



THE NEXT TREND CHAPTER

Bell's Trend Impulse

From Spoon to Scent

Magnolia Bakery Banana Pudding

Select the scent that sells your brand



Magnolia Bakery Banana Pudding



Background & Image

Banana pudding originates from the famous Magnolia Bakery in New York City, known from series such as *Sex and the City*. The dessert consists of layers of vanilla pudding, sweetened condensed milk, whipped cream, bananas and Nilla Wafers – a mixture of Southern tradition and urban lifestyle.

Social-Media-Hype

The pudding became a viral star on TikTok and Instagram. Influencers and food creators share recipes, variations and taste tests – often with millions of views.

Emotional Appeal

The flavor evokes childhood, comfort, and classic American diner culture. At the same time, the dessert's creamy texture and layered look make it visually appealing and highly 'Instagrammable.'

Magnolias Banana Pudding — 6103031

A Journey Through the Notes

A warm, comforting scent moment – like a spoonful of creamy pudding, where sweet banana meets gentle vanilla. Sugared waffle notes in the base give the fragrance a nostalgic, cocooning depth.

T banana

H vanilla cream

B sugar waffles

Why this Scent Drives Sales

Consumer-Driven

Particularly appealing to Gen Z and Millennials, who are drawn to viral trends and emotionally engaging experiences.

Market Fit

The scent of sweet banana, vanilla cream, and a hint of cookie fits perfectly with current fragrance trends centered around gourmand notes, comfort scents, and edible-inspired fragrances.

Category Versatility

The fragrance is suitable for POS activations, limited editions, seasonal promotions, or as a signature scent for specific product lines.



French Elegance Pierre Hermé Crème Ispahan

Select the scent that sells your brand



Pierre Hermé Crème Ispahan



Background & Image

The creation comes from French star pâtissier Pierre Hermé. 'Ispahan' is a composition of rose, lychee, and raspberry – originally conceived as a macaron and now a symbol of refined taste culture.



Aesthetics

Crème Ispahan embodies romantic elegance, Parisian chic, and sensory sophistication. The blend of floral and gourmand notes engages the senses on multiple levels.



Visual impact

The color palette – rosé, cream, and gold – is visually striking and perfectly suited for packaging, POS displays, and social media campaigns.

Creme Ispahan — 6103026

A Journey Through the Notes

A fragrance like a French pâtisserie experience: juicy raspberry and lychee open with fruity lightness. Rose petals, violet, and cream melt into a floral crème, rounded off with soft vanilla.

T raspberry, lychee

H rose, violets, cream

B vanilla, white musk

Why this Scent Drives Sales

Consumer-Driven

For a generation that sees fragrance as an expression of personality and storytelling. It offers brands the opportunity to reinterpret luxury – sensual, subtle, and unmistakable.

Market Fit

Perfectly aligned with current fragrance trends that emphasize gourmand notes, niche perfumes, and sensory depth.

Category Versatility

Suitable for limited editions, boutique concepts, or signature scents.



The Velvet Root Ube & Whipped Cream

Select the scent that sells your brand



Ube & Whipped Cream



Background & Image

Ube is a purple yam from the Philippines, traditionally used in desserts such as ube ice cream. It represents cultural authenticity, natural color intensity, and subtle sweetness.



Crossover-Potential

Ube is increasingly being used in Western markets – from Starbucks to donut chains to fragrance concepts – symbolizing global fusion and next-gen comfort food.



Taste & Fragrance Profile

Ube has a mild, nutty, vanilla-sweet aroma that pairs beautifully with creamy notes, ideal for gourmand fragrance compositions with an exotic twist.

Ube & Whipped Cream — 6103022

A Journey Through the Notes

A fragrance like a pastel-colored dessert moment: juicy nectarine and honey open with creamy sweetness. Ube, apricot, and milk blend into a fluffy heart note, carried by powdery musk and brown sugar.

T fruity, milky, nectarine, honey

H fruity, floral, milky, ube, apricot, heliotrope, milk

B milky, sweet, balsamic, powdery, musk, brown sugar

Why this Scent Drives Sales

Consumer-Driven

Especially relevant for Gen Z and Millennials, who value aesthetic products, cultural diversity, and sensory depth.

Market Fit

The fragrance taps into several trends at once: edible fragrances, pastel gourmand, and soft comfort. Ube as a trending ingredient adds cultural depth and differentiation within the assortment.

Category Versatility

Perfect for body care, hand care, or seasonal fragrance lines.



Citrus Icon Goes Sensory

Yuzu Swirl

Panna Cotta

Select the scent that sells your brand



Yuzu Swirl Panna Cotta



Background & Image

Yuzu is an East Asian citrus fruit with a complex aroma profile – a blend of lemon, mandarin, and grapefruit. According to Monin and DIWISA, it is considered the Flavor of the Year for 2025. Combined with Italian cream, Yuzu creates an exciting contrast of creamy sweetness and sparkling freshness.



On-trend

Yuzu is one of the most sought-after aromas in gastronomy, cocktails, and perfumery in 2025. Its scent is invigorating, modern, and gender-neutral.



Emotional Appeal

It evokes a delicate dessert moment on a Mediterranean terrace: fresh, playful, and soothing. The combination of citrus brightness and milky sweetness creates a sense of balance, optimism, and self-care.

Yuzu Swirl Panna Cotta — 6103025

A Journey Through the Notes

A fragrance like a sunlit dessert moment: sparkling lemon meets creamy yogurt and sweet vanilla. The composition feels like a fresh spoonful of panna cotta with a Yuzu twist – light, juicy, and indulgent.

T fresh and fruity, citrusy, lime

H fruity, juicy, creamy, milky, lime, yoghurt

B sweet, creamy, vanilla

Why this Scent Drives Sales

Consumer-Driven

Attractive to trend-conscious audiences who appreciate multisensory experiences and international fragrance influences.

Market Fit

The fragrance aligns with the 'Fresh Gourmand' trend. Citrus notes combined with creamy sweetness are in high demand. Yuzu as a trending ingredient adds Asian relevance and a modern point of differentiation.

Category Versatility

Perfect for shower care or seasonal body care with a freshness focus.



Bubble Tea Signature

Taro Milk Tea

Select the scent that sells your brand



Taro Milk Tea



Background & Image

Taro is a purple root vegetable widely used in many Asian countries as a base ingredient for desserts and beverages. Combined with milk, it becomes a creamy, slightly nutty drink that has long achieved cult status within bubble-tea culture.

Visual Strength

Its signature lavender hue has made Taro Milk Tea an Instagram favorite.

Taste & Fragrance Profile

Taro offers a mild-sweet, vanilla-nutty aroma that blends beautifully with milk and sugar, making it an ideal foundation for gourmand fragrance compositions.

Taro Milk Tea — 6103034

A Journey Through the Notes

A fragrance like an urban street-food moment: guava and fig meet creamy taro, pumpkin, and coconut. The sweet-exotic composition recalls a bubble tea with floral depth and velvety vanilla.

T green, fresh, guava, fig

H sweet, exotic, fruity, creamy, floral, taro, pumpkin purée, pineapple, coconut

B creamy, coconut, tonka, vanilla, musk

Why this Scent Drives Sales

Consumer-Driven

Appeals to consumers who embrace aesthetics, olfactory depth, and international inspiration as part of their everyday life.

Market Fit

The fragrance embraces the 'Edible Fragrance' trend and pairs it with an Asian street-food aesthetic. Taro as a fragrance ingredient adds differentiation and strong visual storytelling potential.

Category Versatility

Ideal for body care, hand care, or visually striking gift sets.



From Comfort to Couture

Modern Vanilla

Select the scent that sells your brand



Modern Vanilla



Star-Note

Vanilla is no longer just sweet and gourmand – in 2025/26 it takes center stage as a multifaceted leading note.

Social-Media-Hype

On TikTok and Instagram, #vanillaperfume remains a long-running favorite with over 138,000 posts - from niche brands to viral dupes.

Genderless

Modern vanilla compositions appeal to all genders – they are soft but not sugary, aesthetic yet relevant for everyday wear.

Vanilla Cloud — 6103018

A Journey Through the Notes

A fragrance like a warm breath of air: caramel opens with a gently sweet depth. Jasmine, ylang-ylang, and orchid add floral exoticism, while vanilla and musk let the composition fade out soft and sensual.

T caramel, slightly watery, bergamot

H floral, jasmine, ylang-ylang, orchid

B edible, sweet, balsamic, soft, vanilla, musk

Why this Scent Drives Sales

Consumer-Driven

A fragrance for Gen Z and Millennials who long for olfactory comfort.

Market Fit

As a global favorite note, vanilla creates emotional closeness and appeals to a broad audience – from self-care to premium beauty.

Category Versatility

Ideal for body care, pillow mists, hair perfumes, or bath additives.



Bell Flavors & Fragrances
Schimmelstrasse 1
04205 Leipzig, Germany
www.bell-europe.com

