

# RE-SCENT

Designing Through Scent, Culture, and Sustainability



## DESIGN INTENT

Re-Scent reimagines the existing Boots store within Highcross Leicester as a sustainable fragrance destination that challenges conventional perfume retail. Moving beyond transactional shopping, the project transforms the space into an immersive environment where fragrance becomes a tool for cultural exchange, education, and sensory exploration.

Inspired by Middle Eastern perfume traditions and the Japanese philosophy of Kintsugi, the design promotes longevity, repair, and reuse over disposable consumption. Through refill systems, recycled perfume bottles, and interactive fragrance rituals, users are encouraged to develop a deeper understanding of scent while engaging with more conscious consumption practices.

Sustainability is embedded throughout the proposal, influencing material selection, product sourcing, and user experience. Durable natural materials, circular retail systems, and educational interventions are integrated into the spatial journey, encouraging users to reconnect with fragrance through culture, memory, and craftsmanship. The result is a contemporary retail environment that redefines the role of the perfume shop, transforming it into a place of learning, participation, and sustainable engagement.

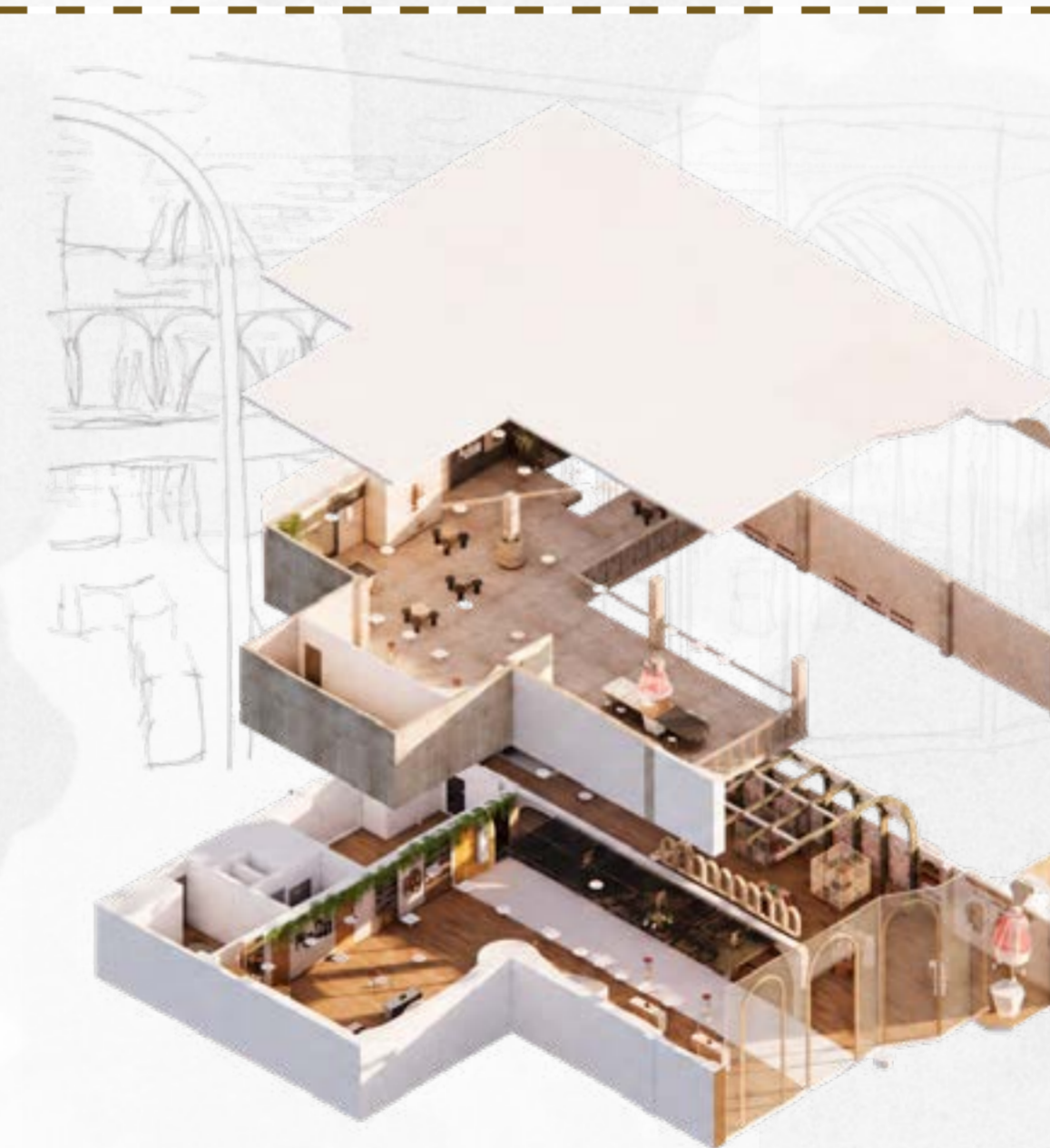


Aligned with the United Nations Sustainable Development Goals (SDGs).



Existing Site Images

Located within the existing Boots store at Highcross Shopping Centre, Leicester, the proposal transforms the space into a new fragrance destination through a complete sustainable interior intervention. While the interior experience is entirely reimagined, the existing shopfront and structural columns are retained and incorporated into the design, maximising the use of the existing building fabric.



ISOMETRIC NOT TO SCALE

Who is it for?

- Culturally familiar users connected to fragrance traditions.
- Curious users exploring scent and culture.
- Sustainable consumers seeking refill and reuse experiences.
- Users looking for personalised fragrance interaction.

## USER EXPERIENCE



### PERFUME DISCOVERY

The journey begins with discovering new perfumes and understanding personal scent preferences.



### LEARNING ZONE

Introduces the ingredients, origins, and sustainability of perfume making.



### REFILL SUSTAINIBLY

Encourages bottle reuse through a sustainable refill system.



### BRING BACK MEMORIES

Explores how smelling familiar scents can trigger memories and emotional connections.



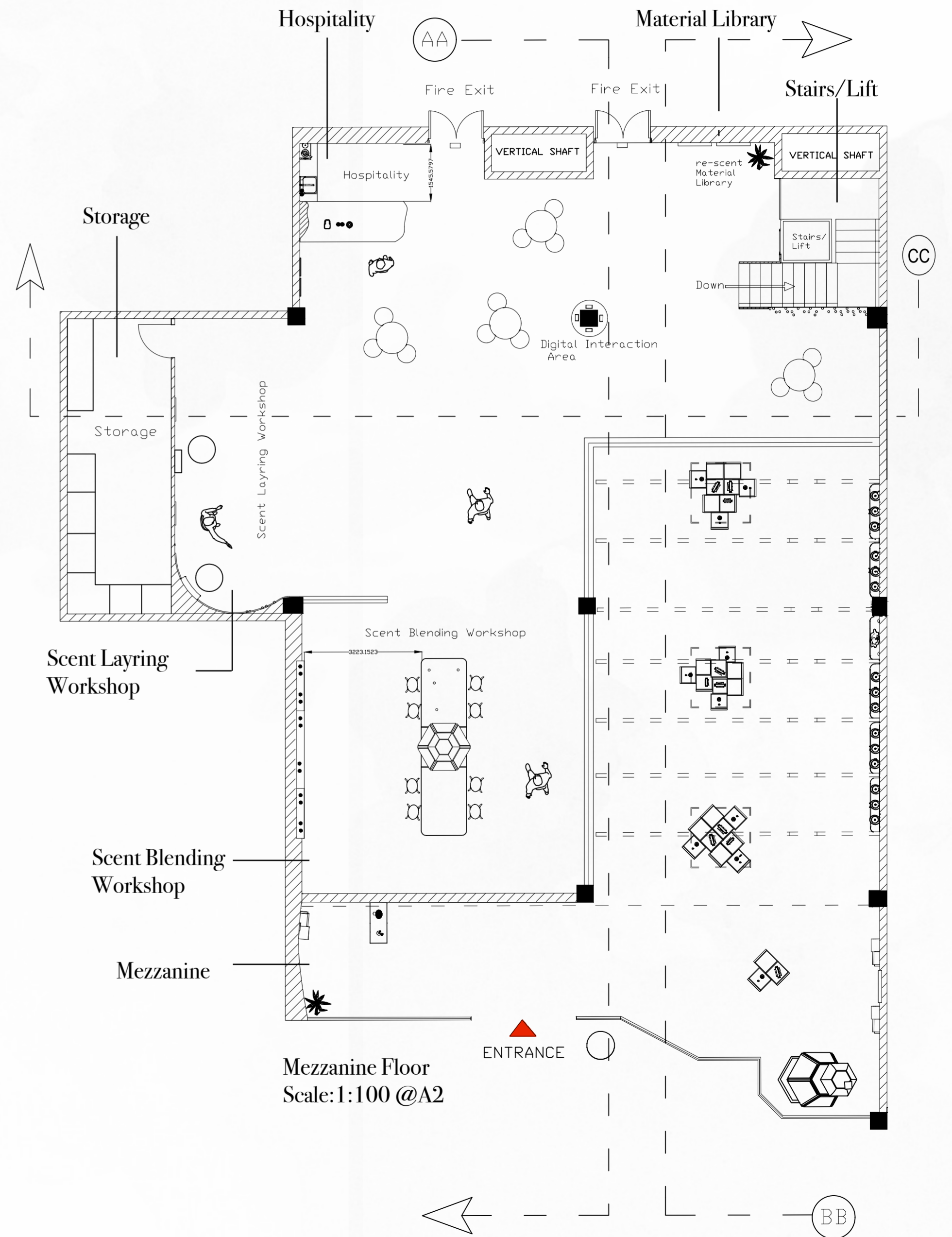
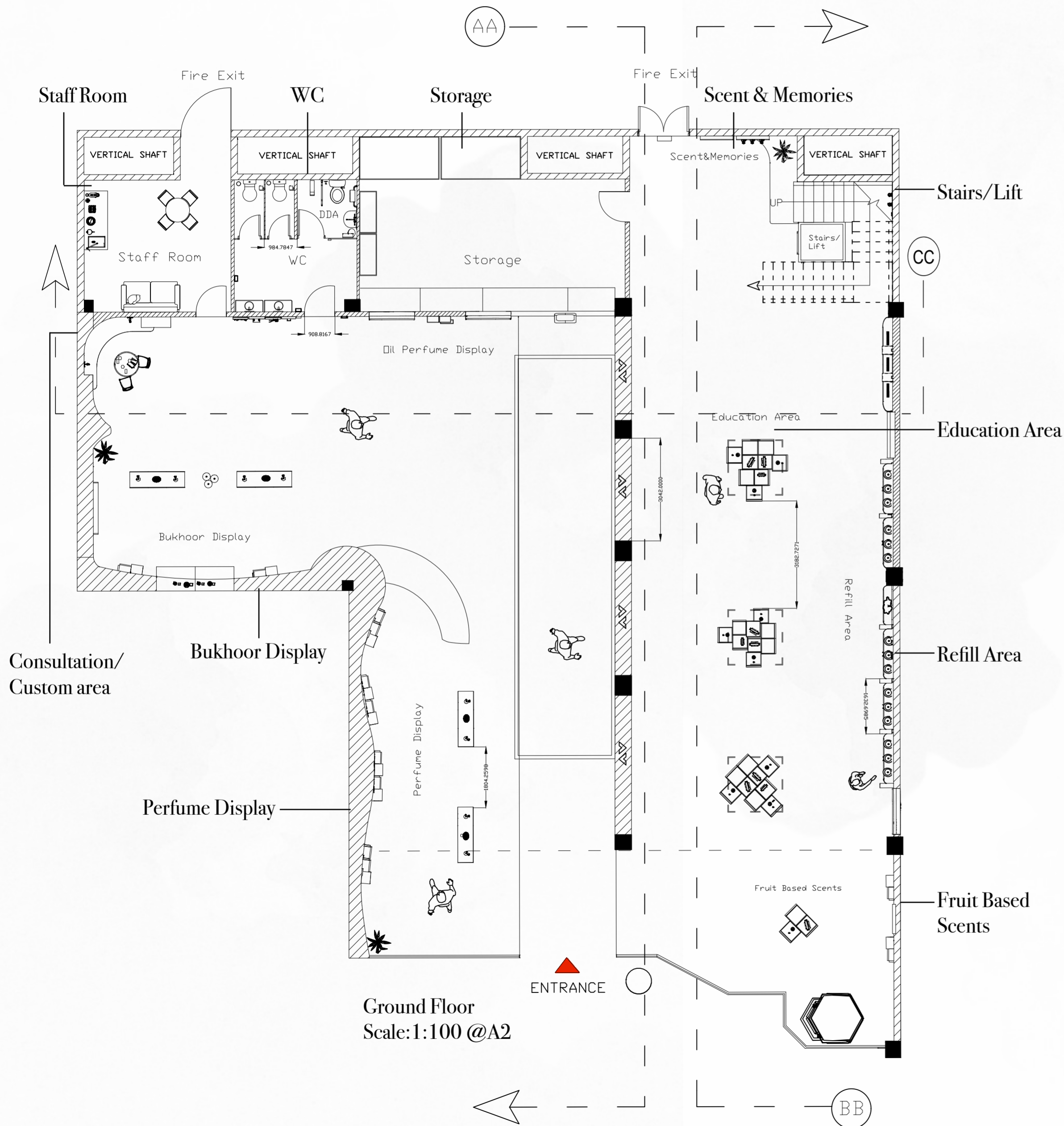
### BRING BACK MEMORIES

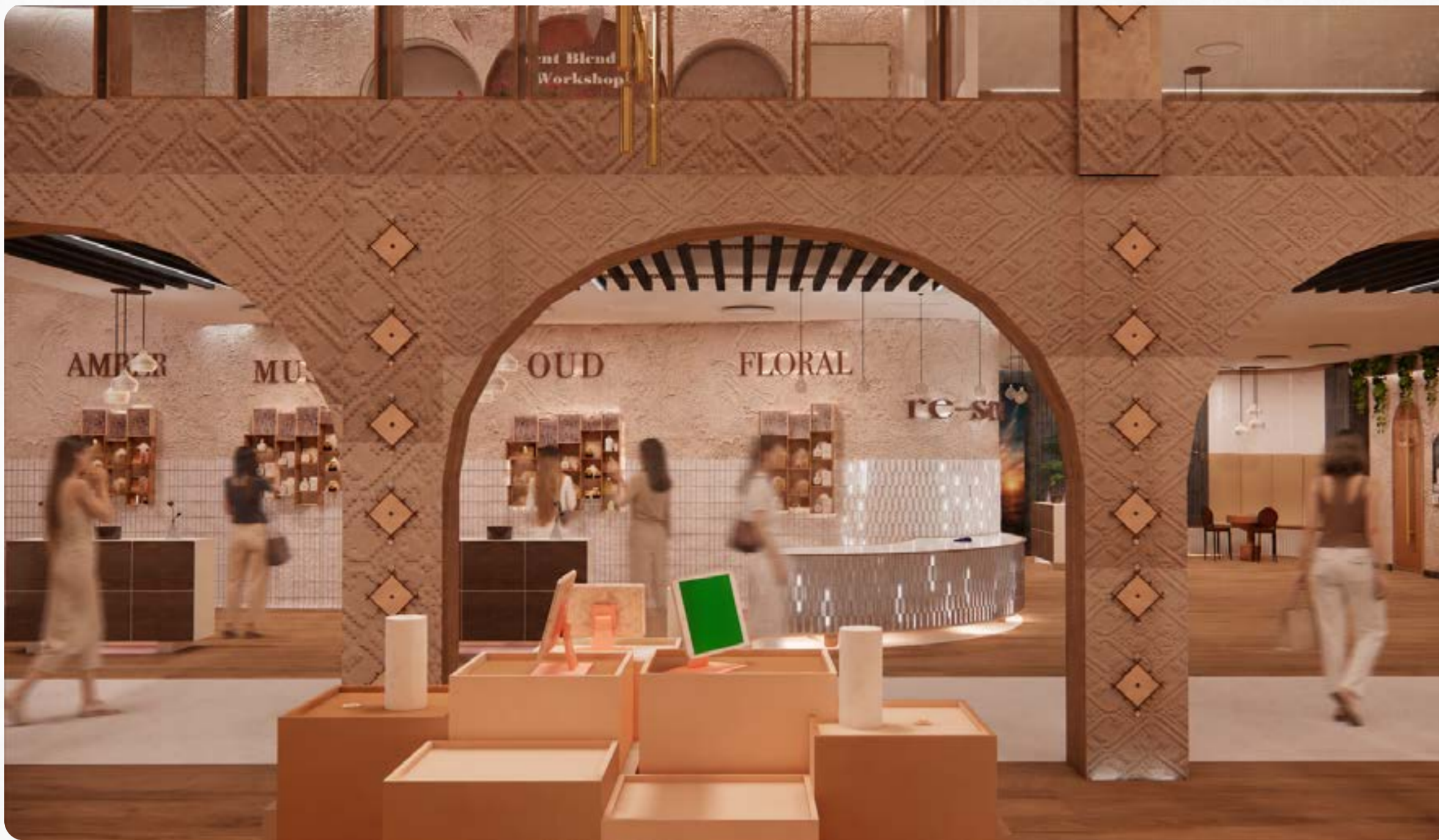
Teaches scent blending and layering techniques that enhance fragrance longevity and support sustainable consumption.

[CLICK ON ME TO HAVE A WALK-THROUGH](#)

# PLANS

[CLICK ON ME TO HAVE A WALK-THROUGH](#)





An immersive perfume display area showcasing Oud, Musk, Amber, and Floral fragrances inspired by rich Middle Eastern scents and traditions.



Refill and education

The layout is designed to create a clear and intuitive journey, allowing users to move easily through the space and quickly find products, services, and interactive experiences. Large arches were used to reflect Middle Eastern architectural elements while subtly separating and defining different areas within the space.



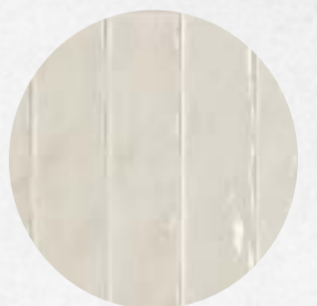
The inspiration from the modern Sustainable Mashrabiyyeh



Hemp



Recycled clay tiles



An oud perfume display with a powerful scent that can captivate anyone, blended with a variety of locally sourced fragrance notes. The two rows on the right are for mens fragrances, while the remaining rows are for womens fragrances

Why re-scent?

- To promote sustainable fragrance consumption through refill and reuse systems.
- To introduce Middle Eastern fragrance traditions to a wider audience.
- To create a more interactive and educational retail experience.
- To reconnect users with scent through culture, memory, and personal expression.
- To transform the traditional perfume shop into a sensory and experience-led environment.

The interactive display boxes create an educational sensory experience where visitors can smell pure scents, explore and touch raw ingredients, and discover how fragrances are crafted through visual and tactile interactions. The refill area on the left encourages sustainability by allowing customers to refill existing perfume



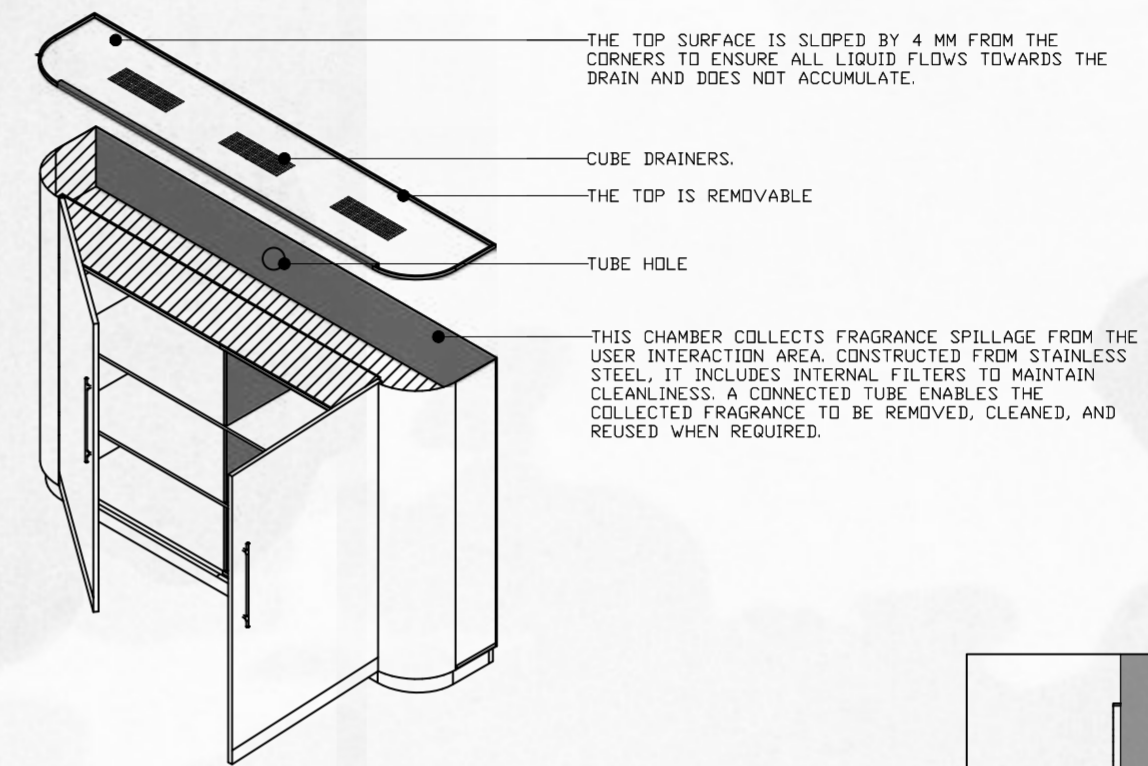
The suspended modular installation is aligned with the educational display area below, creating a strong visual connection between both levels. Inspired by the geometric patterns of traditional Mashrabiya screens, the structure acts as both a decorative feature and an integrated lighting element. Positioned within the Kintsugi-inspired arches, it draws visitors' attention upward, encouraging visual exploration of the double-height space



The full-height columns incorporate Kintsugi, symbolising repair, reuse, and longevity. The visible gold detailing celebrates restoration rather than replacement, reflecting the refill concept and the project's commitment to reducing waste through circular design.

## REFILL AREA DETAILING

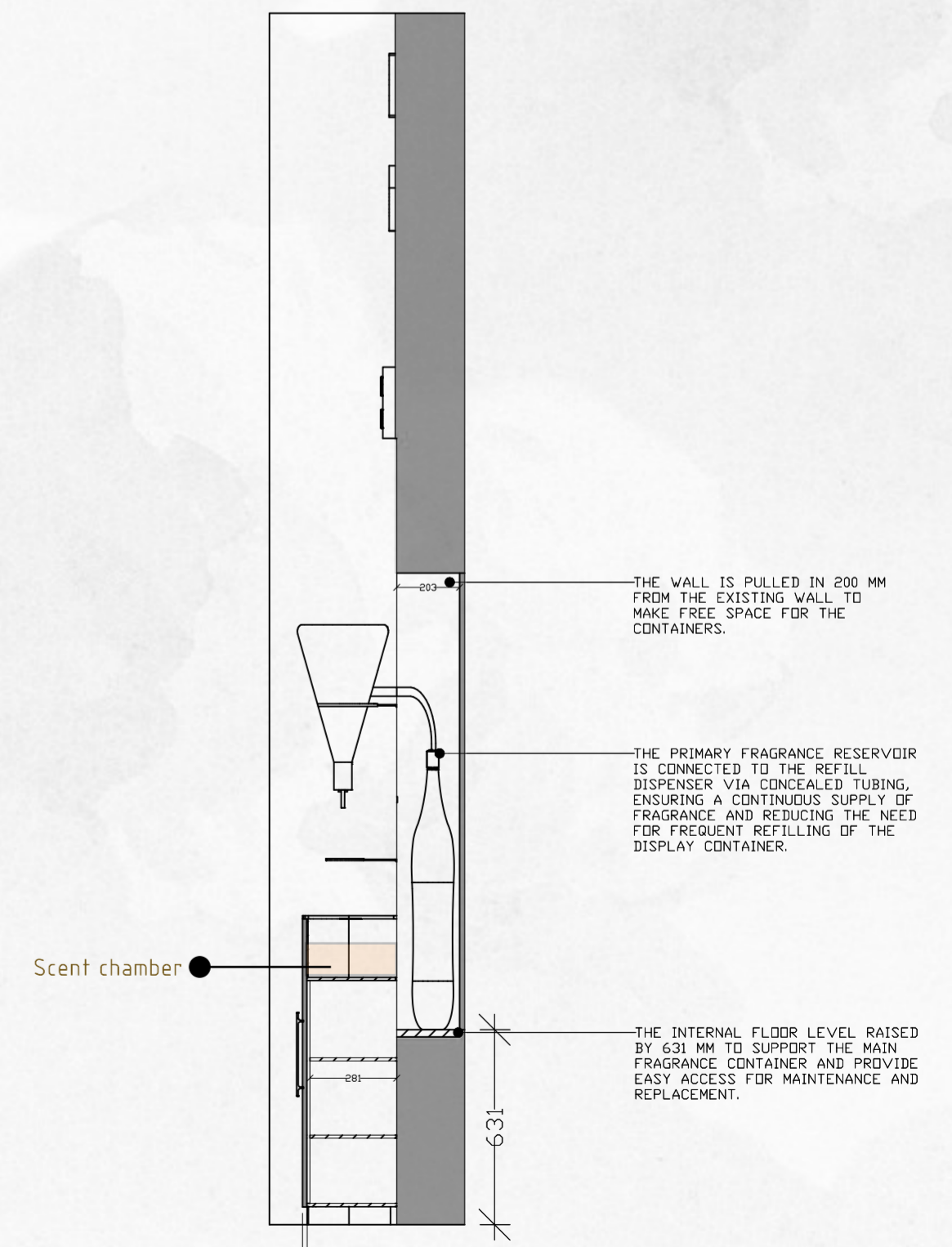
The refill station was designed to minimise product waste through an integrated recovery system. Any excess fragrance that spills during the refill process is directed into a stainless-steel collection chamber positioned beneath the dispensing area. The chamber contains filters to remove impurities and is connected to a separate removable container, allowing the collected fragrance to be easily removed, cleaned, and reused. This system supports circular design principles by reducing waste, extending product usability, and improving the overall sustainability of the refill experience.

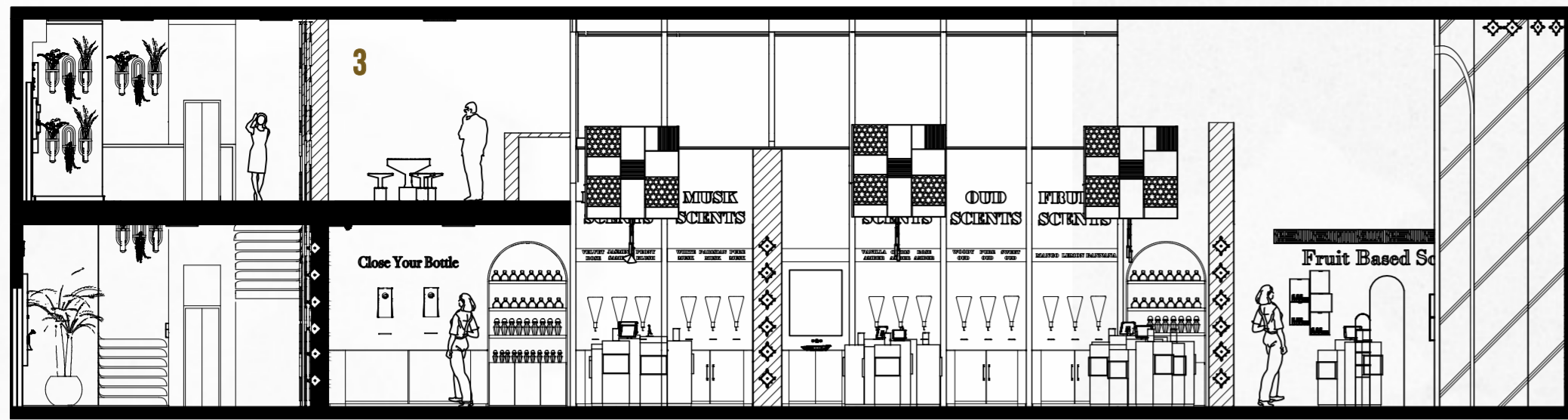


Contemporary Arabic Calligraphy Wall Finish

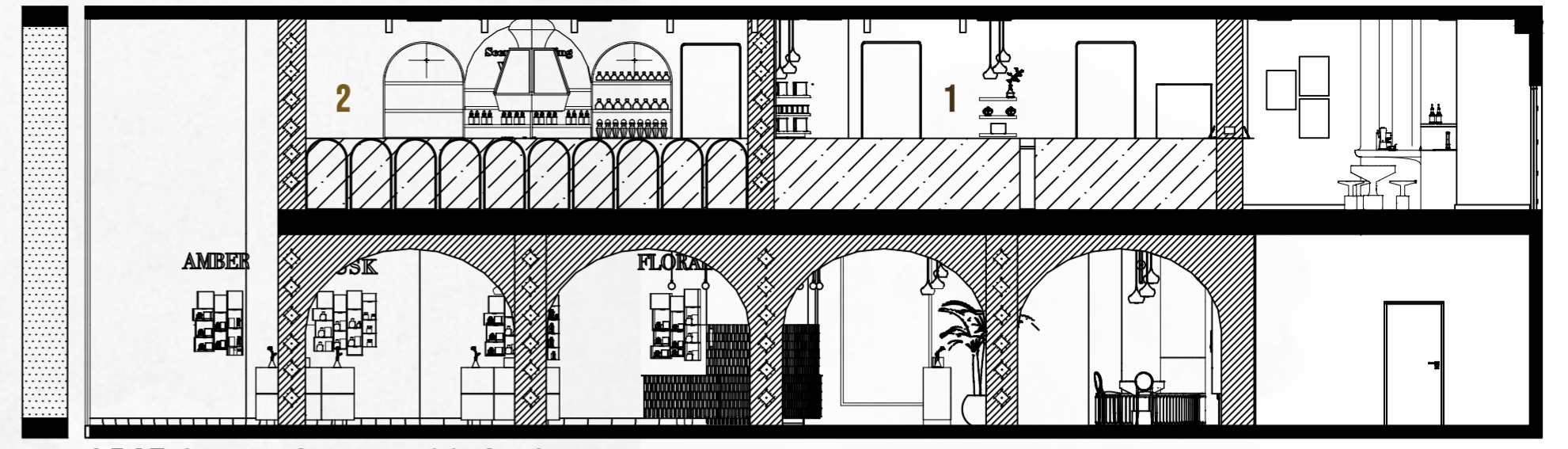


Oak finish applied to all refill storage cabinets.





SECTION BB Scale 1:100 @A2



SECTION AA Scale 1:100 @A2



Visitors learn about traditional Middle Eastern fragrance rituals, including the use of bukhoor and the principles of scent layering. Through experimenting with different scents and combining fragrances, they create a personalised scent profile while learning how layering can produce multiple scent variations from existing products. This encourages product longevity, reduces the need for excessive purchases, and promotes a more sustainable approach to fragrance consumption.



Scent Blending Workshop

keeping everything consistent and showing the re-collective and the Japanese philosophies.



SCAN ME & TAKE A TOUR



Tables Are Made Rammed Earth



Recycled-Content Vinyl Flooring Durable, slip-resistant, and easy to clean, with a low-porosity surface that supports hygiene, longevity



SECTION CC NOT TO SCALE

Both floors are connected through a consistent design language, creating a seamless experience that reinforces the Re-Scent identity throughout the space. Graphics and digital displays act as key wayfinding and storytelling elements, strengthening the connection between the two levels.