

The Aroma Fragrance Store

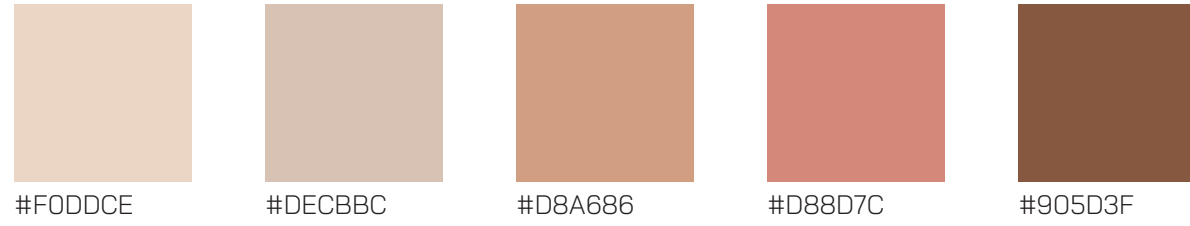
Primary Logo

Submark

AROMA
FRAGRANCES



Brand Colour Palette



The Aroma Fragrance store tackles the current issues faced by physical retail environments and prioritises today's consumers expectations. The store focuses on the consumer journey and creating a personalised experience. The bespoke service provides a unique opportunity for consumers to create their own scent. The journey includes an olfactory experience inside 'the scent room' and a 1-1 session working with an Aroma Perfumer.

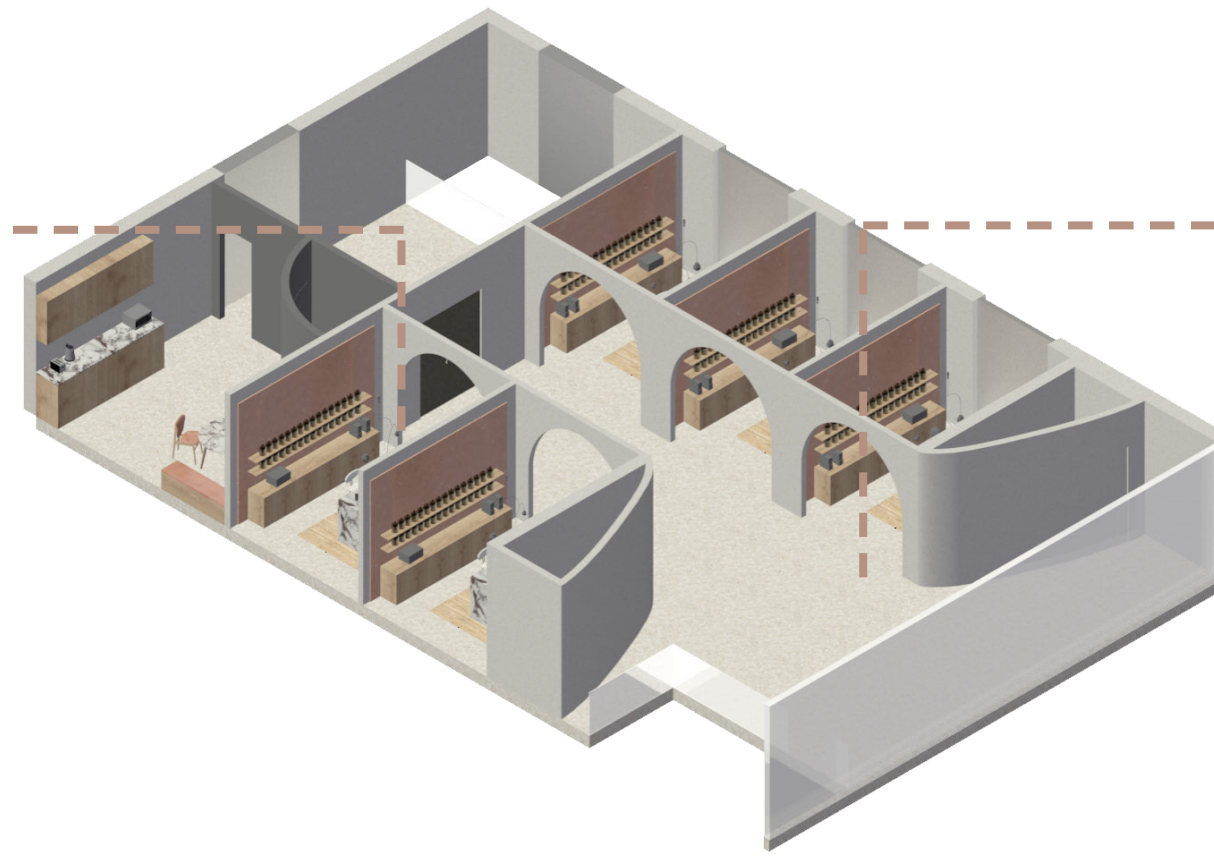
The store also features a dedicated retail space where Aromas off the shelf and seasonal fragrances are featured. The retail space uses an omnichannel strategy, integrating both digital and physical touchpoints such as a click & collect service, an instore refill centre and an AI chatbot all accessed through the Aroma Fragrance app. The store is designed to create a serene and welcoming atmosphere, allowing customers to immerse themselves in the world of luxury perfumery. From the moment they step through the doors, visitors are enveloped in a symphony of scents, each one carefully curated to evoke emotions and memories. The interior scheme draws inspiration from the science behind how scents travel through the air, featuring a series of chrome balls throughout the store.

Located in Chester's City Centre the store is within walking distance of many popular locations such as Chester Racecourse and the new Chester Market. With many events held within the city throughout the year, this provides the opportunity for Aroma to offer private group experiences.

Proposed Building



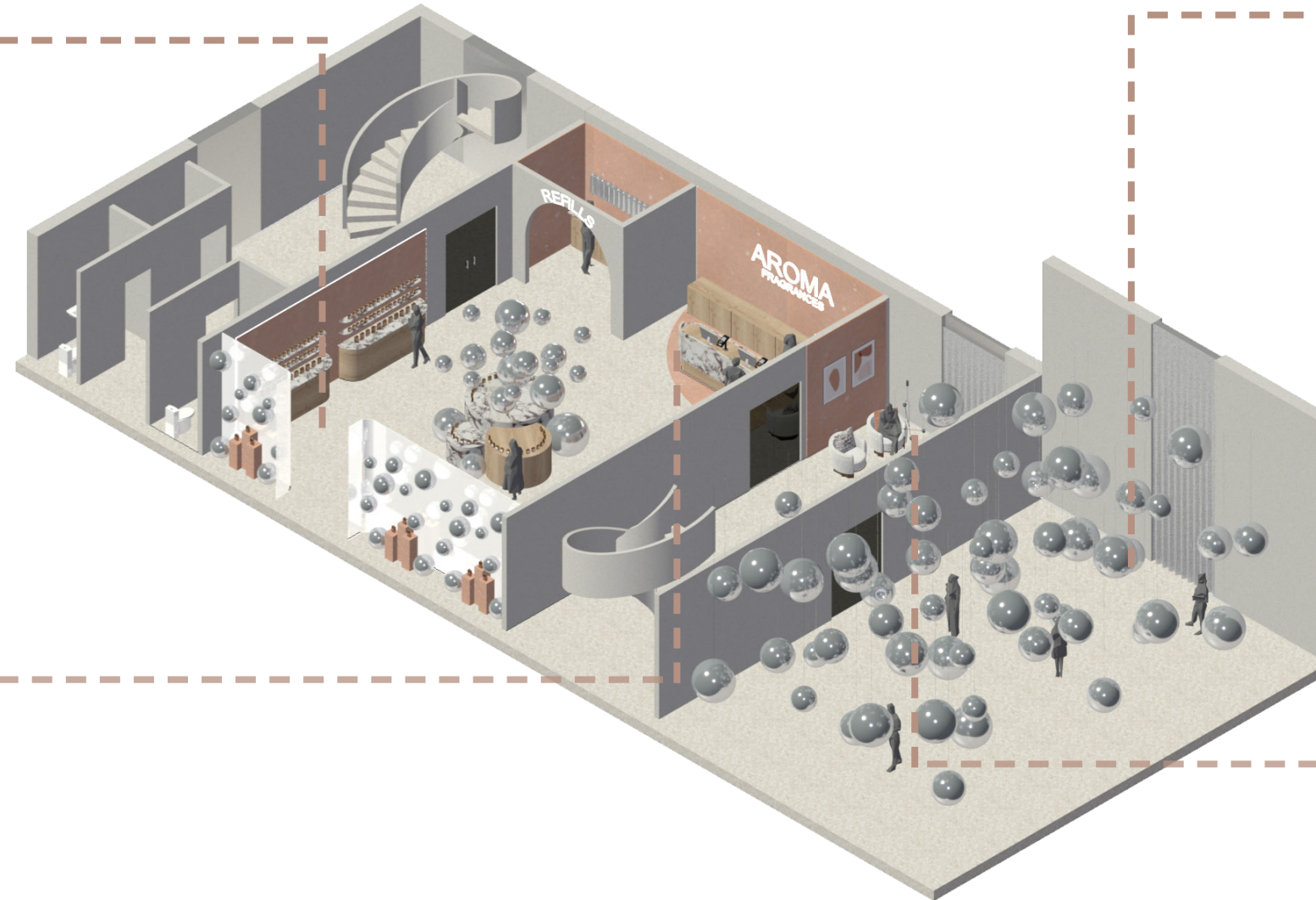
5. Work with the Perfumer to create your personal scent



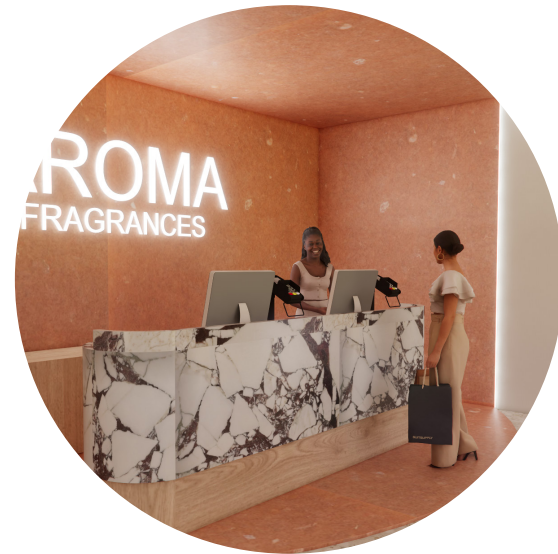
4. Meet the Perfumer



6. Exit through the retail shop



3. The Scent Room



1. Check into the experience



2. Introduction to the brand and experience



Social Media

Social media is becoming an increasingly popular source for reviews, information and promotions. According to Deloitte Millennial survey, 'more than 70% argue that social media strongly influences their purchasing decisions'.



Mobile Phones

The continuous uprise in the everyday use of mobile phones provides the opportunity for products and information from anywhere. 'According to market research 80% of shoppers used a mobile phone inside of a physical store to either look up product reviews, compare prices or find alternative store locations'. Germain, J. (2023). Retailers, It's Time TO Get Phygital. Ecommerce Times. Retrieved from <https://www.ecommercetimes.com/story/retailers-its-time-to-get-phygital-177351.html>



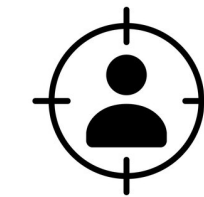
Instant Availability & Delivery

One thing online retail lacks is the instant availability and the ability to receive the product at the point of purchase. Consumers are demanding more services like click and collect, where they can purchase a product online and collect it the same day.



Sustainability

With the rise in awareness of environmental issues consumers are becoming more conscious of the impact of their purchasing decisions. This has caused an increase in the consumers expectations for brands to be prioritizing the environmental impact of their products. Santosh, G. (2024). Sustainability Takes Centre Stage: How Retailers are Responding to Consumer Demands. LinkedIn. Retrieved from <https://www.linkedin.com/pulse/sustainability-takes-center-stage-how-retailers-responding-santosh-g-be1gc>



Individualization of products & services

Today's consumers want to buy products and services tailored to their individual needs rather than mass produced off-the-shelf products. They are expecting brands to offer bespoke services and to build a more personal relationship.



Customer Experience

The experience is as important to the customer as the product and brand. In today's world where online retail is increasing customers are looking for the physical retail spaces to offer a real-life experience that online retail is unable to offer. Deloitte. (2020). The New Retail Operating Model of the Future How retailers need to adapt their operating model to become future-ready. Deloitte. Retrieved from <https://www2.deloitte.com/de/de/pages/consumer-business/articles/future-retail-operating-model.html>

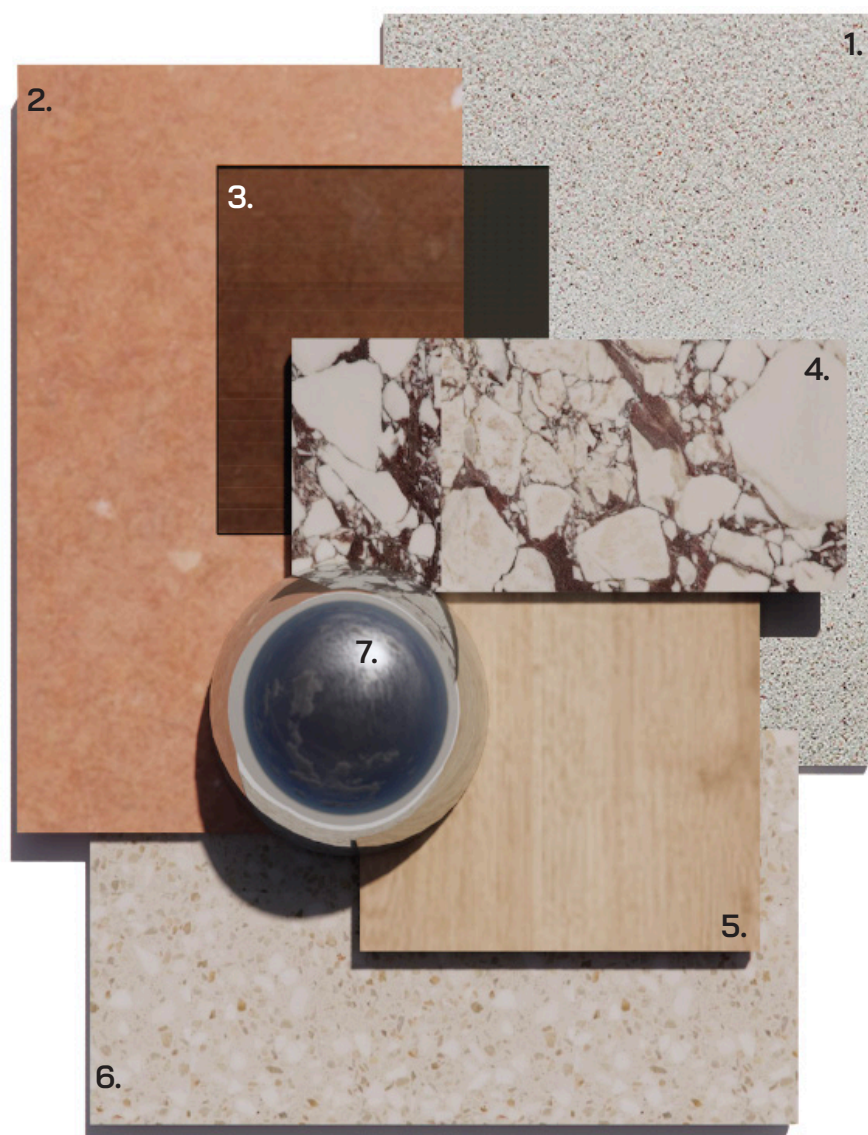


Check Into The Experience

The bespoke experience begins within the retail area when customers check-in at the cashier desk. The area is highlighted using recycled plastic sheets lined with LED. The bespoke counter is made using a combination of oak and marble. The materials are continued throughout the entire store.

Material Specification

1. Clay Works - Custom Concrete Finish in colour GRY-07
2. Smile Plastics - Recycled Plastic Sheets in 'Quary'
3. Smoked Glass
4. Solid Nature - Arctic Amarena Gold Marble
5. Oak
6. Otto Tiles - Genoa Terrazzo Tiles
7. Polished Chrome



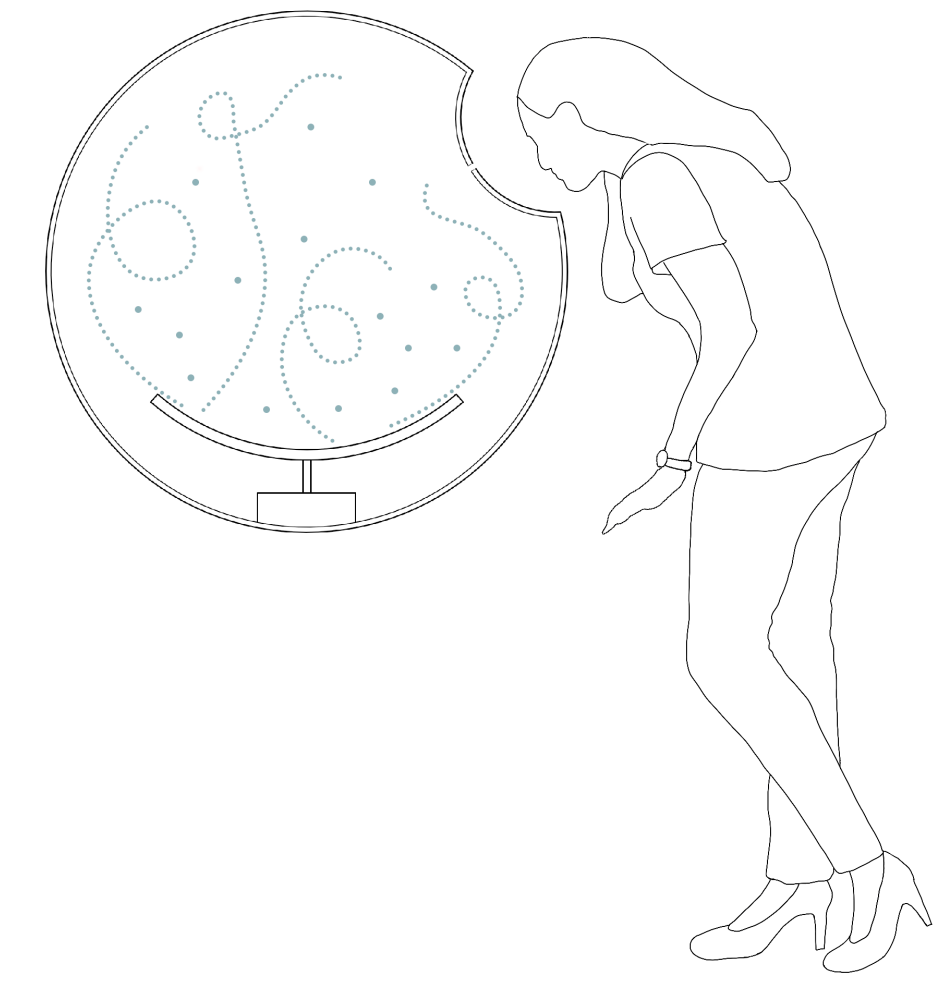
Introduction To The Aroma Fragrance Brand

Once checked into the experience the customer is greeted and taken into a private consultation area. During the consultation the customer is introduced to the Aroma Fragrance brand and the details of the experience. The introduction allows the customer to understand the brand on a personal level and starts to build a more personal relationship which today's consumers desire.

Furniture & Accessories Specification

1. Hug Armchair - Light Walnut Frame, Fabric; Kvadrat Divina Melange 3, 0120
2. Hug Sofa - Light Walnut Frame, Fabric; Kvadrat Divina Melange 3, 0120
3. Custom Coffee Table inspired by the chorme balls used throughout the scheme.
4. Light Atelier Daibheid Geometric Lined Globe Glass Pendant Light
5. Desenio Abstract Shapes and Lines Framed Posters
6. White Voile Curtain
7. Jute Rug





The Scent Bubbles

14 bubbles within the space will contain the fragrances. These bubbles have a slight indentation where the customer can lean their head into. Using modern technologies, a motion sensor will detect the movement and trigger a release of the scent inside the bubble. A small hole located in the indentation will diffuse the scent allowing the customer to smell it.

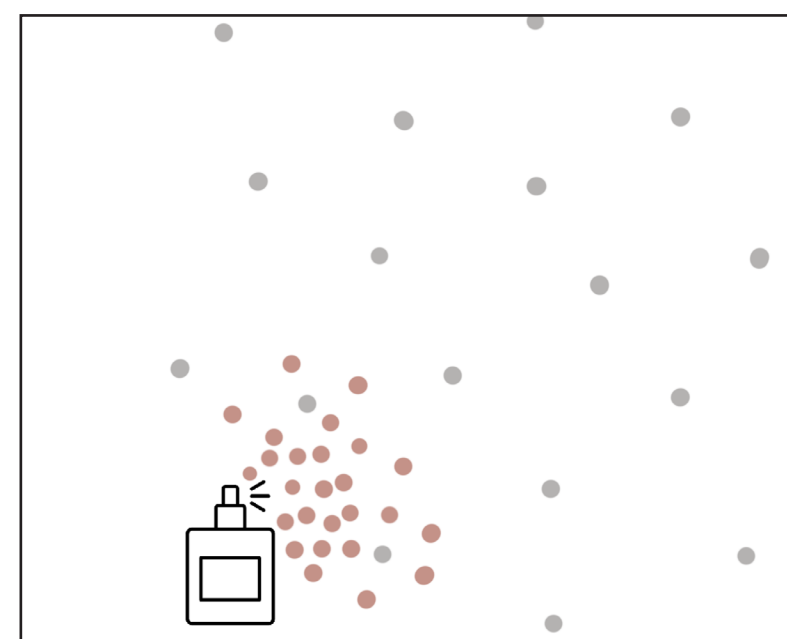
The Scent Room

Our sense of smell plays a critical role in the creation of perfume. Scents can trigger specific memories or emotions for different people. This is because when we inhale the fragrance molecules our olfactory receptors send signals to the brains limbic system, which is responsible for emotions, memories and behaviour.

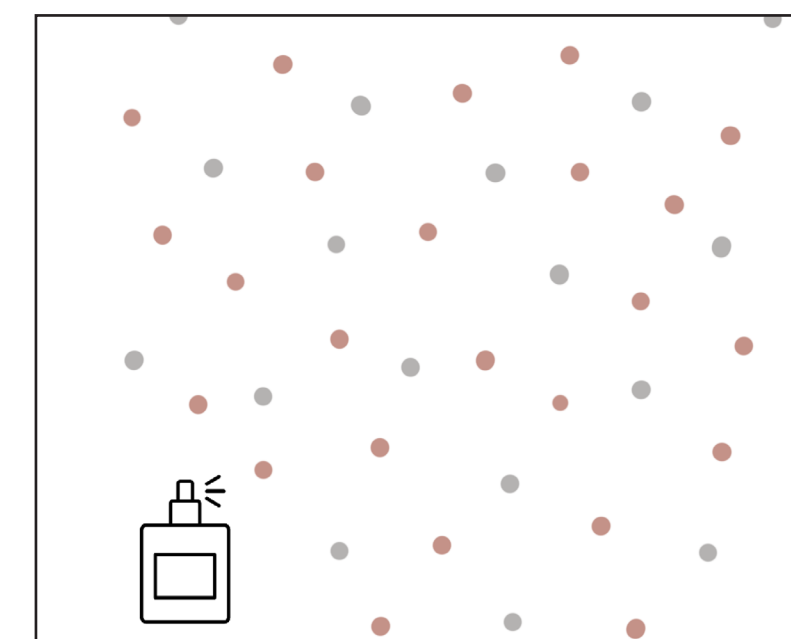
The Aroma Scent Room allows the customer to smell a range of fragrances and record how it makes them feel and whether they liked the scent or not. Taking inspiration from the Art of Scent Exhibition in New York, the Scent Room will feature a neutral palette to help heighten the consumers sense of smell by reducing the interaction with other sensory organs such as vision and hearing.

The room features numerous polished chrome balls hung from the ceiling at various heights. The design takes inspiration from the science behind how scents travel through the air. The chrome balls represent the gas molecules which carry the scent through a space.

Based off the fragrance wheel, a scent to represent each sub category will be featured in the scent room.



Fragrance molecules before diffusion



Fragrance molecules after diffusion

Formal Inspiration

Scents travel through the air by diffusion. Diffusion is where gas particles move from an area of high concentration (the source of the scent) to an area of low concentration (the air around). When perfume is sprayed the liquid is released into tiny droplets. These droplets evaporate turning the scent into a gas form. The gas molecules then diffuse into the air, where they are then detected by the body's olfactory system. *Tutor Chase. (n.d.). How do perfume molecules diffuse in air? Tutor Chase. Retrieved from <https://www.tutorchase.com/answers/igcse/chemistry/how-do-perfume-molecules-diffuse-in-air>*



Digital Integration

When approaching a scent bubble the customer identifies the number on the bubble and then selects that number on the iPad. This will then allow them to record details such as how the scent made them feel and a rating of how much they liked/disliked it. This information is then saved and kept for the perfumer later during the experience. Each customer is provided with an iPad before entering the scent room. This is to record their reaction to each of the fragrances to be used later in the personalisation experience. The scent bubbles are labelled using numbers so that the customer won't know what the fragrance is before smelling it.



Crafting a Bespoke Scent

After completing the scent room, customers are guided upstairs where they are greeted by an Aroma Fragrance perfumer. Taken into a private room, the perfumer will work 1-1 with the customer to create a personalised scent based on the information gathered during the first part of the experience.

Each room features a bespoke desk made from Solid Nature Marble - which is used throughout the interior scheme - with two barstools. A wide oak cabinet provides plenty of storage for stock and shelving above houses a wide range of fragrances used to create the bespoke perfume.



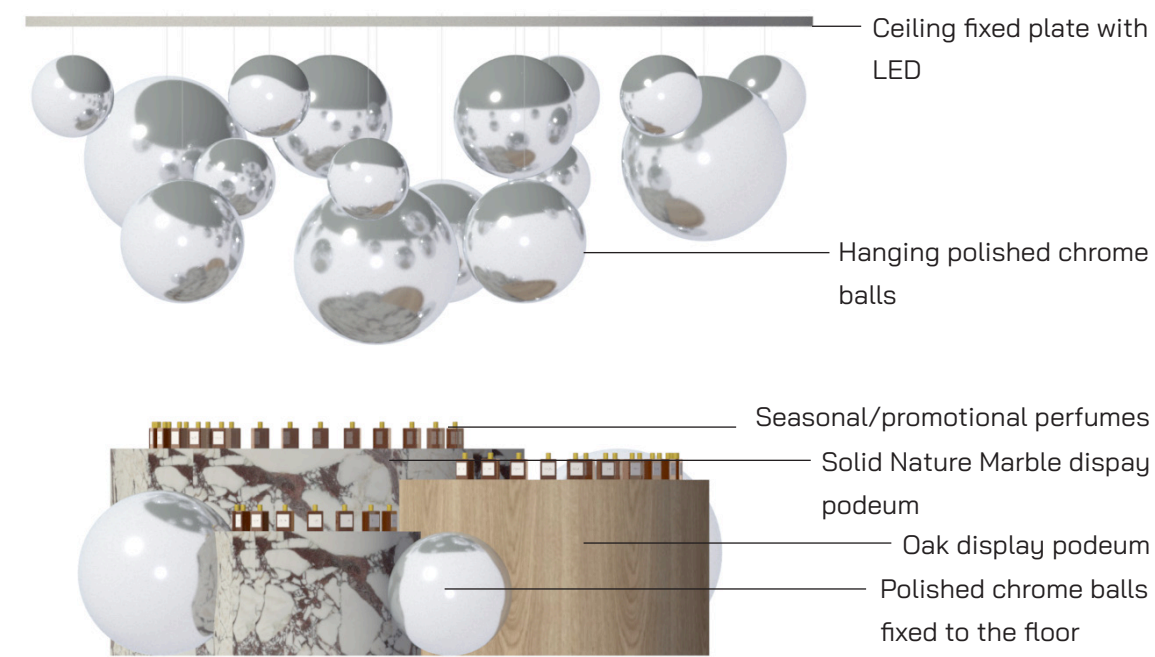
Retail Area

A dedicated retail space provides the opportunity for consumers to interact with the Aroma Fragrance products. Fragrances are displayed in the 4 scent categories; fresh, floral, woody and oriental. The centre of the store features a dedicated display area for seasonal and promotional products. A refill station and a check-out desk are located at the back of the store.

To achieve an omni-channel strategy, the Aroma Fragrance Store works cohesively with the Aroma Fragrance App. Customers can check stock of products, purchase refills, ask for help from the AI chat bot and store favourite items/their custom perfume all from their mobile phone app.



Seasonal /Promotional Product Display



Refill Station

The Aroma Fragrance Store features a refill station where customers can bring in their empty Aroma Perfume bottle and refill it. This solution helps reduce waste and the negative impact on the environment. To reduce the waiting time in queues the refills are purchased using the Aroma Fragrance App.

Also, within the refill station area is somewhere for customers to put any broken or unwanted perfume bottles which are then recycled.

