

spark[®]
IGNITES CREATIVITY
INSPIRES SENSES

FRAGRANCE STORY



 Bell



THE ORIGIN OF IMAGINATION

The Spark trends platform at Bell is the origin of imagination. It's the source of what's possible. It's the essence of creativity and the future of what's to come in the flavor and fragrance industry. It's your guide to what's next and what will be seen by the everyday consumer.

This year's Spark predictions have the foundation to excite, enliven, and ignite creativity. Our Spark program is sure to fuel creative ideas for new product development efforts that will deliver stimulating flavor and fragrance profiles that delight the consumer palette and invigorate any brand's presence.







URBAN LUX

STREET SMART AND DYNAMIC

New luxury is described as street smart and dynamic. Never boring, it takes inspiration from fashion, art, music, and life creating a cultural mash-up where everything is permitted and possible. The existing cultural messages are there to be taken, destroyed, and reshaped. This trend is empowering people to express themselves in new and revolutionary ways to convey who they are in a less traditional and formal manner.



New Gourmands



Industrial Beauty



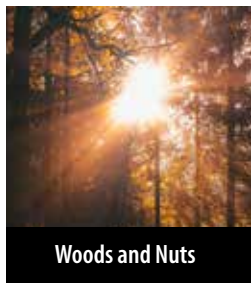
Shiny Luxury



ESSENTIAL SEEKER

DISCOVERING TOTAL WELLNESS

Searching for a holistic sense of wellbeing is part of every consumer's journey. Nurturing ones body and spirit from the inside-out and being mindful about their social impact is an important part of the modern day beauty routine. Seeking out the essentials to achieve a sense of serenity through a focus on body, family, work, and community environment are the cornerstones of this trend.

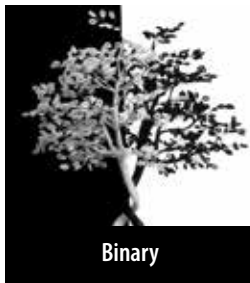




FLUIDITY

CONNECTING ACROSS THE SPECTRUM

Thought-provoking, political, and provocative beyond sexuality; this movement is based on taking a stand for something. Anything goes, from the hyper-masculine to hyper-feminine, encompassing and experimenting with everything in between. The game of opposites, and moving between them in a graceful way helps redefine the rules. Inclusivity and being comfortable with non-traditional definitions of normal are the core of this trend.





VISIONARY

OUT OF THE ORDINARY

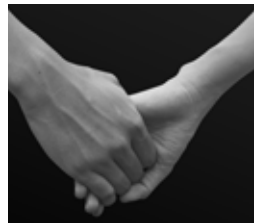
Curiosity and experimentation are the keys to discovering new territories. Multi-sensorial engagement and technology help delve deeper into the different dimensions of fragrance, while craftsmanship and traditions serve as foundations for reinvention. Out of the ordinary adventures and experiences are important change agents that continue to push the boundaries of the traditional olfactive experience into new territories.



Heightened Senses



Textures



Human Connection



BREAKING BOUNDARIES

THE ALLURE OF THE FORBIDDEN

Ingredients and concepts that were once considered vices or even forbidden are being used to bring complexity and beauty to fragrance. This platform focuses on the social, fantasy and escapism aspects of cannabis and other ingredients through the exploration and acceptance of what may have been considered taboo, delivering new perspectives on it's medicinal, emotional, and spiritual benefits.



Addictive



Recreational Fantasy



Cannabis Exploration