



RITUALS & SPACES

BUTTON



TAP



MOVEMENT



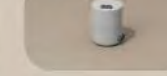
SHADOW



RHYTHM



AIR

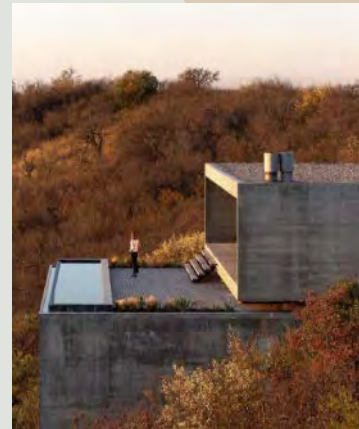


Calm Technologies

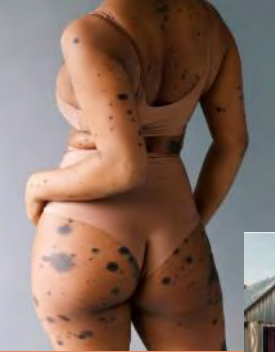
Mindful Wearables



Hide-Aways: Modern architecture in natural settings



ELEMENTS & MOOD



Natural + Untreated



Protective Serums

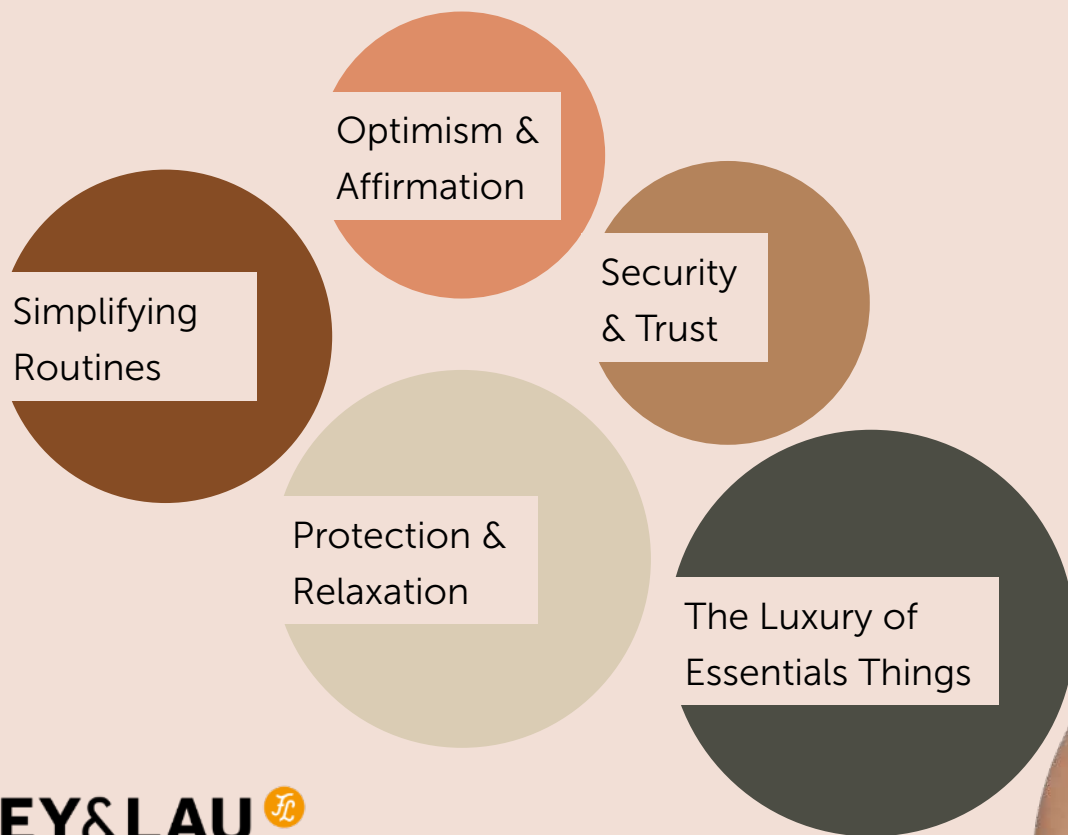


Basic active ingredients

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

Premium Fragrances

Nude
Honesty
P0242519

Quiet
Luxury
P0228760

Natural Fragrances

Tender
Reset
P0252632

FREY & LAU 

Premium Fragrance

Nude Honesty

P0242519

Nude Honesty enchants with a fresh melody of lemon, bergamot and a hint of eucalyptus. Floral notes of lavender and peach blossom combine with the warmth of vanilla and sandalwood to create a perfume oil that captures naturalness and subtle seduction in every drop.



Premium Fragrance

Quiet Luxury

P0228760

Quiet Luxury combines fresh notes of lemon with aquatic lightness. Floral accents of lily of the valley and rose blend with sandalwood and vanilla to create a fragrance that expresses tranquillity and subtle elegance in every nuance.



Natural Fragrance

Tender Reset

P0252632

Tender Rest blends invigorating orange and lemongrass with calming lavender and delicate peach blossom. Spicy notes of ylang ylang and a warm base of sandalwood and musk round off this fragrance that epitomises calm and serenity.



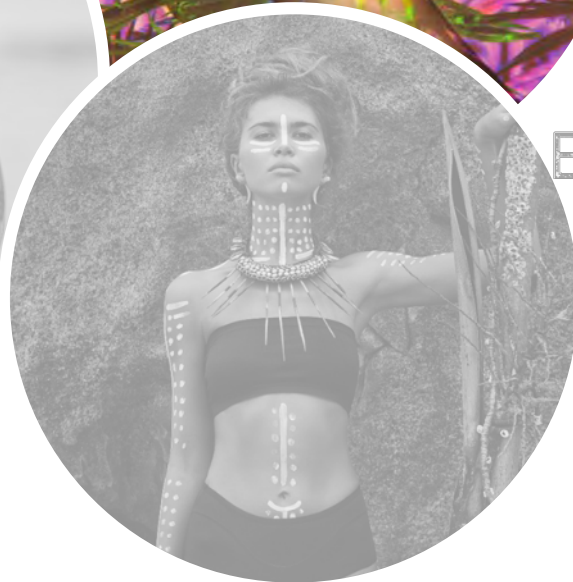
Fragrance Trends 2025

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.

*Refreshing vitality
from the AI world*

Weird...

*Sensual
purple is balancing
danger*



*Intense and impactful
greens – nature as if
from a dream*

*Inviting and dangerous at the
same time*

A gritty edge

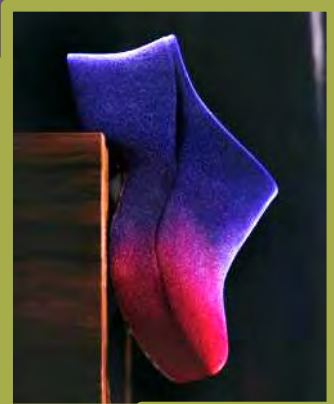


Natural ENIGMA

Fragrance Trends 2025

ELEMENTS & MOOD

FASHION



Morphing



Mimicry



Textural

Alienesque



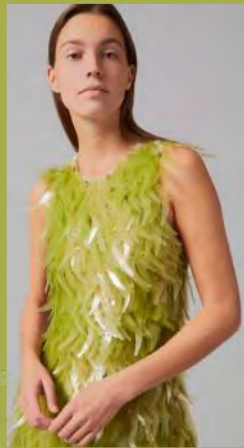
SCENT & BEAUTY



Microbial



Bio-Plastic



Macro-Photography

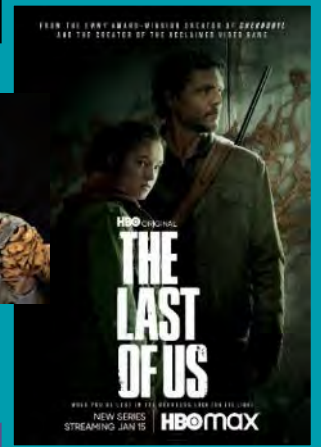
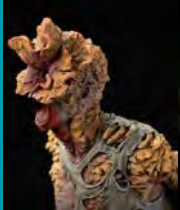


RITUALS & SPACES

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

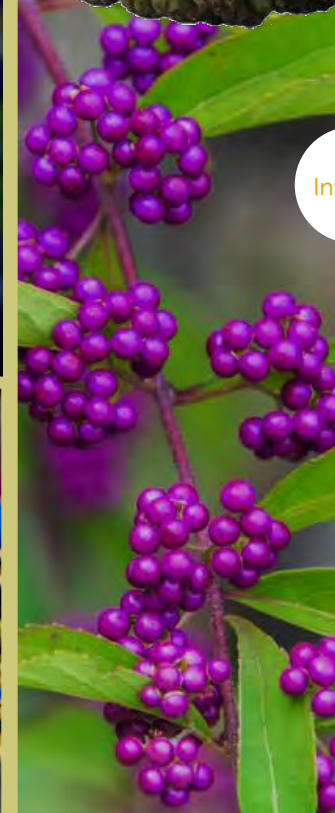
Hala

Unknown



INGREDIENT
INSPIRATION

Inviting



Paradisiac

Rose Apple



Rambutan



Dangerous

Magic



Butterfly Pea Tea

Beautyberry



Natural
ENIGMA

FREY & LAU 

Premium Fragrances

Holo-
gram
Exotica
P0242520

Botanic
Wonder-
land
P0280008

Natural Fragrances

Nature's
Pulse
P0252613

Premium Fragrance

Hologram Exotica

P0242520

An inspiring fragrance of orange and leafy green, enriched with floral tones of hibiscus and peach blossom. Exotic fruit aromas with a caress of caramel meet spicy aniseed, warm accents of amber and blend with a hint of musk to create a profound fragrance profile.

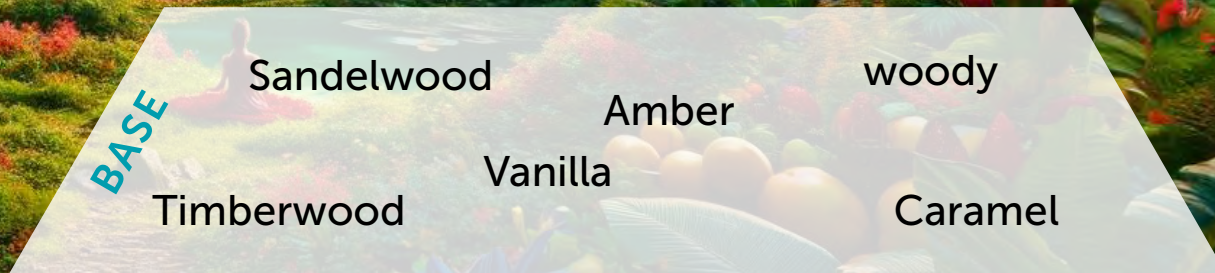


Premium Fragrance

Botanic Wonderland

P0280008

A multi-layered composition of green, fruity and aquatic notes. It includes aromas of banana, melon and citrus fruits, complemented by floral accents of rose and iris. The base is a harmonious blend of sandalwood, vanilla and caramel. A multi-faceted fragrance experience!



Natural Fragrance

Nature's Pulse

P0252613

This natural fragrance experience combines lively notes of citrus fruit and rhubarb with the exotic warmth of howood. Floral accents come to the fore with red fruits, violet and rose. The concert is rounded off with sweet nuances of aniseed and a hint of vanilla.



TOP
green
fruity
Orange
Lemon
Howood
Rhubarb

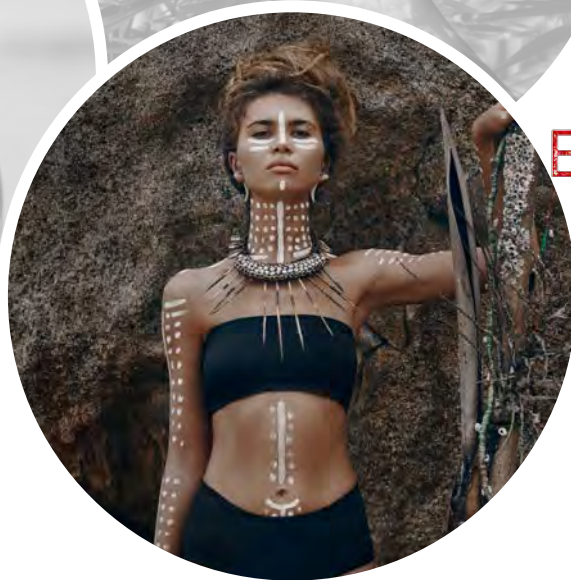
HEART
floral
Red Fruits
Violet
Tutti Frutti
Rose

BASE
sweet
Vanilla
Anise

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.

FREY&LAU 



fierce ELEMENTS

Fragrance Trends 2025

CONSUMER
NEEDS

Heightened
Preparation



Increasing
Potential



A New
Belief



Elemental
Bond



fierce ELEMENTS

Fragrance Trends 2025

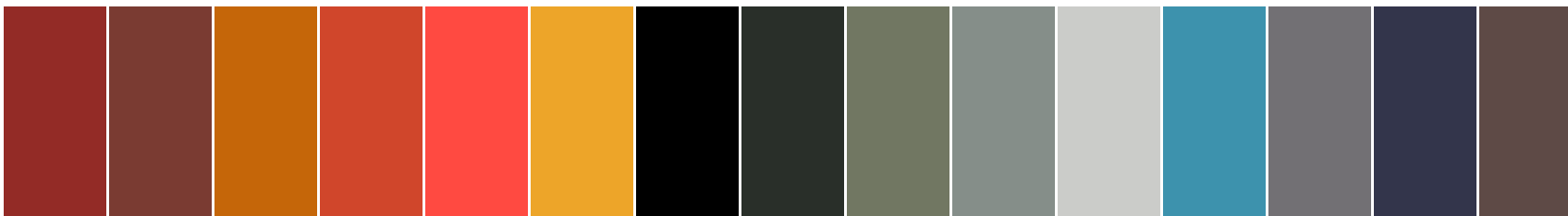
COLOUR
CODES

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.

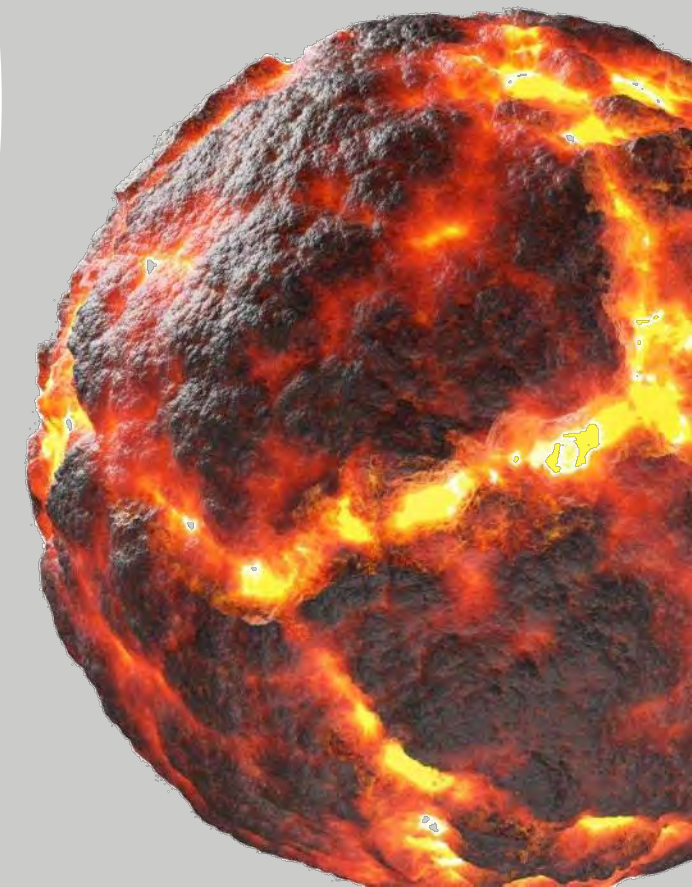
*Heatfilled yellow
worships the power of
the sun.*



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



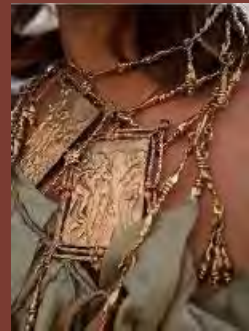
Primary Rocks



Wildly-Primitive



Solar Symbols



Nomadic Badges

INTERIOR
& DESIGN

FASHION



Imitation of
Elemental Forces



Epic presentations



Protective Accessoires

Modern Caves



RITUALS
& SPACES

Ancient Rituals



Ruling the Elements



ELEMENTS &
MOOD

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

Palo
Santo



MYSTERIOUS

Ozone



COOL

Benzoin

BALSAMIC



Charcoal



BURNT



Oud

INTENSE

Chili

HOT



WARM

Amber

DARK



Blackberry

RITUALISTIC



White Sage

Lava





fierce
ELEMENTS

Premium Fragrances

Wildly
Untamed
P0273582

Chaos
Embrace
P0273584

Natural Fragrance

Sacred
Ritual
P0252631

FREY&LAU®

Premium Fragrance

Wildly Untamed

P0273582

This beguiling fragrance combines vibrant notes of cassis and bergamot with a heart of ylang ylang, jasmine and pepper, rounded off with a warm base of patchouli and vanilla. A fragrance that captures the essence of wild elegance.

TOP
Cassis
Ginger
Orange
Lavender
Bergamot

HEART
floral
Tuberose
Orchid
Jasmine
Ylang Ylang
Rose
Prune
Pepper

BASE
woody
Vanilla
Patchouli
sweet
Tonka
Amber
Olibanum
Vetiver

Premium Fragrance

Chaos Embrace

P0273584

Fresh citrus notes meet floral accents and deep woody elements. The composition of lemon, bergamot, jasmine, rosemary, vanilla and musk creates a harmonious, multi-layered symphony of colorful fragrance notes.



Natural Fragrance Sacred Ritual

P0252631

A profound fragrance with a fresh top note of lemon and eucalyptus, a spicy heart of honey and clove, and a sensual base of patchouli, sandalwood and musk. A complex, stimulating scent that combines tradition with modernity.



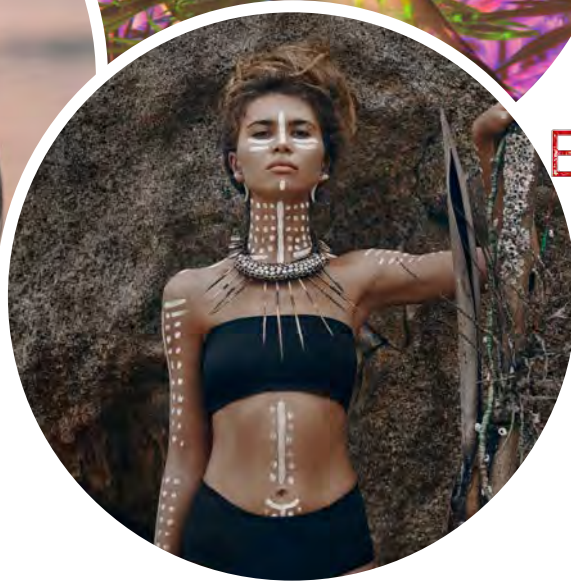
Fragrance Trends 2025

Natural
ENIGMA

true
HAVEN



fierce
ELEMENTS



FREY&LAU 

THANK YOU!

*explore
your
senses*

FREY&LAU 

