

### MICRO TREND #1

## NOSTALGIA

Let's rewind the clock back to the good ol' days and press pause, if only for a few moments. Throwbacks from the most iconic eras are becoming prominent as people are curious to experience whimsical and familiar favourites in an immersive landscape. Sentimental memories and fun-filled moments full of energy are being brought back to life through this revival of classic fusions. Speakeasies and cocktail clubs make people reminisce about years long ago, while pop culture and memorable scents from the past uncover modern nostalgic favourites. The concept of nostalgia plays on happy days that makes people realise even though the clock can't be turned back, it can always be wound up again.



### MICRO TREND #2

## ENJOYING REWARDS

Unexpected delights send a strangely satisfying and irresistible thrill throughout the senses, stimulating pure happiness and a sense of guilt-free worth. People crave these feelings and bask in the rewards they offer. Treat-worthy concepts are now accessible for everyone, from rich and elegant profiles to beauty-focused bubbly delights. The resurgence of sensorial indulgences is making its appearance across categories as consumers are yearning to break free from solitude and experience the next level of life.



### MICRO TREND #3

## HOMESTYLE

Neighbourhoods and the streets are made up of a melting pot of cultures from around the world. Home is where the heart is, and the idea of home style can make anyone feel happy – whether across the border or across the street.

When surrounded by the comforts of home, inspiration warms the heart and people are getting creative with DIY-from-scratch treasures and traditions. People are cozying up to their surroundings and embracing home style comforts that will bring a smile to the surface and a hug to the heart.



Virtual cast reunions for shows such as *Taxi*, *Twin Peaks*, and *Melrose Place* offer a return to beloved characters from the past, weaving nostalgic youth back into our adulthood.

- NATIONAL GEOGRAPHIC



### Flavour Inspiration:

- Woodruff
- Liquorice
- Chocolate Brownie
- Bubble Gum
- Banana Milk

### Fragrance Inspiration:

- Retro Fun
- Fairy Tales
- Sentimental



In tune with our senses, we shed guilt to enjoy soft materials, harmonious vibrations, charming visuals, and fragrant aromas; finding satisfaction in small things.

- FASHION SNOOPS



### Flavour Inspiration:

- Lemon Sherbet
- Apple Pie
- Ice Cream & Cookies
- Double Cheese
- Truffle & Cheese

### Fragrance Inspiration:

- Spoil Me
- Olfactive Treasures
- Elevated Elegance



Homestyle comforts bring us together to find our sense of community. We are each an amalgamation of our birthplaces, our cultural experiences, and our wildest dreams of sharing stories and building understanding.

- FASHION SNOOPS



### Flavour Inspiration:

- Dalgona Coffee
- Vanilla Brownie
- Apple Cider
- Cosmopolitan
- Banana Bread

### Fragrance Inspiration:

- Fresh & Clean
- Warm & Cozy
- Shabby Chic