

Why Oud & Attar Fragrances Are Becoming This Summer's Signature Smell

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Traditionally, deep-woody scents like Oud (agarwood) and oil-based attars were reserved for cooler seasons or evening wear. However, according to fragrance trend analysis, this summer sees a shift: oud-based fragrances adapted for warm weather and everyday wear.

What's driving this change? Expert commentary highlights that modern perfumers are softening oud's boldness—blending it with citrus, florals or airy accords—making it more wearable in the heat.

What to Look for in a Summer-Friendly Oud/Attar

- **Light woody with brightness:** Choose scents where oud by fresh notes—bergamot, lime, green tea—to avoid it being too heavy.
- **Oil-based attar format:** Many Indian attar brands offer alcohol-free oil formats that are suitable for humid climates and long wear.
- **Good for layering:** Because oud can be rich, look for versions that allow layering (e.g., apply a light attar then a fresh spray) so you adapt to heat.
- **Trustworthy brands and extraction:** With oud, quality matters—look for reliable sourcing and formulations.

Trends Worth Noting

- Many fragrance houses are repositioning oud as a **“warm evening summer scent”** rather than just a winter signature.
- Indian attar brands are increasingly gaining attention — the market is full of heritage houses and contemporary niche labels making oil-based attars with premium ingredients.
- Consumers are looking for **authenticity and longevity**. With oil-based attars, wearers often report long duration on fabric—which suits hot weather where sprays may fade quickly.

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