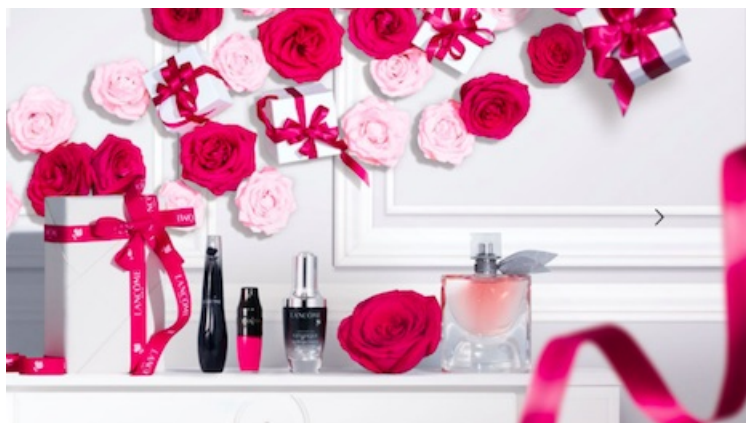


FRAGRANCE AND PERSONAL CARE

Mother's Day is prime time for perfume sales

May 3, 2018



Lancôme's La Vie Est Belle is one of this year's best-selling perfumes. Image credit: Lancôme

By SARAH JONES

Fragrances are a popular choice for Mother's Day gifting, with sales of perfumes rising in the weeks leading up to the holiday.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Last year, during the week ahead of Mother's Day, consumers spent a total \$90 billion on women's premium fragrances and perfume gift sets in department stores, according to data from NPD Group. As the May 13 holiday nears, luxury brands are pushing perfumes as a gift idea, looking to gain a portion of this spend.

"The fragrance industry benefits from the extra recognition mothers get in May," said Larissa Jensen, executive director and beauty industry analyst at **The NPD Group**, Port Washington, NY. "Gifting fragrance is special because the emotional component of the category makes it a perfect option to show appreciation for Mother's Day."

Scent sales

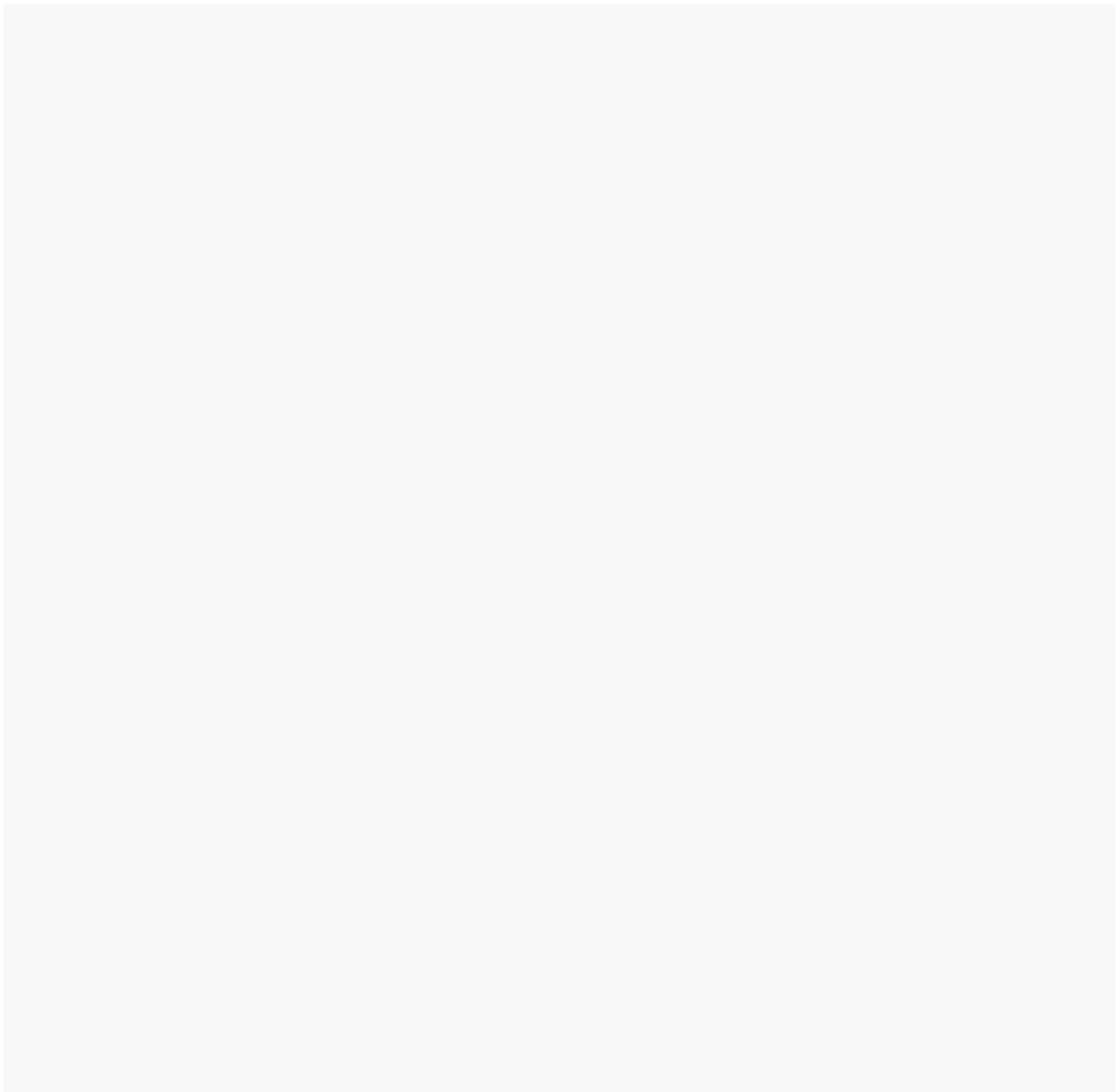
The fragrance market is up this year, with sales of juices through March totaling \$335.1 million, an increase of 7 percent over the same period of 2017. Meanwhile, sales of gift sets grew 5 percent.

Mother's Day is a key time for perfume buying. In 2017, the week ahead of the holiday came in fourth for fragrance sales behind the first three weeks of December during the holiday shopping rush.

As Mother's Day approaches, a number of luxury labels are prompting consumers to give their moms the gift of scent.

In an email, Lancôme suggested buying mom one of the signature scents from its Miracle collection.

Dior similarly noted that Mother's Day is the "perfect time to say J'adore" with its fragrance of the same name. Along with its juices, Dior pushed its J'adore gift sets to consumers.



With a gift from #dior, she'll instantly know how much you adore her. #diorjadore #jadoreinjoy #diorparfums #fragrance

A post shared by Dior Parfums (@diorparfums) on May 2, 2018 at 1:42am PDT

A Chanel email campaign invites shoppers to "say it differently" this Mother's Day. The newsletter promoted Chanel's fragrances, including Gabrielle, N 5 L'Eau and Coco Mademoiselle.

NPD ranks Chanel's Chance and Coco Mademoiselle as the two best-selling fragrances so far this year.

Along with these perfumes, Lancme's La Vie Est Belle, Dolce & Gabbana's Light Blue and Dior's J'adore round out the top five.

The perfumes that are resonating with consumers reflect the emotions and feelings that women experience while wearing scents. Women firstly feel feminine, referenced by 66 percent of consumers.

CHANEL



SAY IT WITH CHANEL

This Mother's Day, give her gifts that say it all.

SHOP GIFTS

Chanel's Mother's Day email. Image credit: Chanel

Other sentiments expressed by women when they wear fragrances are fresh and clean, attractive, content and happy.

According to NPD, Chance whisks wearers into a feeling of happiness and fantasy. The scent's marketing indicates this experience.

Chanel recently put a face to its Chance name, by embodying variants of the fragrance through young, up-and-coming actresses who evoke each scent's personality.

The brand's "Alone in Venice" is a series of short vignettes that feature emerging actresses from around the world to invite women to "take [their] chance." Viewed only through a small circle reminiscent of the Chance bottle's shape, Chanel's films take on a personality related to iterations of the Chance fragrance each with a different hue, song, actress and storyline ([see story](#)).

Advertising push

Fragrance marketing is a big investment for luxury houses, but efforts tend to be concentrated during the holiday season.

French atelier Christian Dior remained the biggest advertising spender for marketing on television two quarters in a row within the fragrance segment.

In 2017, Dior and Chanel alone made up one-third of all measured TV ad spend in the fourth quarter at a total of \$76.4 million, according to data from Alphonso. However for Q1 2018, while Dior remained the top spender, Chanel pulled back significantly to the sixth spot, spending only \$20,000 ([see story](#)).

"Looking at how fragrance is faring so far this year, it's off to a great start on account of the turnaround we're seeing during key holiday periods over the past four months," NPD's Ms. Jensen said. "Given this trend, fragrance has the potential to outshine itself this Mother's Day."