

### MICRO TREND #1

## GETAWAY

The most common fantasy for those who are not allowed to travel is the promise of future adventures in faraway lands. The prospect of escaping somewhere new triggers the senses and the need to find out more about different places around the world before any traveling plans even take place. All of these findings are infused into the way people discover new ingredients to cook with, what they choose to read, the music they listen to, and even the fragrances they choose. This constant need to get closer to new experiences, give a new direction to the meaning of travel; from finding "paradise" and a component of the exotic, to the cultural nuances and inspirations found when trotting the globe.



The world is a book, and those who do not travel read only one page.

- SAINT AUGUSTINE



### Flavour Inspiration:

- Guava
- Nepal Pepper
- Star Fruit
- Star Anise
- Galangal

### Fragrance Inspiration:

- Global Paradise
- Fantastic Dreams
- The Great Outdoors

### MICRO TREND #2

## MULTISENSORIAL

The interconnectedness of the senses allows amplifying experiences that would otherwise seem one-dimensional. With a wave of mini escapes made up by ultra sensorial experiences and stimuli to make up for the dullness of life in restriction, these new takes on how the senses are interpreted help redefine the boundaries of perception. Creating impactful and memorable experiences by combining the way people interact with diverse products and allowing for an immersive experience will shape how people discover various aspects of life.



As we become multi-sensory, we move beyond the limitations of the five senses and we now are evolving to a different mechanism in the exploration of physical reality.

- GARY ZUKAV



### Flavour Inspiration:

- Cool Mint
- Lemon & Cucumber
- Grapefruit & Hops
- Vinegar & Raspberry
- Bitter Orange & Chocolate

### Fragrance Inspiration:

- Textured
- Colours of Life
- Smell the Sound

### MICRO TREND #3

## REDISCOVER

The power of the mind has been explored on many different aspects. Whether focusing on fantasy and imagination, performance, learning, experience, or wellness; it becomes undeniable that the state of our mind alters drastically our perception of the world. As people fear new experiences or even other human interactions, the focus has turned from the outside world to an inner and more intimate one. Traveling with the power of imagination, or just enhancing the present experiences are common subjects among consumers who seek newness. An active state of mind is the key to discover new worlds.



You have to leave the city of your comfort and go into the wilderness of your intuition. What you'll discover will be wonderful. What you'll discover is yourself.

- ALAN ALDA



### Flavour Inspiration:

- Fennel
- Bacon
- Malt
- Umami
- Cumin

### Fragrance Inspiration:

- The Classics
- Wonderful Basics
- New Roo[u]ts