



1779

JEAN NIEL

Le sur-mesure par nature

UTOPIA

UTOPIA 2018

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00. INTRODUCTION

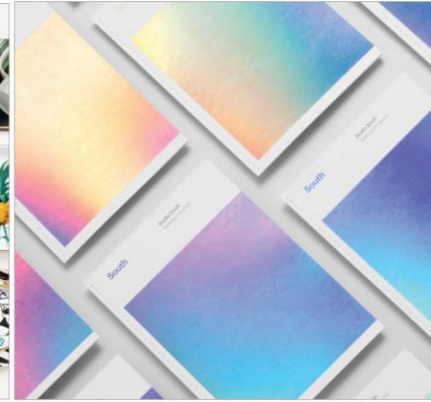
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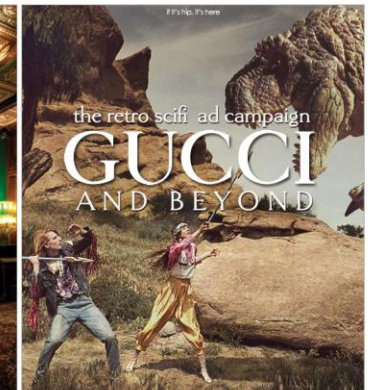
05. SPACE



UTOPIA INSPIRATION 1

TRENDS OF 2017

- An energetic, fun, playful and fantasy year
- Tropical, Botanic, Galactic, Hologram, Ocean and Unicorn & Mermaid
- Color of the year, Greenery & Connection to nature
- The most used hashtags of the year are
#love #art #travel #happy #nature #picoftheday



UTOPIA INSPIRATION 1

FASHION TRENDS

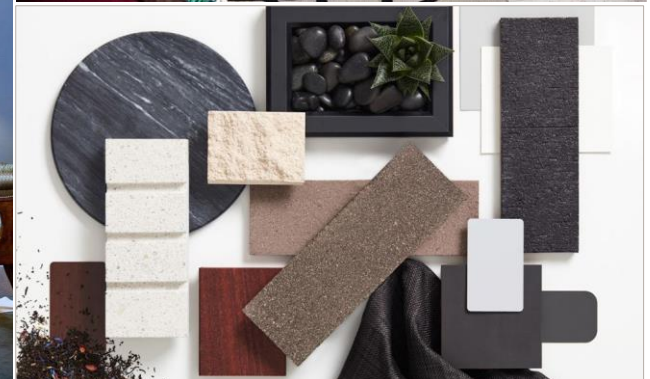
- **Fun and playful,**
Inspired by films and cartoons.
- **Return of 1960s space trends,**
Futuristic planets & space shuttles in fashion.
- **Nature inspired,**
the bohemian & floral patterns were dominant and evolved into even brighter and bolder designs.
- **Millennials' tastes,**
colorful and unexpected match of colors and materials.
- **Mid-season pastel blends.**



UTOPIA INSPIRATION 1

HOME DECORATION TRENDS

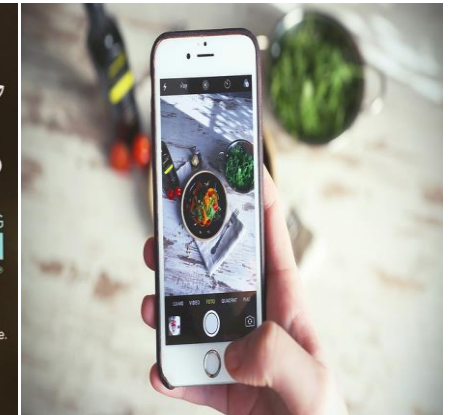
- A vibrant year with exciting trends.
Tropical, floral, bold and exotic.
- **Yellow, Ultra Violet & Green,**
color of 2018 and 2017
- **Suede and velvety textures.**
Soft on the eyes.
Colorful impact on our everyday
landscape
- **Connection to nature,**
symbolic references to contoured,
textured, or numerical
patterns that persist in nature.



UTOPIA INSPIRATION 1

FOOD TRENDS

- **Wild approaches,**
maximized the creativity for unusual dining experiences
- **Molecule gastronomy**
- **#Insta-Ready Food**
40% of SNS users have posted photos of their food on social media channels
- **Fun food competition**
enjoyable, colorful and whimsical ideas.
- Star wars & Indiana Jones beers, rainbow bagel and Doritos, unicorn & dragon frappuccino and mermaid cupcake.

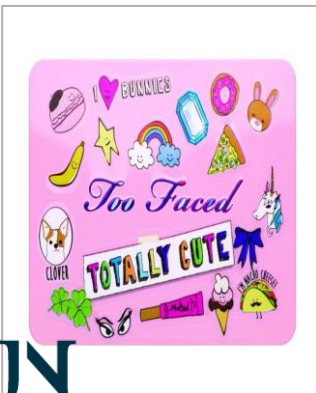




UTOPIA INSPIRATION 2

MARKET PRODUCTS

- Nature inspired
- Targeting millennial markets
- Enjoyable products
- Mythological, Galactic, Holographic & 90's Nostalgia



UTOPIA INSPIRATION 2

HOME CARE

- **Novel and interesting products**

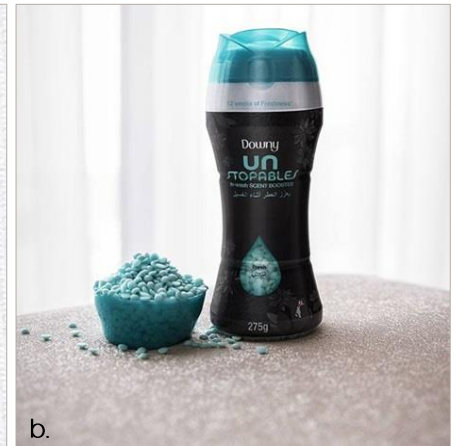
Unsuspected applications and products enhance the experiential joy.

- **Green**

Escapism to nature is still popular. Eco-friendly products are getting more popularity in the market.



a.



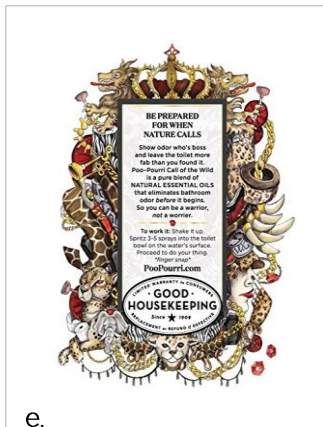
b.



c.



d.



e.



- Lenor – Nature inspired fabric softener
- Downy – Scent beads fresh in wash scent, fabric softener
- Dawn – Escapes dishwashing detergent
- Honest- Cleaning spray
- Poo-pourri – Toilet spray

UTOPIA INSPIRATION 2

FINE FRAGRANCE

- **Nature inspired**
Spiced up with a bit of imagination.
- **Targeting millennial market**
A border between kitschy and cool
- **Fantasy and Imaginary**
Increasingly clever and experimental with their scents

- a. Anna sui - Fantasia
b. Jean Paul Gaultier - Scandal
c. Demeter - Icelandic Aurora
d. Moschino- Fresh
e. Kenzo - Aquadisiac
f. Tokyo Milk - Neptune & The Mermaid.
g. Byredo - Velvet Haze
h. Mugler - Aura
i. Comme des Garçons - Concrete



a.



b.



c.



d.



e.



f.



g.



h.



i.

UTOPIA INSPIRATION 2

BODYCARE & COSMETIC

- **90's nostalgia.**

Eye-popping and colorful products with iconic culture themes that were popularized in the 90s - unicorn, mermaid, Disney, etc.

- **Nature inspired, Minerals & Vitamins**

Charcoal, seaweed and goat milk. Rich minerals and vitamins are the new buzzwords for a health conscious consumer.

- **Targeting millennial market**

From Popstar creations to Disney collaborations.

- **Jelly & Rubber texture**

Promising fun and playful experiences.



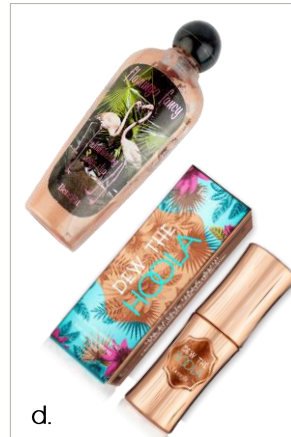
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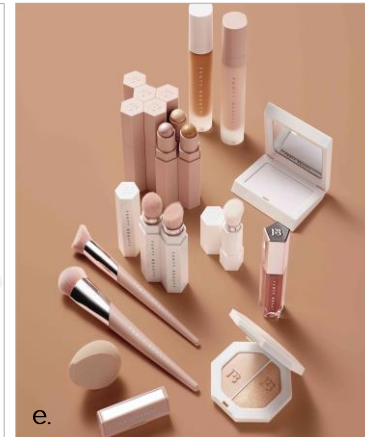
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h.



i.

- a. Dry Bar - On the rocks charcoal shampoo & conditioner
- b. Innisfree-Jeju Sparkling Mineral Essence
- c. Elemis - Pro-collagen Marine Face Oil
- d. Benefit - Hoola , Flamingo Fancy Body shimmer
- e. Fenty Beauty by Rihanna
- f. Lime Crime - Unicorn Vegetal Hair Dyes
- g. Dr. Jart+ - Rubber Mask
- h. Imperial Leather- Foamburst Unicorn body wash
- i. Half Unicorn & Half Mermaid makeup brushes



UTOPIA INSPIRATION 3

ASTONISHING NATURE

Our land is vast and full of wonders. The stunning and mystic sceneries all over the world give us inexhaustible inspiration.



JEAN NIEL'S CREATIONS

UTOPIA

FAIRY TALE • DREAM • NOSTALGIA

ADD YOUR FANTASY TO DAILY LIFE.

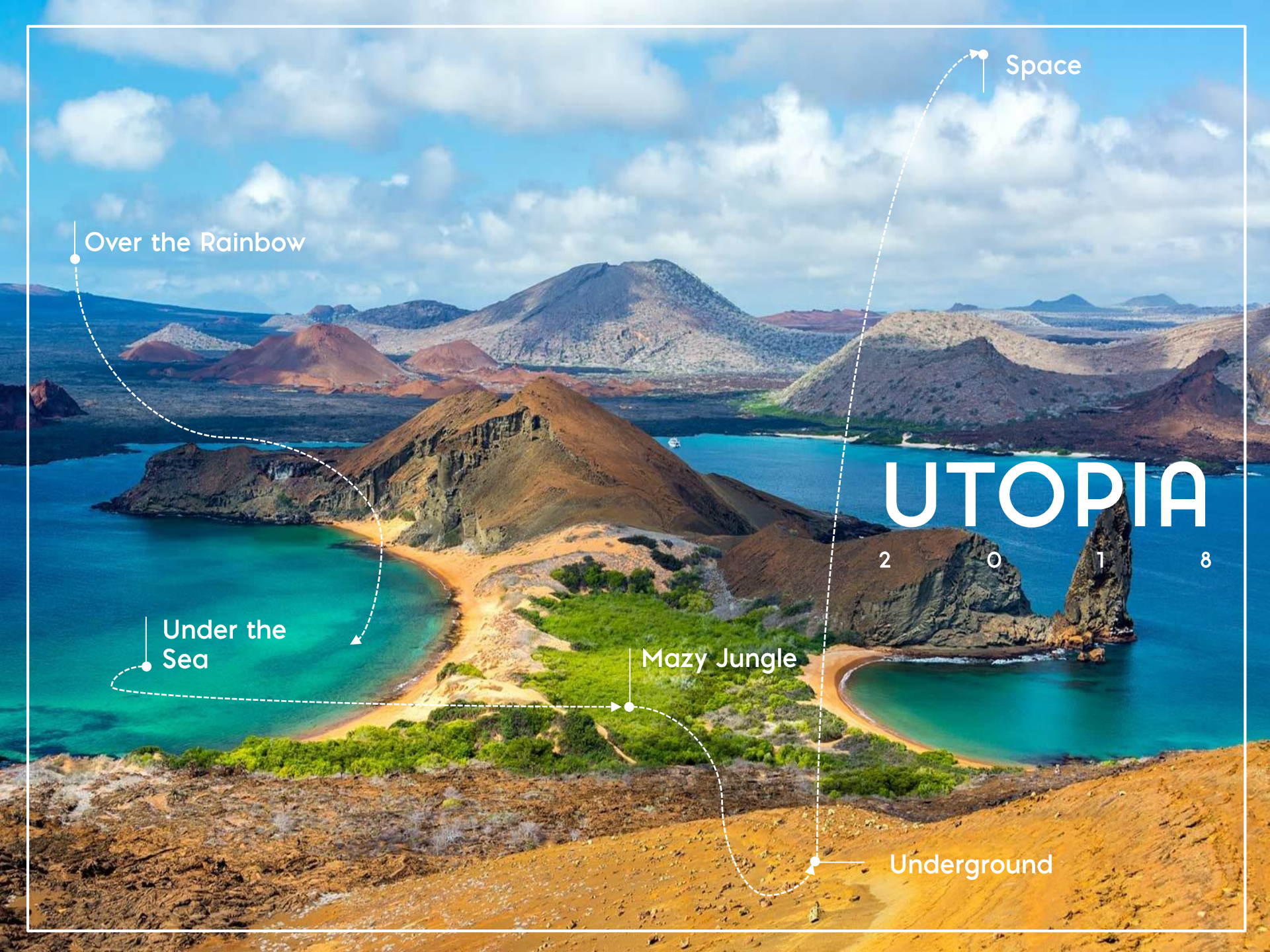
We start to think, "what if" we add a little bit of fantasy to normal things we could see around us every day? And how does it make us happy?

It is simple, but the most powerful way to escape from our busy and stressful life!

Using our innocence of childhood and taking down the wall of boring daily life.

Jean Niel invites you to the world of Utopia 2018.





UTOPIA

2 0 1 8

Over the Rainbow

Under the
Sea

Mazy Jungle

Underground

Space



01

OVER THE RAINBOW

Bright, exciting, fun and whimsical!

Let's start from what is at the end of
the rainbow?

We were inspired by the playful
colors of rainbow.

SLIDING ON THE RAINBOW



Let's jump in the rainbow! This energetic fun fragrance is young and playful. An extremely colorful *floral fruity* fragrance which reflects all the rainbow nuances though its fruity notes.

Sparkling citrus notes of **orange** and **lemon** are enhanced by the juicy and sweet notes of **strawberry**. Green cloudy facets of **musk** blend with **purple berries** to add vibrant energies to the fragrance.

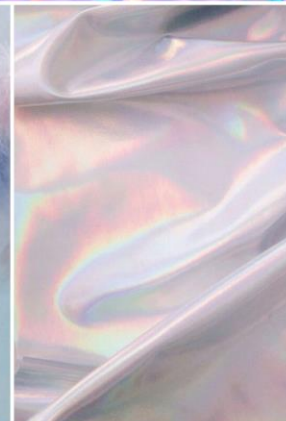


UNICORN DREAMS



Pure purple perfection! The delicious grown-up gourmand scent reflects the joyful memories of unicorn dreaming. This *floral musky* fragrance is plush and powdery with enchanting sweet notes.

A burst of tart **blackberries** blends with the delicate floral notes of **violet** to create the image of a unicorn's beautiful purple mane. **Star anise** and **licorice** give magical effects while soft **white musk** embodies white unicorn and strengthens the longevity of the scent.





02

UNDER THE SEA

A boundless ocean has driven people
to the mythological world.
There are so many fairy tales, myths,
and legends associated with the
secret depths of the sea.

Let's swim with the jellyfish and sing
with the mermaids!

MERMAID BOUQUET

Let your inner child out and discover the mermaid's sun-drenched coral reef garden. From chasing sneaky fish to making marine bouquets, this *floral aquatic* fragrance is exhilarating, crisp and fresh.

The fragrance opens up with a luminous **sea shell** note and blends with fresh **seaweed**. A delicate heart of **rose** and **violet** illustrates the marine bouquet. A hint of **blackcurrant** and **peach** vitalizes the **musk** base.

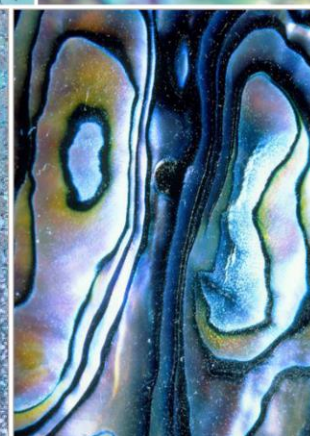
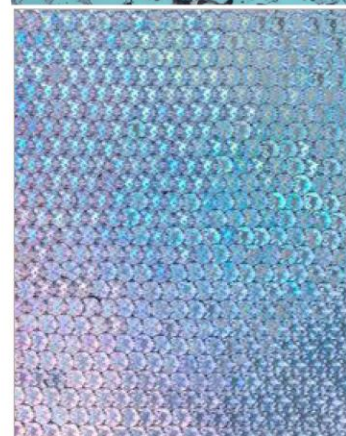
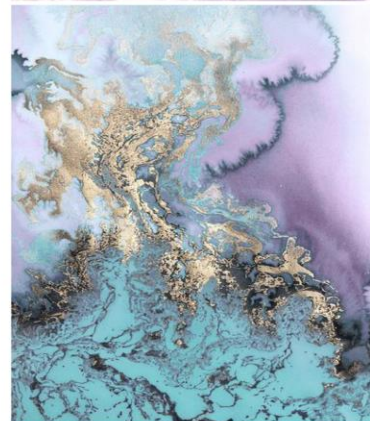


A MELODY OF THE SEA



A sweet farewell melody. The whispery sound of music from waves will guide you to the world above the sea. Pastel colors of this *floral green* fragrance are made by light and soft winds and create cozy and comfortable moods.

This fragrance opens with fresh **sea breeze** notes and **eucalyptus**, blending with fruity notes of **plum** and **peach**. Transparent **jasmine** adds brightness and luminosity to the fragrance.





03

MAZY JUNGLE

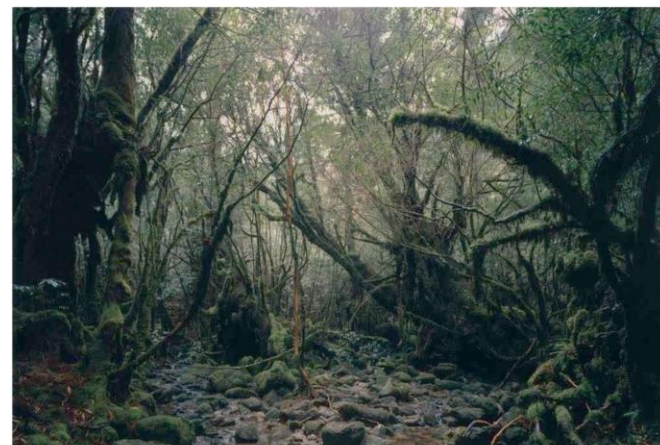
Wild mushrooms, eccentric fruits and carnivore flowers. We are inspired by the tropical jungle with lush botanical themes.

Tropical pops and unusual jungle colors drag you down into the wonderland.

LOST IN FOREST

Hyper-Natural and Imagination. In this *aromatic fougère* fragrance, we captured an abnormal feeling around the forest right after sunset before the arrival of darkness.

This rich woody green fragrance reveals the illusory world of the mazy jungle. **Patchouli** and **wormwood** enhance this powerful scent of the mystic forest. A hidden sweetness of **tonka beans** lure wanderers into a mysterious trap. The damp notes of **moss** and fresh facets of **pine** build a strange tension in the air.

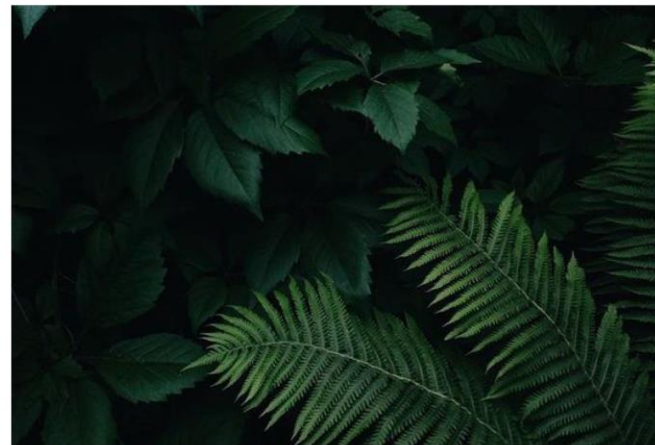


ECCENTRIC TROPICS



Vibrant and natural colors play. The mazy jungle hides marvelous energy inside. Through this **woody green** fragrance you will discover a bunch of magical things we discover while wandering in the forest.

Intense green notes of **fern** mingle with juicy **pineapple**. After a while, it transforms into an intense fruity note with tangy, juicy clarity, bringing a sugary contrast to the woodiness.



A wide-angle photograph of a desert landscape featuring rolling sand dunes. The dunes are illuminated by warm, golden light, creating deep shadows and highlighting the smooth curves of the sand. The horizon is visible in the distance under a clear, pale sky.

04

UNDERGROUND

Shall we take a buggy ride to the underground? An enigmatic and mysterious journey to the center of the Earth.

We are inspired by the vibrant energy from the ground.

WALKING IN THE DESERT



Grounded with desert. The days are hotter and the nights are colder. The enormous contrast of day and night in the desert is our inspiration for this *oriental spicy* composition. Sultry and chilly journeys in search of the key to the underground world.

The contrast between warmth and coldness. Spirited spices like **nutmeg**, **pink pepper**, **cumin** and **incense** unite with rich gourmand notes of **amber** and **cacao** to create a mystifying and seductive fragrance.



EARTH CENTER



Rich, bold and indulgent, heat waves emerge as the earth is finally here. Fiery woods and iron flowers in the center of the earth are the key elements of this *woody leathery* fragrance. Celebrating the beauty of boldness and divineness at our final destination on our planet.

A juicy **blood orange** and resinous nuances of **elemi** are softly diffused with **rose**. Warm **cedarwood**, smoky **tobacco** and rich **leather** base notes balance these sophisticated scents.





05 SPACE

Dark, cold and empty.

Ever wondered what the center of the galaxy smells like?

Depending on your preference, astronauts said space smells of rum and tastes like strawberries, "giant drunken berries"

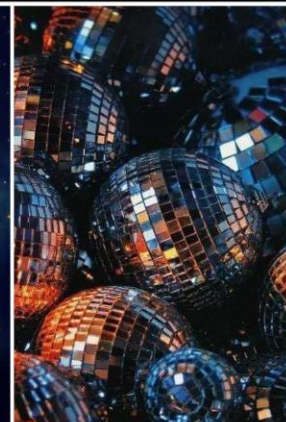
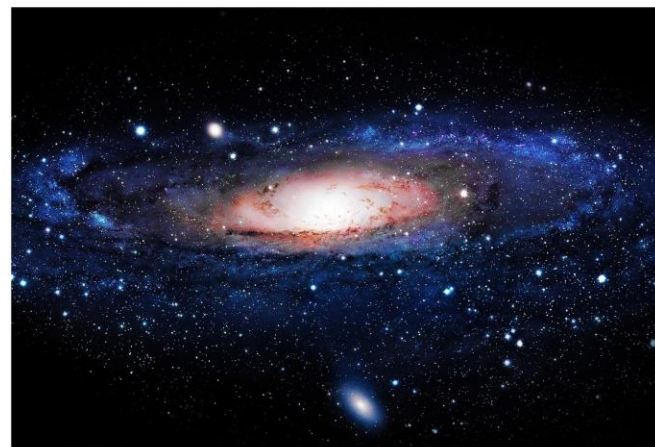
Let's take a ticket to the moon and sniff the galaxy!

DANCING OUT IN SPACE



Hands up in the air and dancing on the Strawberry Milky Way. Calm expressions of darkness and coldness characterize this *woody musky* fragrance.

A new facet of twinkling stars is evoked by top notes of **strawberry** and **mandarin**. Rich coldness, which includes **mineral** and **metallic** notes, bringing encompassing opulence to the fragrance, **white musk** in the base adds a darkness, depth, and heaviness.



FLYING THROUGH NEBULA



Explosive and decadent. We captured the magic of splendid nebulas. It is cryptic dark but effulgent bright. We were inspired by its twofold charm for the creation of this *oriental spicy* composition.

A fragrance opens with dark, tempting notes of **licorice** and **rum**. The heart is deepened with the pungent **anise**, sparkling **rhubarb** and intoxicating **absinth**. The decadent dark gourmand base is balanced by **patchouli**, **benzoin**, and **incense**.

