

FRAGRANCE AND PERSONAL CARE

L'Oral Luxe fuses science, artistry in digital content

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Luxury fragrances are crafted through a long, complex process. Image credit: L'Oral Group

By ZACH JAMES

Beauty group L'Oral's Luxe division is revealing the extensive process of crafting high-end perfumes.

A new series of short films called "The Art & Science of Fragrance" delves into the two main factors pushing the industry forward, spelled out in the title. Bringing attention to the dedication and expertise of the artisans and scientists behind luxury scents, the videos assert the value of L'Oral's products as the industry slowdown continues it.

Sensational scents

Luxury fragrances are crafted through a complex process of sourcing ingredients, sublimating their base properties and then melding a variety of these broken-down components into bespoke perfumes.

L'Oral provides an overview of the entire series in one video

The content series details this visually. Split into four episodes, each focuses on a different portion of the production procedure.

Ingredient sourcing drives the narrative of the first entry.

Growing or purchasing the raw materials required for creation is the initial step in a long journey to store shelves. The film compares the search for new olfactory notes to a chef seeking out a new flavor profile.

Oftentimes, a harvest of floral components takes a year of preparation, making the work before the flower picking incredibly important to the end result. Breeding and cross-breeding different regional variants lead to the final yield present in the product available for purchase.

In creating these new, pleasant olfactory notes, L'Oral also holds sustainability in high regard, making the process longer, more difficult and time-consuming.

L'Oral is a scientific pioneer through its research and development of new fragrances

Science is at the core of the second episode, which breaks down the expert alchemy involved.

Mixing raw materials and synthetic creations, nature and modernity are combined in the final product. Innovative processes and strategic partnership are required in order to complete these projects.

Environmentally friendly initiatives have come from these engagements. For example, many of the internal processes are now completely waterless.

This cuts down on material usage across the board thanks to new, low-energy cost solutions.

Making a mark with consumers prior to release is key to overall success

Episode three centers on the most flexible part of the perfume business: testing and design.

This period can last for years. The video shows consumers the hands-on approach to developing scents, packaging, marketing and more.

This portion of the process is considered to be the most creative, where imagination can run wild and problem-solving reigns supreme.

The final entry, "Shaping the Dream," grants a candid look at how maisons make now-iconic designs and iconography a part of popular culture, and what impact that has on the product at hand.

The triangular Prada Paradoxe bottle is brought up as an instance of this, showing how an emblematic code develops over time.

Packaging is an important part of the luxury experience

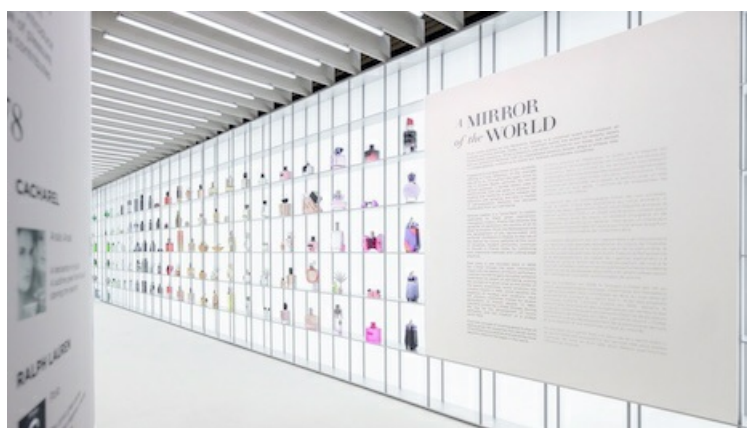
L'Oral, which recently became a market leader in high-end beauty ([see story](#)), seems to be taking cues from other luxury industries for this new marketing push.

Last year, Swiss watchmaker Tag Heuer released a video showcasing the craftsmanship required to create its fine timepieces ([see story](#)). French fashion house Chanel did the same ([see story](#)).

Adapting this format to beauty, the conglomerate is seeking to inform consumers of the story behind the products they buy, perhaps creating a greater connection in the process. To solidify this aim, an event was held in Paris last week ahead of the video series' launch.

Scientific focus

As 2024 began, a new trend emerged in the luxury cosmetics business: the acquisition of pharmaceutical-grade products and a focus on science-backed beauty.



Clinical products could prove key to luxury moving forward. Image credit: L'Oral Group

Spanish fashion and fragrance business Puig kicked off the year by acquiring high-end German skincare brand Dr. Barbara Sturm ([see story](#)).

Making a similar move, French cosmetics conglomerate L'Occitane Group bought out Italian home fragrance company Dr. Vranjes Firenze ([see story](#)). The brand focuses on research and innovation in the field while providing clinical-strength goods to its customers.

Last December, Japanese beauty group Shiseido purchased New York-based brand Dr. Dennis Gross Skincare, beginning the shopping spree among luxury players ([see story](#)).

While L'Oral has not made a move like this yet, the release of "The Art & Science of Fragrance" series speaks to the importance

of scientific innovation and credibility within the high-end fragrance and cosmetics space.

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