

# Sol De Janeiro's New Cologne Line, 'Cheiroso'.

Sol de Janeiro is testing its brand boundaries. The brand built its massive following on sweet, feminine mists. Now, it has launched Cheiroso, its first men's cologne line. The campaign uses Brazilian soccer culture to bridge the gender gap. Early social signals show high curiosity and strong positive reception. We look at whether this bold crossover is landing with men or staying in the gift category.



|                |                                  |                                               |         |
|----------------|----------------------------------|-----------------------------------------------|---------|
| SUBJECT        | DATA PERIOD                      | SURFACES                                      | RECORDS |
| Sol De Janeiro | July 1st 2026 - August 23rd 2026 | Social networks, News, Blogs, Forums, Reviews | 3K      |

# Crossover success starts with the women who love the brand.

Sol de Janeiro's leap into men's grooming with Cheiroso avoids the typical friction of a female-coded brand stretching to men. Our analysis shows the launch is a highly positive event. Net positive sentiment - the share of positive posts minus negative ones - stands at **+53%**. The brand's female-dominated audience is not a barrier. Instead, it is the primary engine. Women are acting as active discoverers, buyers, and advocates, while men show genuine interest when the product is framed around fresh, woody notes rather than heavy grooming tropes. The soccer positioning provides a clean cultural entry point that feels authentic rather than forced.

## Women drive the initial purchase engine as enthusiastic gifters.

Women who already love the brand's signature mists are highly eager to buy these colognes for the men in their lives [T3], [T4]. This bypasses the typical hurdle of getting men to discover a new beauty brand. Many of these female shoppers express excitement about sharing their favorite brand's new direction. They act as trusted recommenders, making the initial purchase feel low-risk.

**IMPLICATION** This means the brand does not need to build a male audience from scratch. They can win by activating their existing female fanbase first. Marketing should treat these women as the primary gateway. This strategy lowers acquisition costs while scaling reach quickly.

## Men are genuinely interested in the scent profile, not just the brand name.

When men interact with the product, they focus heavily on the actual notes like cedarwood, coconut, and lavender [T1], [T5]. The woody, clean profile overcomes any hesitation about the brand's traditionally feminine image. Reviewers highlight how these notes compare favorably to high-end designer fragrances. This sensory satisfaction helps secure immediate repeat purchase intent.

**IMPLICATION** Product quality is the ultimate proof point. While the brand name gets them noticed, the scent profile is what builds trust. Keep the focus on premium, wearable ingredients. This helps transition the brand from a novelty gift to a daily staple.

## The soccer connection lands well but plays a secondary role to the scent itself.

While the campaign's Brazilian soccer theme and star Andre Lamoglia earned steady attention [T7], the primary driver of purchase intent remains the fragrance notes and the brand's reputation for long-lasting scents [T1], [T4]. Consumers appreciate the sporty aesthetic, but they ultimately judge the product on performance. They want to know if the scent lasts through a full day. This makes product education just as important as the lifestyle campaign.

**IMPLICATION** Use cultural themes as hooks, not the whole story. The soccer framing gets people talking. The actual product benefits must do the heavy lifting in conversion. A balanced approach ensures the campaign drives sales rather than just buzz.

#### STRATEGIC TAKEAWAY

**Use the female fanbase to seed the male market.** Do not try to speak to men in isolation. Frame Cheiroso as a shared sensory experience that women love to buy and men love to wear. This reduces friction and accelerates adoption.

#### - 01 THE BRIEF & THE DATA

## Orienting the launch performance.

This report answers several key questions about the Cheiroso launch. Are men actually interested in the new line, or is it viewed purely as a gift? Does the soccer-themed positioning resonate with the target audience? Why did Sol de Janeiro launch this, and is there a viable market? How does the early reception compare to other fragrance spaces?

We analyzed **3K total mentions** (2,965 records) collected via YouScan between July 1st and August 23rd, 2026. The dataset covers social networks, news outlets, blogs, forums, and reviews. Mentions include original posts, comments, video subtitles, and extended reposts. We focused on the Cheiroso launch, excluding unrelated Spanish and Portuguese terms and general discussions of Sol de Janeiro's legacy female-coded perfumes.

The conversation is highly positive, with **+53% net positive sentiment** (**58% positive**, **5% negative**, and **37% neutral**). The launch theme dominates the landscape, making up over half of all conversations [T1]. The online launch drove intense interest [T3], while specific customer enthusiasm for the scent profiles made up a strong secondary block [T4]. Risk is extremely low, with negative sentiment resting at just 5%, mostly centered on general fatigue around rapid beauty releases [T6]. Broad market signals show an eager appetite for accessible, high-quality men's scents, validating the brand's entry into this space [T2].

#### - 02 FINDINGS - THE LAUNCH ARC AND CREATOR DRIVERS

## Creator partnerships and launch moments drive the conversation.

**The launch conversation peaked rapidly but showed steady tail interest.**

The conversation spanned **33 active days**, peaking on July 21, 2026, with **191 mentions** (6% of all volume) following the official reveal [T1]. The week of July 20 was the most active period, carrying **861 mentions** (29% of total volume). While volume tapered off in August, the drop was gradual, indicating sustained interest as the store launch date neared. This steady baseline of interest suggests that the campaign built real momentum rather than a fleeting spike.

**IMPLICATION** This shows the launch had real staying power. It was not a one-day wonder. The brand successfully kept the conversation alive over several weeks. Ongoing engagement indicates that the product has moved past initial hype into genuine consumer consideration.

## High-reach creators successfully bridged the cultural gap.

Brazilian actor [André Lamoglia](#) drove significant engagement, highlighting the "Play It Your Way" campaign and store availability [\[T1\]](#), [\[T7\]](#). Creators like [Victoria Brito](#) added authentic lifestyle appeal, sharing her excitement: "[Gossstosssaaaa cheirosaaaaa demaissss! @soldejaneiro really brought my country's vibes last night 🇧🇷 I felt at home. Their new Cheiroso Cologne Mists are delicious my favorite i](#)". These partnerships made the brand's Brazilian roots feel authentic and inviting. They also helped normalize the brand's expansion into men's grooming by grounding it in cultural heritage.

**IMPLICATION** Using culturally relevant talent is highly effective. It gives the brand instant credibility in a new segment. Continue to partner with creators who embody this authentic lifestyle. This keeps the narrative grounded in real cultural moments rather than generic corporate ads.

### - 03 FINDINGS - THE GIFTING DYNAMIC AND COGNITIVE TENSION

## Female advocates act as the primary gateway for male adoption.

### Women are leading the purchase intent as eager gifters.

Rather than creating tension, Sol de Janeiro's strong female fanbase is an asset [\[T3\]](#), [\[T4\]](#). Many women are buying the cologne as gifts for partners or male friends, viewing it as a natural extension of a brand they already trust. This gifting dynamic lowers the barrier to entry for male consumers who might not otherwise seek out the brand. It allows the brand to capture market share without relying solely on direct-to-male marketing.

**IMPLICATION** This is a major shortcut to market penetration. You do not have to convince men directly at first. Convince the women who buy for them, and let them handle the trial. This organic handoff builds immediate trust with the end user.

### Couples content normalizes the product for everyday male use.

Creators are using playful, relatable relationship narratives to showcase the fragrance. For example, creators [Mahdi & Lanaiza](#) joked about the scent's appeal, saying, "[Apparently smelling that good comes with consequences when you're married. 🧑🏽💍 She claims if I wore Cheiroso 7, she would've let me out...](#)". This framing positions the scent as highly attractive and desirable, bypassing any hesitation about the brand's feminine heritage. It also drives high social engagement by making the product part of an entertaining story.

**IMPLICATION** Relatable relationship dynamics are highly persuasive. They show the product in a real-world, positive context. Lean into this co-creation style for social content. It normalizes the product and makes the brand feel approachable.

#### PLANNER'S TAKEAWAY

**The female audience is your secret weapon, not a barrier.** Do not try to hide the brand's heritage. Embrace the fact that women love how this smells on men. This creates an easy, high-trust path to purchase.

## Woody and tropical notes validate the product's quality.

### The fragrance notes receive overwhelming praise from scent enthusiasts.

Consumers are highly focused on the specific ingredient profiles, with cedarwood (254 mentions) and lavender (229 mentions) leading the discussion [T1], [T5]. Creator [jae selene](#) ♡ highlighted this appeal, noting, "Cedarwood, coconut, vanilla, and warm woody notes make this the perfect everyday scent for men." This focus on high-quality, wearable notes helps establish the product as a legitimate contender in the men's fragrance space. It proves that the brand can deliver sophisticated scents that appeal to a broader audience.

**IMPLICATION** Scent quality is the ultimate retention driver. Beautiful packaging gets the first trial, but the actual juice is what keeps them coming back. Keep the focus on premium, wearable ingredients. This ensures that early curiosity turns into long-term customer loyalty.

### The accessible price point creates a strong competitive advantage.

At \$26, the cologne mist is seen as an easy, low-risk purchase compared to expensive designer colognes [T3], [T4]. This pricing strategy encourages impulse buys and allows younger consumers to experiment with the brand without a major financial commitment. It also positions the product as an accessible luxury that fits easily into everyday budgets. This makes it a highly competitive option in the crowded fragrance market.

**IMPLICATION** Accessibility is a massive differentiator. In a category dominated by expensive imports, a \$26 price point is highly disruptive. Use this to drive rapid trial and adoption. It lowers the barrier to entry for younger shoppers who are eager to try new scents.

## Soccer culture provides a clean, neutral entry point.

### The soccer theme offers an authentic cultural bridge.

The campaign's focus on Brazilian soccer culture (pelada) and iconic jersey numbers (7 and 10) lands well with audiences [T7]. It provides a sporty, masculine framing that feels natural to the brand's Brazilian identity rather than forced or stereotypical. This athletic theme resonates with both sports fans and general consumers looking for a fresh lifestyle vibe. It successfully bridges the gap between traditional beauty and active lifestyle branding.

**IMPLICATION** Authentic cultural hooks outperform generic masculine tropes. The soccer theme feels fresh and distinct. It gives the product a unique story in a crowded market. This helps the brand stand out on crowded retail shelves.

While the theme is appreciated, the scent remains the primary purchase driver.

Although the soccer imagery and partnerships like the one with Andre Lamoglia draw eyes [T7], consumers ultimately base their purchase decisions on how the product smells and lasts [T4], [T5]. The cultural theme functions as an excellent hook, but the product's sensory quality is what closes the sale. Reviewers consistently note that the scent's longevity is the key factor in their satisfaction. This highlights the importance of keeping product performance at the center of the narrative.

IMPLICATION

Balance lifestyle marketing with product education. The story gets them interested, but the product performance is what keeps them. Ensure both are prominent in marketing. This dual focus builds both immediate desire and long-term brand equity.

- 06 RECOMMENDATIONS

# What to do with this.

1 Target the gifter in marketing campaigns

MARKETING

Since women are driving the initial purchase wave, marketing should directly speak to them [T3], [T4]. Frame the cologne as the perfect gift for partners, brothers, or friends. This uses your existing loyal customer base to build a bridge to male users. It also reduces the friction of introducing a new brand to men.

WHO & WHERE

Brand Team / Social Channels

SIGNAL OF SUCCESS

High gift-related keyword volume in reviews

TRADE-OFF

May delay direct male-to-brand relationships

FIRST STEP

Create a "gift for him" holiday campaign pilot.

2 Emphasize key woody and tropical notes in copy

CREATIVE

Consumers and scent reviewers are highly responsive to the specific notes of cedarwood, lavender, and coconut [T1], [T5]. Highlighting these clean, woody profiles in product listings and social copy will reassure male buyers who might worry about overly sweet or feminine scents. This clear ingredient messaging shifts the focus to product quality. It helps establish the line as a sophisticated grooming option.

WHO & WHERE

Creative & Copy Teams / PDP Pages

SIGNAL OF SUCCESS

Increased search traffic for specific scent notes

TRADE-OFF

Moves focus away from signature sweet profiles

FIRST STEP

Update website product descriptions to lead with woody notes.

### 3 Use couples-centric co-creation content

INFLUENCER

Relatable couples content, like that from Mahdi & Lanaiza, drives strong engagement and normalizes the product [T1], [T4]. Partner with lifestyle and comedy couples to show the real-world appeal of the fragrance in a lighthearted, authentic way. This approach makes the brand feel approachable and fun. It also encourages organic sharing across social platforms.

WHO & WHERE

Influencer Marketing / TikTok & IG

SIGNAL OF SUCCESS

High engagement rates on co-created posts

TRADE-OFF

Higher production costs for multi-creator campaigns

FIRST STEP

Brief existing creator partners to include their partners in reviews.

### 4 Double down on the sports and lifestyle crossover

STRATEGY

The soccer-themed campaign successfully created a neutral, masculine entry point without feeling forced [T7]. Continue using lifestyle sports culture, rather than traditional grooming tropes, to keep the brand feeling fresh, active, and accessible. This strategy aligns the product with positive lifestyle associations. It helps the brand capture a wider male demographic.

WHO & WHERE

Brand Strategy / Event Partnerships

SIGNAL OF SUCCESS

Strong brand affinity scores among male sports fans

TRADE-OFF

Requires ongoing investment in sports talent

FIRST STEP

Plan a pop-up activation at a local soccer tournament.

- 07 WATCHLIST - 90-DAY SIGNALS

## What could change the call.

Monitoring these key signals will help the brand navigate the post-launch phase and adjust strategy as the product hits physical shelves. We want to ensure that the initial excitement translates into long-term loyalty and repeat purchases. Keep a close eye on these triggers over the next 90 days. This proactive tracking helps protect the brand's market share as competition grows.

| # | SIGNAL              | TRIGGER TO REOPEN                                     | HORIZON |
|---|---------------------|-------------------------------------------------------|---------|
| 1 | Scent Fatigue       | Reviews complaining of weak longevity                 | NOW     |
| 2 | Shelf Presence      | Low male foot traffic in Sephora stores               | 30 DAYS |
| 3 | Competitor Response | Fast-follower launches from other female-coded brands | 60 DAYS |
| 4 | Repurchase Rates    | Drop-off in repeat purchases after the gifting wave   | 90 DAYS |

| # | SIGNAL                | TRIGGER TO REOPEN                             | HORIZON |
|---|-----------------------|-----------------------------------------------|---------|
| 5 | International Scaling | Low traction in key European or LATAM markets | 90 DAYS |

## - METHODOLOGY & GLOSSARY

# What Discover does, and what the labels mean.

## DATA SOURCES AND TOOLS

**YouScan** ingests comment-level conversation and sentiment across earned and owned streams. **Tellagence Discover** - the layer of Contextual Intelligence that brings data into full color - clusters themes, scores momentum, and compiles the executive output. Clusters roll into stories, and stories roll into themes.

## SENTIMENT DEFINITIONS

**Total mentions:** total record count processed in the cycle. **Verified sample:** total mentions excluding records without a determinable sentiment. **Positive / Negative Sentiment:** percentage of explicitly positive / negative records in the verified sample. **Net Sentiment:** Positive % minus Negative %.

## CITATIONS

Chips such as [S2] trace each claim to the parent\_reference of the theme, story, or cluster it came from in the source data.

## - APPENDIX: FULL QUERY

# The exact query behind this data.

```
("Sol De Janiero" OR #soldejaniero OR "@soldejaniero" OR "@Sol de Janeiro" OR "Sol de Janeiro" OR "SOL de" OR
"Cheiroso" OR #SolDeJaneiro OR #SolDeJaneiroPerfume) /10
(cologne OR #menscolognes OR #menscologne OR #mensfragrance OR #giftsformen OR #colonge* OR #CologneMist* OR
"Men's Duo" OR ((men OR mens OR "men's" OR male OR boy OR boys) /3 (fragrance OR perfume OR "body mist" OR mists
OR #fragrance OR #perfumetok OR perfumetiktok))
OR
("Cheiroso 7" OR #cheiroso7 OR "Cheiroso 7 Cologne" OR "Cheiroso 10" OR #cheiroso10 OR "Cheiroso 10 Cologne" OR
"Sol de Janeiro Cheiroso" OR "Cheiroso Cologne" OR "Cheirosa 7" OR #soldejanierocologne OR "Sol de Janeiro for
men")
```