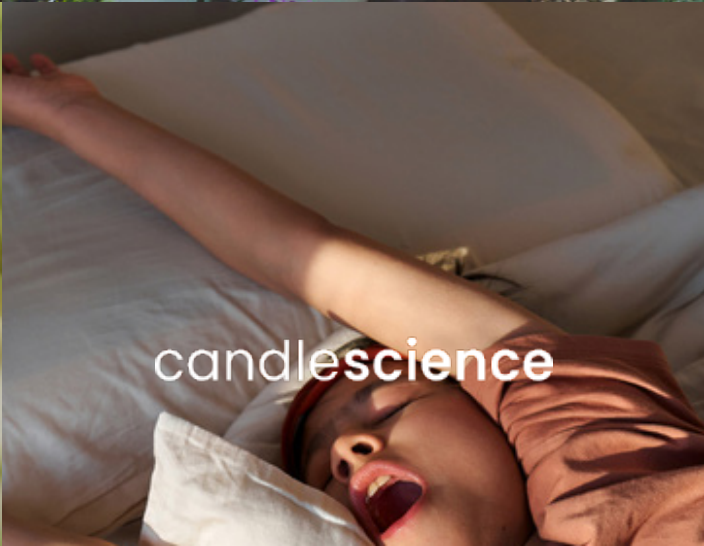




SS27 Scent Trend Preview

The Shift to Intentional Living



candescience

SS27 Trend Highlight

Spring/Summer 2027 marks a decisive shift away from loud luxury, hyper-sweet compositions, and artificial escapism. Industry intelligence points toward Intentional Refinement. Consumers are using fragrance as an everyday wellness tool for emotional regulation, grounded comfort, and personal identity.

We have established 4 pillars that mark the SS27 fragrance trends.

Pillar 1

Quiet Abundance & Skin Scents

The Trend:

Soft, understated luxury that prioritizes subtle textures, skin-adjacent intimacy, and restorative home rituals over heavy projection.

Pillar 2

Living Botanicals & Green Apothecary

The Trend:

A movement away from synthetic, powdery florals toward entire botanical ecosystems. Hyper-realistic garden greens, rain-drenched herbs, and leafy stems.

Pillar 3

Gourmand 2.0 & Elevated Comfort

The Trend:

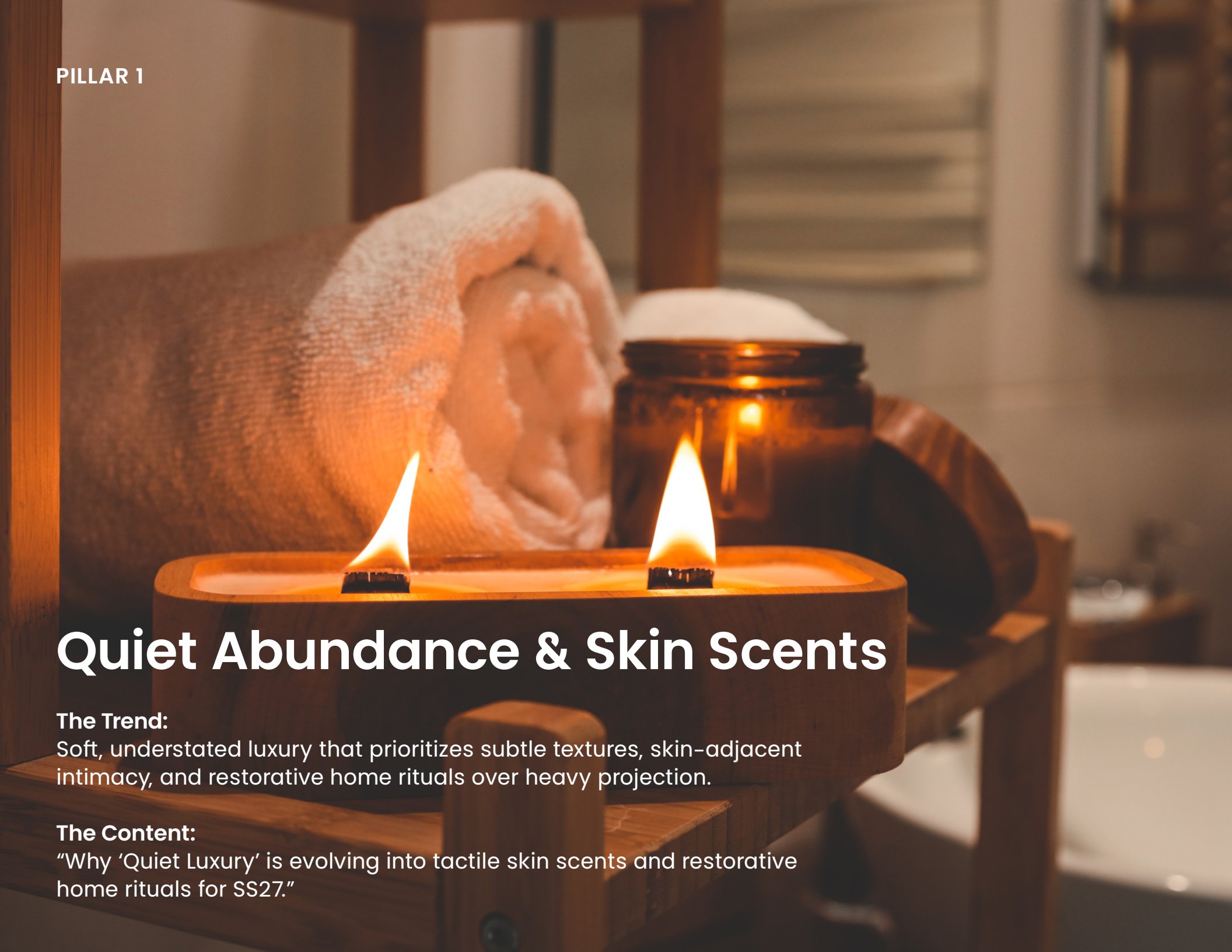
Gourmands are growing up. Sweet, sugary dessert profiles are being replaced by savory-sweet ("swicy") nuances, artisan pantry ingredients, and desert oasis mixology.

Pillar 4

Purposeful Fragrance Trends

The Trend:

Consumers expect scent to actively influence mood, focus, and relaxation, integrating fragrance into daily functional rituals (morning reset, deep work, evening unwind).



PILLAR 1

Quiet Abundance & Skin Scents

The Trend:

Soft, understated luxury that prioritizes subtle textures, skin-adjacent intimacy, and restorative home rituals over heavy projection.

The Content:

"Why 'Quiet Luxury' is evolving into tactile skin scents and restorative home rituals for SS27."

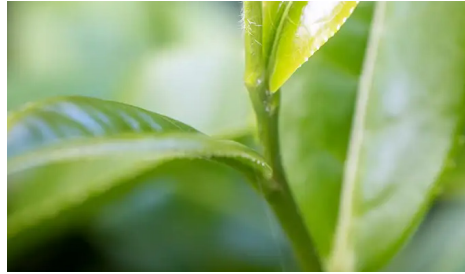
PILLAR 1

Quiet Abundance & Skin Scents

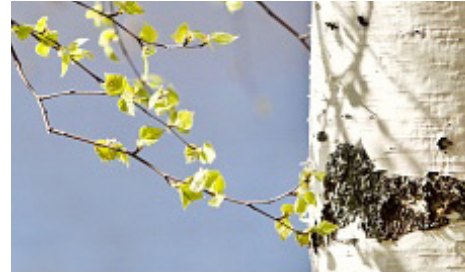
Key Fragrance Notes to Highlight:



Cashmere Musk



White Tea



Blonde Woods



Rice Milk



Soft Cedar



Oat

Aesthetic & Packaging Cues:



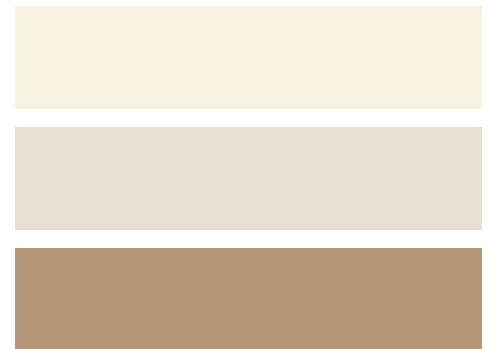
Matte Glass



Washed Linens



Tactile Ceramic Finishes



Soft Oat & Cream Tones

Living Botanicals & Green Apothecary

The Trend:

A movement away from synthetic, powdery florals toward entire botanical ecosystems. Hyper-realistic garden greens, rain-drenched herbs, and leafy stems.

The Content:

"Beyond standard florals: How living botanical ecosystems and green apothecary herbs are defining Spring 2027."

PILLAR 2

Living Botanicals & Green Apothecary

Key Fragrance Notes to Highlight:



Tomato Leaf



Basil



Wild Moss



Petitgrain



Neroli

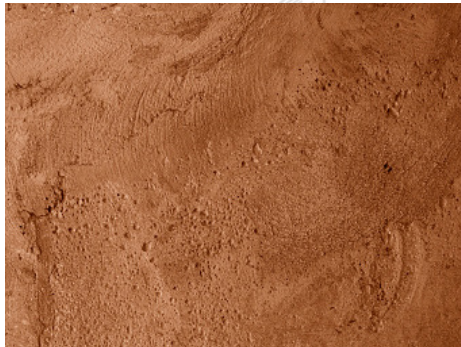


Orange Blossom

Aesthetic & Packaging Cues:



Earth Pigments



Muted Terracotta



Botanical Illustrations



Soft Greens

Gourmand 2.0 & Elevated Comfort

The Trend:

Gourmands are growing up. Sweet, sugary dessert profiles are being replaced by savory-sweet (“swicy”) nuances, artisan pantry ingredients, and desert oasis mixology.

The Content:

“Gourmand 2.0: Moving from hyper-sweet desserts to complex, savory-sweet pantry and mixology profiles.”

PILLAR 3

Gourmand 2.0 & Elevated Comfort

Key Fragrance Notes to Highlight:



Toasted Sesame



Chili-Lime Contrast



Brown Butter



Prickly Pear



Espresso Crema



Salted Honey

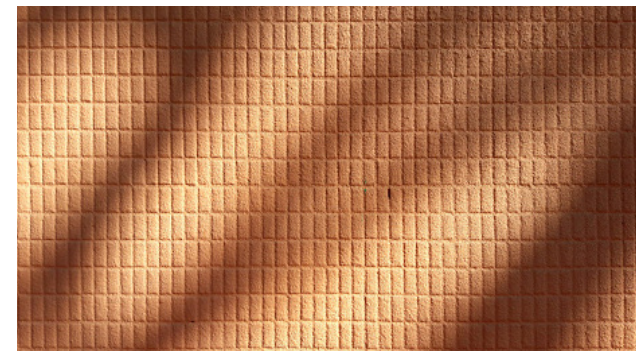
Aesthetic & Packaging Cues:



Natural Paper



Handmade Typography



Sun-Baked Ceramic Textures

Purposeful Fragrance Trends

The Trend:

Consumers expect scent to actively influence mood, focus, and relaxation, integrating fragrance into daily functional rituals (morning reset, deep work, evening unwind).

The Content:

"Fragrance as wellness: How functional scent rituals are changing maker product lines."

PILLAR 4

Purposeful Fragrance Trends

Key Fragrance Notes to Highlight:



Eucalyptus



Rosemary



Vetiver



Chamomile



Bergamot



Ingredient Signals

**What's Rising vs.
What's Saturated**

Ingredient Signals

↗ Rising Directions



Rice, Oat Milk & Toasted Sesame



Tomato Leaf, Basil & Green Tea



Mineral Accords & Salted Woods



Transparent, Skin-Safe Woods



Realism-focused Living Florals

↘ Saturating Directions (Phasing Out)



Ultra-sugary, hyper-sweet gourmands



Heavy, synthetic vanilla overload



Dense amber & heavy oud compositions



Excessive projection or loud musks



Traditional heavy powdery florals