Design study on a luxury fragrance brand. Specific: „Niche“ or „Art of Perfumery“ segment.
WHAT ARE THE RULES OF THE SO-CALLED “NICHE“ FRAGRANCE MARKET

# Rule No.1:
Clearly the fragrance itself is focus in this market. Scents are very unique and experimental, as well as extrovert and non-conformist. In most cases they have a very high concentration of perfume oils.

# Rule No.2:
The target group is driven by new, unexpected olfactive experiences. The heart of each „niche“ brand is a credible fragrance story and a legacy through an artistic perfumer. The perfumer creates olfactive worlds to indulge into.

# Rule No.3:
The brands are either: the creator himself (by Kilian/ Kurkdjan/ Joe Malone), a heritage brand (Creed, Aqua di Parma, Farmacia di Santa Maria Novella) or a unique fragrance concept (Eccentric molecule, Le Labo, Byredo).

# Rule No.4:
The packaging is clean and less expressive but with love to details and execution. The bottle is a fragrance container rather then the expression of a concept. The elements of packaging are about high quality details and finishes. There is a bit of an „artisanal“ spirit.

# Rule No.5:
Less is more in all dimensions, no advertising, but PR. Attention to POS and surprising staging of products. Don’t go with the flow but reinvent.
EXAMPLES OF THE “NICHE” FRAGRANCE MARKET
HERITAGE IN GERMANY

In the luxury and perfume industry in pre-war Berlin: Bauhaus & modernity in all aspects of lifestyle were present. Many brands disappeared. The brand J.F.Schwarzlose from Berlin though has a lot of appeal, through it’s success in the 19th century as well as its modernity in the 1920ties. The fragrance stories such as: 1A-33, Treffpunkt 8 Uhr or Trance are stories to be retold again. Fragrances with an „old-school“- yet modern touch.
Forder Sie Gratisproben von
=Creme Electra „Rosa Centifolia”=
Das Hautpflegemittel der Dame,
Einmal gebraucht, unentbehrlich,
parfümiert mit

ROSA CENTIFOLIA
dem Duft der dunkelroten Gartenrose von wunderbarer Natürlichkeit. Tube M. 0,75, Dose M. 1,25 und M. 1,25. Auch vorrätig in PARFÜM, Flasche im Karton M. 2,50, Probe im Karton M. 2,50, SEIFE Stück M. 1,25, Karton M. 3,50, Stück M. 1,50, Karton M. 4,25, grosse Badeseife Stück M. 1,75. PUDER M. 2,50, Probe M. 1,50, 1.-. PUDER COMPACT: Metallösung mit Quaste und Spiegel M. 1,75. KOPFWASSER Fl. M. 2,50, 4.-, FLÜSSIGE KOPFwascheife Fl. M. 1,75.

J. F. SCHWARZLOSE SÖHNE, BERLIN
Detailverkauf: Markgrafenstr. 26. – Fabrik: Dreysestr. 5.

ROSA CENTIFOLIA
Der Duft der dunkelroten Gartenrose in wunderbarer Natürlichkeit. Flasche im Karton Mark 4,50 und Mark 6,75, Probe Mark 2,50. Auch als Parfüm, Seife, Kopfwasser, Brillantin, Puder usw. – Vorrätig in allen einschlägigen Geschäften.

J. F. SCHWARZLOSE SÖHNE, BERLIN
Detailverkauf: Markgrafenstr. 25. Fabrik: Dreysestr. 5.

Proben von Badezubehör und parfümierte Karten stehen kostenlos zur Verfügung.

Generalvertretung für Österreich: ROB. SCHRAUF, WIEN I, Fleischmarkt 22.

Zu beziehen durch alle einschlägigen Geschäfte. Parfümierte Karten gratis.
VINTAGE INSPIRATION

Packaging of the 1920ties in Germany was either very „Art Deco“ or very simple, functional. The basis for the new collection was the more „old-school“ inspired, simple lines of the 1920ties bottles. Details like the metall cap with horizontal lines, the heavy glass base and the idea to put labels on the bottles were the basis for the design development. The outer carton and grafics are recalling the traditional design in an up-to-date technology.
DESIGN APPROACH

Details were varied: like cap, proportions of the bottle or the application technology.
FINAL EXECUTION

The logo was modified from J.F. Schwarzlose Söhne to J.F. Schwarzlose Berlin. Elements like logo type were streamlined and carefully revised. The label of each fragrance variant was inspired by vintage blotters.
COLOR SCHEME

The old company’s colors were reused: black, gold & white to create a link to tradition but also a luxurious feel of all elements in the corporate design.
CORPORATE DESIGN

All printed materials and even the website follows this guideline of revitalising the traditional codes of the company in a modern way.
IN THE WEB

The website showcases the tradition and heritage as well as the modern interpretation of the fragrance stories. Through animations playing with the eternal theme of smoke, each fragrance is being explained without words. PER-FUME (Latin) = through smoke...to the gods.
IN STORE

The black and gold combination creates a traditional luxury look, even in store. The display and elements for POS are all designed in this spirit.
PROMOTION

For a „heritage“ promotion, highlighting the 5 revitalized formulas of the Schwarzlose collection, the look was kept black and white: like in a laboratory around 1900, when these formulas were first created. The woodcut images recall printing techniques in this periods. The decoration like the pharmacy bottles recall the professional laboratory feeling.
SPECIAL EDITIONS

Treffpunkt 8 Uhr / Rendez-vous at 8 o’clock is the best-seller and therefore a special for Christmas was designed in a bigger, more luxurious bottle, with engraved logo and a rigid black and gold box.
As one rule is not to follow the flow and to add each year a new fragrance variant, the concept was created to work with Berlin based artists on editions which display the brand and the collection in an unseen surprising way. Here the 2014 art edition with international illustrator Olaf Hajek.
To complete or add new fragrances to the line, the aim is to do this step by step and with a link to heritage or modern Berlin.

Each fragrance story is to be routed in the tradition and the inspiration of Berlin as a creative laboratory.
INSPIRATION BERLIN

What does modern Berlin stand for today: artist capital of the world, creativity and permanent change, freedom and space to breathe. The city itself is a mix of rough and industrial architecture and the capital of nightlife in Europe.
OLFACTIVE INSPIRATION

An inspiration for a new fragrance is the old Schwarzlose fragrance: "Spanisch Leder" - Spanish leather. As an olfactory experience the old formula must change and an edge needs to be added. There are too many leather notes out in the market, as leather inspired fragrances are a main tradition in perfumery ever since.
CONCEPT FÉTICHE

The concept Fétiche links back to leather notes in perfumery, to the infamous Berlin nightlife and its freedom. Also it determines the idea to create an olfactory surprising experience.
DESIGN 1

It shows the traditional square bottle with metall cap. The bottle shows a new glass technology: all sides of the bottle are covered with a leather like texture to create a tactile experience. The logo is debossed into the leather texture. The leather is colored black.
DESIGN 2

It shows a new bottle design following the rules of the niche market to play with a minimal design language. Still this bottle shape carries the elements of Schwarzlose in a traditional way. The bottle has again a leather-like texture to create a tactile experience. But leaves the logo area see-through. With the elongated simple cylindrical shape a link to the concept is given: the shape is tactile, slender and sensual.
DESIGN 3

It shows the same bottle as before, but adds a unique cap in rubber to the whole mix. The logo is debossed only—so the offer is all black—going back to the name of the company: Schwarzlose- „BLACK- lose“. 
DESIGN 4

It shows a bottle and cap in china with a black surface. This design would be an innovation. China somehow represents an old material in perfumery but has not been used for long time. It also reflects in a way the „fragility“ of the concept. The surface in black enamel reminds of flowing latex. It is a different tactile experience. The logo is placed like a necklace onto the bottle.
DESIGN 4

The outer carton design reveals the same Fétiche codes as the bottle itself. The leather band adds another decorative element of this Fétiche world to it. The typo Fétiche is inspired by the dynamic of playing with a leather whip.
IN CASE OF ANY QUESTIONS

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