

MEIYUME'S
FRAGRANCE TURNKEY
SOLUTIONS FOR DOUYIN



THE VISION

Douyin, (TikTok), is expanding its music-related products and merchandises into the fragrance market.

The company planned to launch its own fragrance line for a contemporary clientele interested in expressing their feelings and individual personalities through scents.

Douyin looked to draw inspirations from music and create an all-around aromatic experience that touches on all the senses.



THE BACKGROUND



Douyin has been making a massive impact on the music industry, thanks to viral videos on the app that uses catchy tunes that are shared amongst its 1 billion global monthly active users.

As a company that has always been infused and inspired by music, Douyin is building out more product lines adjacent to this realm, starting with fragrance. The name of the new line, EMOTIF, is inspired by the French word 'émotif', or emotional. The fragrance line will focus on self-expressionism through the senses.

THE SOLUTION

With local facilities in place capable of supporting the development needs of Douyin, Meiyume enabled the turnkey launch of Douyin's new fragrance line - EMOTIF.

EMOTIF's first launch includes three products offered in 2ml and 9 ml bottles: Electronic Lover, Astronaut in the Ocean, and Pompidou Only Drinks Champagne. The three fragrances were composed by industry experts from Europe, and Meiyume developed, mixed, and filled the final formulation for production. The resulting essence concentration of the 9ml perfume is about 15%, and the fragrance can retain its scent for six to eight hours. The light hues of each fragrance were also mixed and designed to reflect different aroma notes reminiscent of summer, such as woody, fresh, or oceanic.

The fragrance is packaged in a stand-up bottle with a spraying mechanism to dispense the product. Meiyume's focus on creating a full aromatic experience through the senses continues in the sourcing of the perfume packaging. The scents are held in glass bottles, a sustainable material that brings clarity to the product within and evokes a clean and cool-to-touch sensation.

As metal specialists, Meiyume puts its expertise to work in the fragrance cap, crafting it from zinc alloy. It is worth noting that the cap design draws inspiration from the musical elements that transcends the entire EMOTIF concept and is made to look like the volume control knob found on a speaker. To further enhance the user experience, the team has also added a chain to the cap for portability.



RESULTS

FROM THE CUSTOMER

👉 *“Meiyume is very professional and has provided exceptional turnkey solutions for this project. From product development and engineering, to filling and production, to the handling of any emergency situations, Meiyume was there to support us with their professional advice every step of the way.*

We are delighted to have partnered with Meiyume and we are pleased that the final products have also received great feedback from our customers.”

- EMOTIF team



THE FUTURE

According to CBNdata, China's fragrance industry is estimated to grow at a CAGR of 21% from 2021 to 2026, with market sales reaching \$5.8 billion USD by 2026. The Chinese perfume market had been dominated by international brands until recently, when local players began attracting more consumer and investor attention. Amongst the high-quality domestic brands that have emerged in recent years are Scent Library, ToSummer, Scentooze, and now EMOTIF.

There is also a relatively high willingness to pay in this category. A report by iResearch found that while there are less than 20 million Chinese perfume consumers currently, the average unit price of each purchase is around 500 to 800 RMB (\$75 to 120 USD), demonstrating the large market potential.

From the initial ideation stage to the final production and launch of the product, Meiyume works with brands across fragrance, colour cosmetics, and skincare to create innovative turnkey solutions that reflect unique brand goals in a highly competitive market.

Meiyume has an extensive portfolio that comprises of many iconic products for famous brands, especially in the development and creation of complex packaging and on-trend formulations.

With manufacturing facilities and Innovation & Development Labs located across China, the US, Thailand, Indonesia, and the UK, as well as a global network of suppliers and partners, Meiyume provides flexibility and versatility for brands everywhere to turn their product vision into reality.