

Liquides



■ *Liquides*, the new boutique

After Marie-Antoinette, Jovoy, Nose, let's introduce *Liquides*. Strange name for strange place and extraordinary elixirs...

A new actor in the recent Parisian niche boutiques, **Liquides** is the new fragrances bar just opened by **David Frossard's** luxury distributor **Differentes Latitudes**, in the Haut-Marais. The new place to discover potions, cocktails and other fragranced concoctions.

Differentes Latitudes offers to brands an exclusive location for **Byredo**, **Arquiste**, **Miller Harris**, **Odin**, **Frapin**... And **Liquides Imaginaires**, the brand created by **Philippe Di Meo** who designed this unique place. **Liquides**: 9 rue de Normandie, 75003 Paris

■ *In the Ere*, Evenementiel de Haute Expression

In the Ere is the new company founded by fragrance passionate and specialist, **Constance Deroubaix**, after her career at Thierry Mugler where she created a training department and workshops. In the Ere offers bespoke workshops aimed at professionals to animate their events. *Cuisine et Parfum*, *Comptoirs Parfumés*, *Ateliers Interactifs*, *Safaris Olfactifs*...An 'à la carte' fun program to awaken all the senses. Contact: constancederoubaix@intheere.fr



■ *Asia Trends* by Pascale Elmalan, Axian Partners



New highlights: stop being lost in translation

China, Japan, India, Brazil, Russia. In many countries which represent the biggest growth for fragrances & beauty nowadays & specifically Asia, it is more than useful to have a cultural translator ...

Japan: care of the "aging" population: Bimajo ("Beauty witch", beauty fan) in Japan, women of more than 40 years old who are very important cosmetic consumers: a Bimajo phenomenon which is part of a wider trend among an aging Japanese population which is spending more than ever before on cosmetics (a 150 percent growth in 10 years for anti aging skincare cosmetics according to Fuji Keizai group), but most of them are also fragrance users ...

China: Look at the youth culture: Bigger users & buyers of fragrances are young people, women but also men ... and they are not all living in Tiers 1 (bigger) cities.

True that the fragrance market is not skin care nor make up ones, nevertheless the fragrance market is growing in China with double digit growth for many companies. Chinese consumers have little known history of perfume use and it is not yet considered by everyone as real part of A beauty routine, but fragrance awareness is growing, and even Sephora in its new biggest shop in the world (Shanghai) is setting up new tools to drive consumers' attention to fragrance.



Conferences & multiclients studies available :

www.axianpartners.com

Fragrances are bought from many different places nowadays, not only department stores or specific corners, Sephora or Sasa specialist stores, but from supermarkets to direct selling or drugstores, with an incredible increase in online sales ... The turnover of E-commerce of cosmetics has increased by 67%, at 37.3 billion RMB in 2011 and it's estimated to hit 57.7 billion RMB in the past 2012 (iresearch). With more than 1.11 billion of **Chinese mobile phone users** as of the end of 2012, according to official data, you just need to better understand how to translate fragrance emotion into mobile and youth culture... Half of young people access internet via mobile last year, and they have spent 1 hour average day time spent on mobile internet. Also do not forget that China is huge, obviously, but the difference of climate, habits & usages also implies differences in terms of fragrance preference from North to South ...