

FRAGRANCE AND PERSONAL CARE

Dior, Giorgio Armani most popular fragrance brands: Bazaarvoice

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Dior's J'Adore perfume is one of the brand's most recognizable fragrances. Image credit: Dior

By NORA HOWE

Despite the absence of social activity for the past year, fragrances remain top of mind for many luxury consumers.

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For men and women, fragrance is a part of an everyday routine, and finding the right fragrance can be an emotive experience. Ratings and reviews provider **Bazaarvoice** surveyed its **Influenster** community to learn what is influencing fragrance purchases, the fragrances consumers are buying and the frequency at which they are doing so.

"While one might think that the pandemic and the resulting need for us to mostly stay indoors for the last year and a half would cause consumers to lose interest in fragrance, that is not the case," said Suzin Wold, senior vice president of marketing at Bazaarvoice, Austin. "According to our survey of over 9,000 global consumers, 77 percent of people wear a fragrance daily.

"In fact, the survey respondents own seven bottles of fragrances on average," she said. "Consumers likely have kept this habit throughout the pandemic in order to keep a sense of normalcy in their daily routine, or perhaps add a bit of luxury to their day-to-day experience."

Fragrance facts

Influenster is a community of 6.5 million product reviewers who aim to inform consumers of the best products on the market and motivate brands to improve their offerings.

According to the survey, the most popular way of discovering new fragrances, as selected by 74 percent of respondents, is browsing for scents in store, followed by recommendations from friends or family at 57 percent.

Almost three-quarters of respondents, 71 percent, said they purchase fragrances for their significant other, and more than half, 52 percent, said they spend between \$50 and \$149 on a fragrance product.

A third of the survey's respondents purchase fragrances every two to three months, while 28 percent of respondents purchase fragrances every four to six months. Another 24 percent purchase fragrances every six to 12 months and 15 percent purchase fragrances every one to two years.



Almost a third of survey respondents said they have purchased Giorgio Armani fragrance within the past year. Image credit: Giorgio Armani

For an overwhelming majority at 93 percent, perfumes are the top choice for preferred fragrance products, followed by fragrance mists or body sprays at 64 percent, rollerballs at 45 percent and fragrance oils at 33 percent. Less than 30 percent selected solid perfume, unisex fragrance and cologne.

When asked if they purchase fragrances online, 43 percent of respondents said they "sometimes" buy online, 23 percent said they "frequently" purchase online and 34 percent said they "prefer" buying in-store.

"While the most popular way of discovering new fragrances is browsing for scents in store, that is followed by recommendations from friends and family," Ms. Wold said. "User-generated content (UGC), such as ratings, reviews and customer videos, are the closest things that brands and retailers have in their arsenal to recommendations from their customers' friends and family.

"UGC allows shoppers to hear from their peers, shoppers just like themselves, and will give them the confidence to buy a fragrance online, even if they have never smelled it in-person before."

About three in 10 respondents said they own a few fragrances and use them based on their mood, while 28 percent considered themselves fragrance enthusiasts, admitting to having a multitude of products they like to use.

Nineteen percent of respondents said they have a few fragrances that they use based on the occasion, and 12 percent are still on the quest for their signature scent.

Only 6 percent said they have already found their signature scent that they have used for years, which is somewhat surprising when considering the iconic nature of some luxury brands' storied fragrances, such as Chanel N 5 or Dior J'Adore.

In terms of purchase locations, 65 percent purchased fragrances from LVMH-owned beauty retailer Sephora, 49 percent from Ulta, 45 percent from Bath & Body Works, 42 percent from Victoria's Secret, 42 percent from Macy's and 29 percent from Nordstrom.

Twenty-eight percent of respondents purchase fragrances directly from a brand's ecommerce site, while 13 percent prefer Neiman Marcus.



Yves Saint Laurent Black Opium was the 2018 Influencer's Reviewers Choice winner. Image credit: Yves Saint Laurent

Dior received the most responses, 39 percent, when survey participants were asked which brands they purchased fragrances from in the past year, while Giorgio Armani followed with 32 percent, Yves Saint Laurent with 31 percent, Tom Ford with 24 percent, Este Lauder with 20 percent, Givenchy with 19 percent and Bulgari with 14 percent.

Luxury of fragrance

Brands across multiple sectors, from fashion and retail to automotive, have recently celebrated the art and luxury of perfumery through sophisticated campaigns.

French fashion house Louis Vuitton shared the intricate details and precise processes of fragrance through the eyes of one of its brand ambassadors. French actress Stacy Martin spent the day with master perfumer Jacques Cavallier Belletrud at the maison's fragrance atelier, Les Fontaines Parfumes, in the south of France.

After exploring the estate's gardens and learning new ways to apply perfume, the actress learned how to create her own custom composition using some of the best natural raw materials ([see story](#)).

To celebrate the nationwide reopening of retail after months of restrictions in the United Kingdom, British perfume house Penhaligon released a number of short videos promoting its exclusively in-store services, inviting guests to embark on an in-store olfactory journey after reopening its doors ([see story](#)).

Even British automaker Bentley Motors tapped into the world of perfumery with a new cologne intended for the trailblazers of the world. Bentley Momentum Unbreakable is a spicy yet floral scent, blending new ingredients with heritage perfumery traditions ([see story](#)).

"No matter the price, fragrance is considered to be a luxury," Ms. Wold said. "It's an emotive purchase people buy and wear perfume because of how it makes them feel.

"It boosts confidence and adds a certain air of extravagance to any ensemble."