

Hey *Kids!*

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Let's have a look on a new trend on the last baby and children perfumes launches... The playful perfumes!

With the Okaidi line, perfume becomes a toy. The designer Ora Īto especially developed the packaging as a plaything, the four perfumes can be assembled on a multicolor tower!

Hide inside the ELLE paper boxes, three funny plans of Paris are pictured. The brand invented a manual activity where famous monuments have to be cut and fixed on the plan to discover the French capital. Not forgetting parents or older sister, a little jewel is set on the top of the bottle and can become a phone ornament!



A first olfactive signature imagined to start a life surrounded by a scented atmosphere. A comforting fragrance made to cradle baby and to reassure the parents. Orange flower, white flowers and citrusy notes along with a musky base, are the main ingredients for a first perfume.



For the little girls the soft floral facets, the transparent flowers and the dynamic sparkling notes of green fruits and citrus compose a light caress of tenderness...



Fruity and regressive edible notes are a strong trend for kids fragrances. A first femininity all in gourmandize: almond, red fruits and tropical fruits... An invigorating blend imagines to color the day in green, pink or yellow!



Not forgetting the little one, like father like son, woody and fresh notes are the hint for a fragrances appreciated by the little guys...

Seems that both children and parents will be seduce by those new products...

About

House: Bonton

Fragrance: Bonton Eau de Toilette

Launch date: October 2014

Olfactive descriptions: Citrus, Cologne, Orange Flower, Powdery, Green





House: Okaïdi

Group: MP2 Cosmetic

Fragrances: Ok Good, Ok Dream, Ok Optimism, Ok Energy

Launch date: December 2014

Ok Good by Valerie Garnuch-Mentzel

Ok Dream by Alexandra Monet

Ok Optimism by Dalia Izem

Ok Energy by Philippe Romano



Olfactive descriptions:

Ok Good: Woody, Citrus, Ambery, Aquatic

Ok Dream: Floriental, Fruity, Apple, Vanilla, Musky

Ok Optimism: Fruity, Gourmand, Mango, Almond

Ok Energy: Gourmand, Raspberry, Creamy, Floral, Musky



House: ELLE

Group: Berdoues

Fragrances: So Cute, So Sweetly, So Pretty

Launch date: March 2015

So Cute & So Sweetly by Alexandra Monet

Olfactive descriptions:

So Cute: Floral, Transparent, Green, White Flowers, Musky

So Sweet: Floral, Aquatic, Fruity, Citrus, Musky

So Pretty: Floral, Fruity