

# Alter.e

Fragrances

## Concept Store

Ellie Grainger

The Alter.e concept store integrates digital innovations and multiversal design to help consumers explore their favourite fragrances beyond the bounds of reality. The customer journey includes testing and refill stations, surreal seasonal exhibitions, and immersive experience bubbles. These bubbles allow consumers to explore virtual environments that embody the essence of each Alter.e fragrance. As they explore, they will be surrounded by a fragrant mist, enhancing their experience. Consumers can receive personal recommendations with store assistance powered by artificial intelligence and use a payment system that eliminates the need to wait in line.

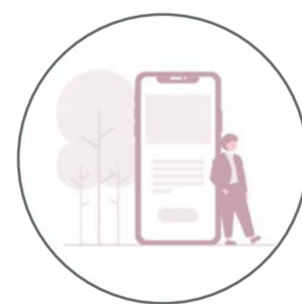
The interior scheme draws inspiration from the liquid form of perfume and its interaction with air inside its glass container. The relationship between the air pockets and liquid inspires a physical environment where solid and void present an intriguing path for customers to follow and discover. Materials include glass, steel, resin, pink clay, pink velvet, and vibrant indoor plants.



Name

Playful brand vision

logo concept



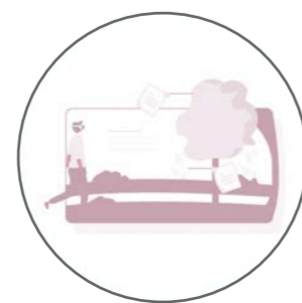
### Mobile Use

The use of mobile phones in everyday life has become a subconscious practice. People want the convenience of easy shopping and phones provide access to information and products from anywhere. (Deloitte, 2020).



### Personalisation / Individualisation

Today's consumers seek personalized options and services that meet their unique requirements, rather than mass-produced products (Wunderman Thompson, n.d).



### Customer Experience

Customers are not only wanting a physical item but they also want to be a part of an experience that is related to the brand.



### Health and Sustainability

As customers increasingly value health and sustainability, they have higher expectations of brands to prioritize the well-being of both the environment and society. (Deloitte, 2020).



### Social Media

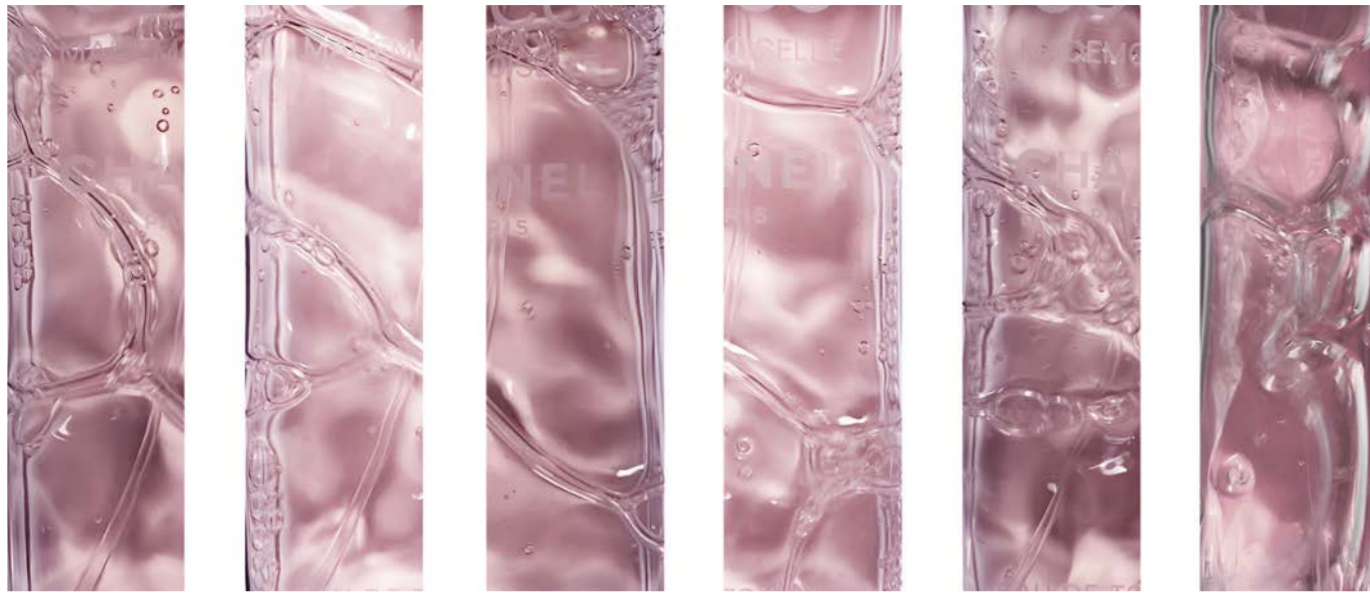
Customers can access reviews, information and purchase links, which greatly influences their purchasing decisions (Gillgan & Makris, n.d.).



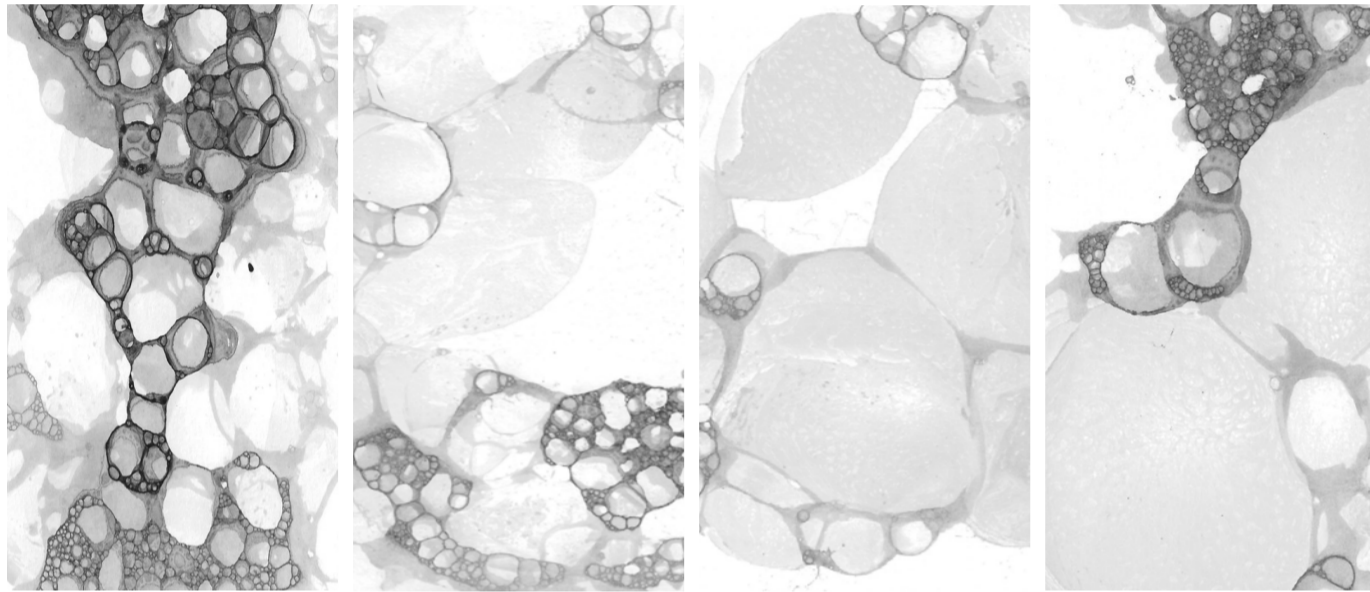
### Well Informed / Conscious Consumerism

Information is accessible to everyone both online and offline. Customers are becoming more conscious of brand values and are forming their own opinions on them (Deloitte, 2020).

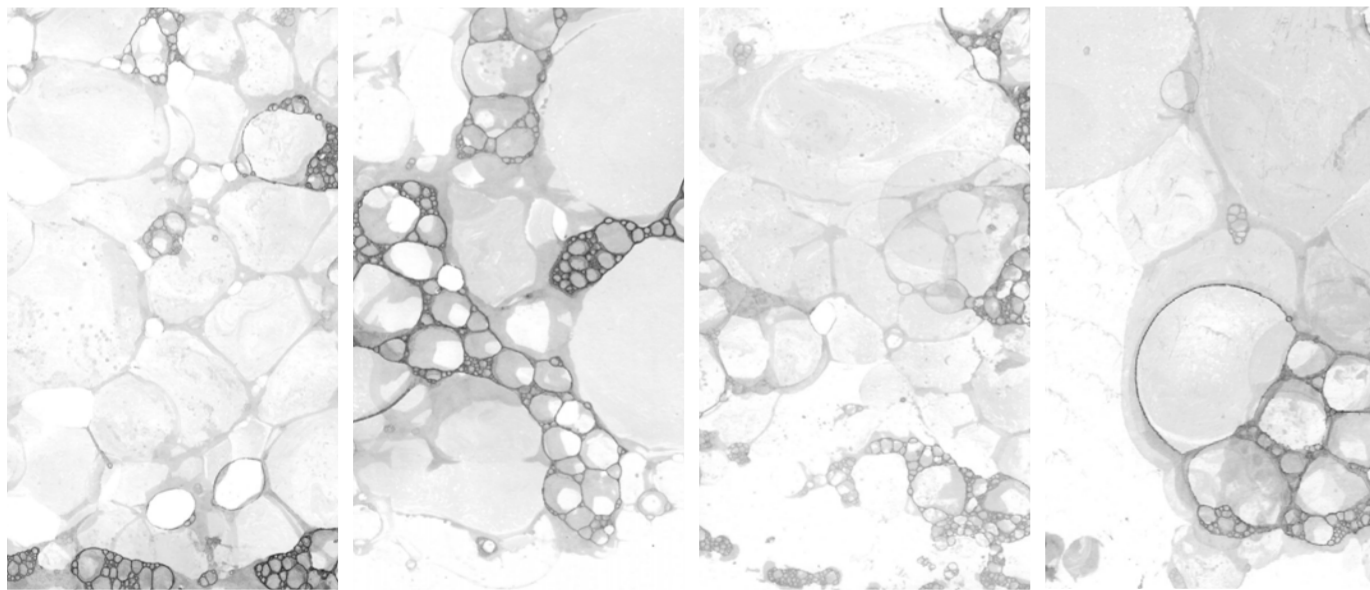
## Perfume Inspiration



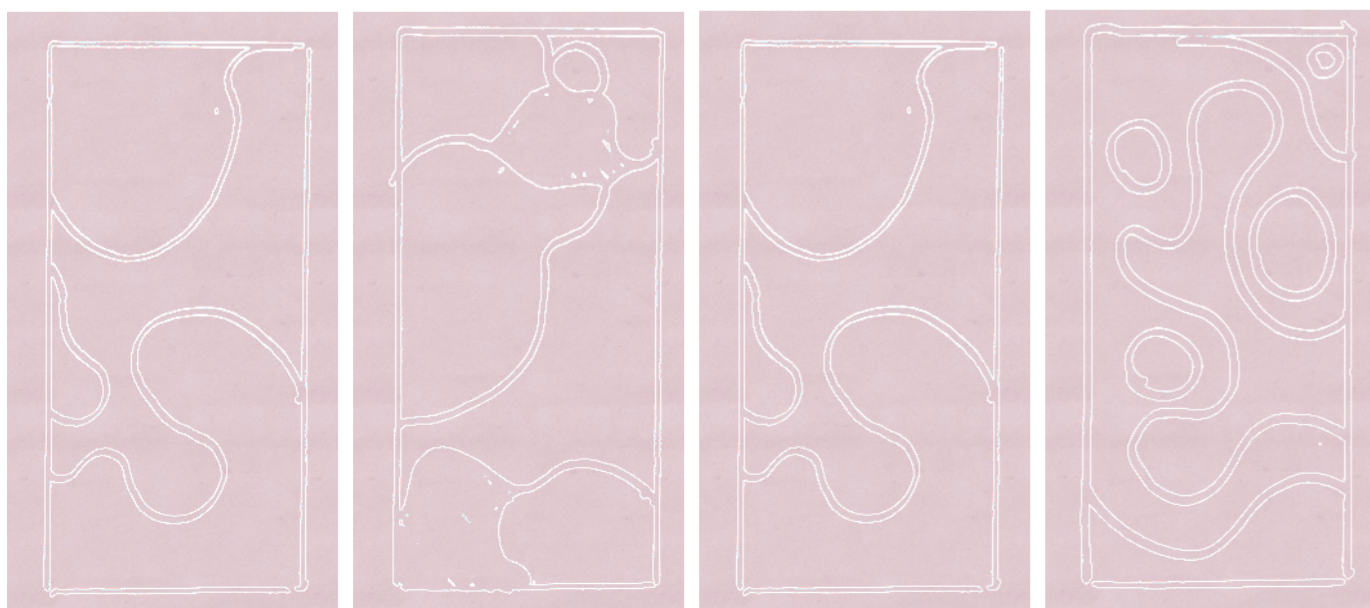
## Bubble Prints



## Bubble Prints



## Spatial Concept Sketches

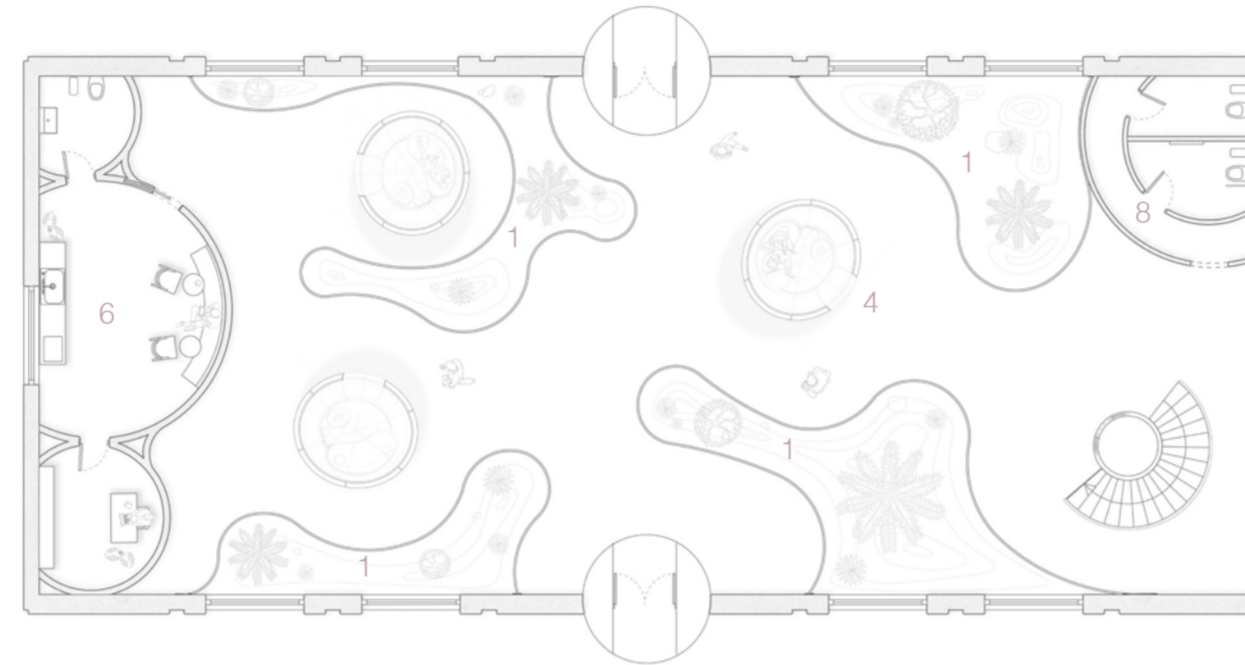


## Concept Development

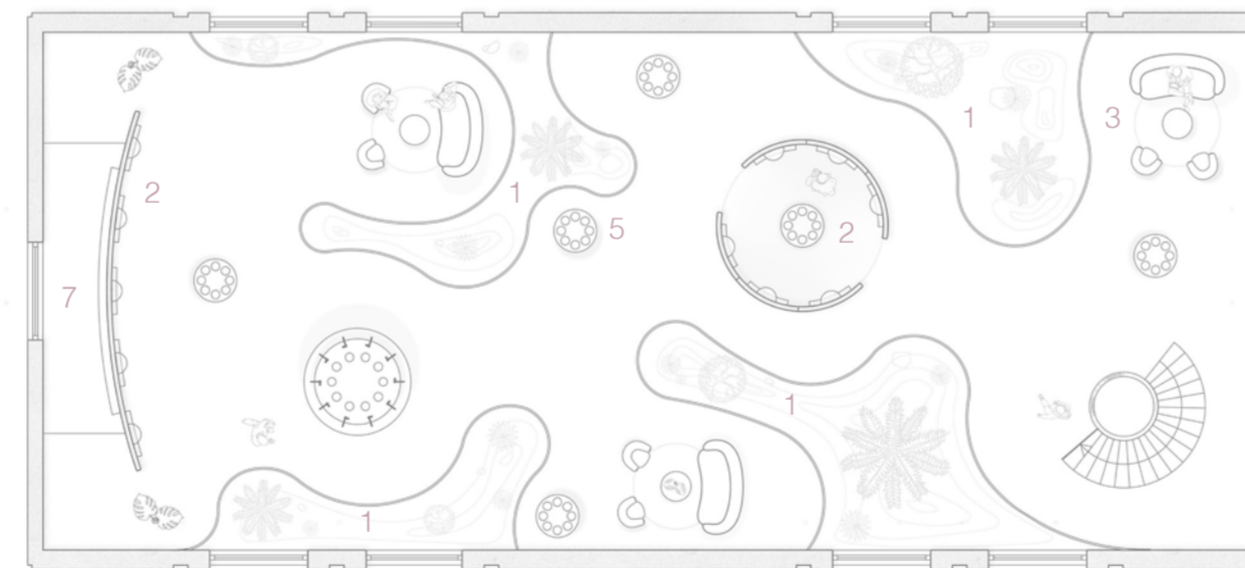
The formal exploration begins by looking at the liquid form of perfume and the bottle in which it is contained. External motion causes the liquid to travel inside its container and creates unpredictable and abstract forms in the process. As the liquid is contained, it cannot move freely and is forced to interact with the air inside the bottle. This interaction between the air pockets and the liquid invites the exploration of the interplay between solid and void.

The relationship described above can be replicated using ink-infused soap bubbles. As these clusters of soap bubbles begin to pop, the ink allows them to leave behind distinct 2D patterns that are reminiscent of their previous 3D forms. The interplay between solid and void in these patterns presents an intriguing path to follow and is exhibited through a series of spatial sketches.

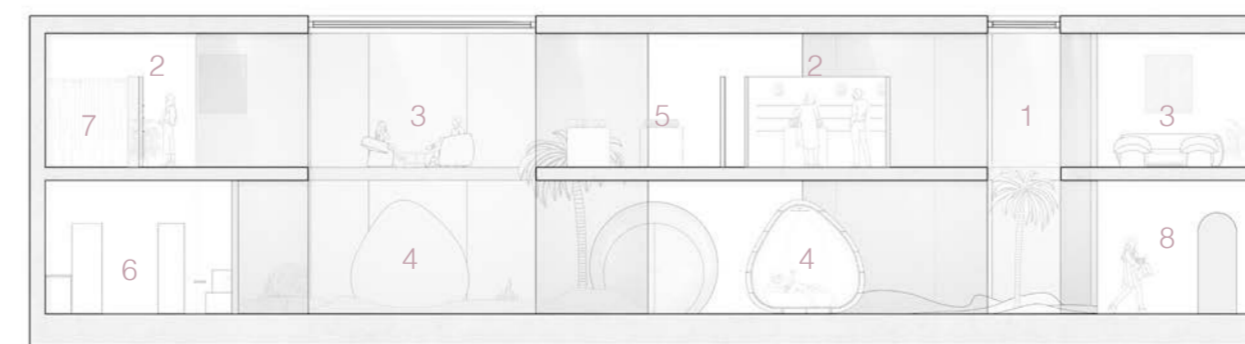
### Ground Floor



### First Floor

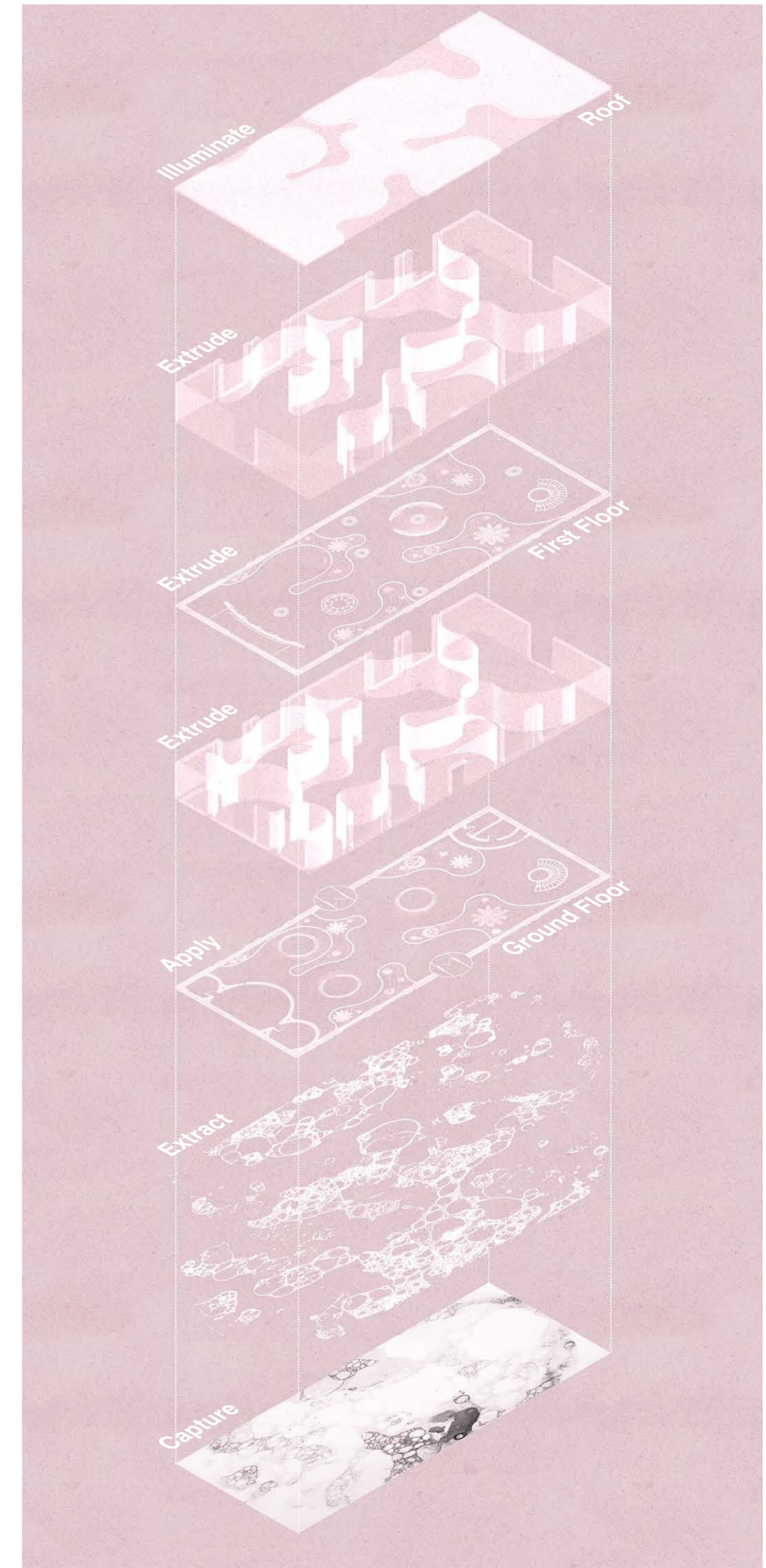


### Section AA



- Key:**
- |                          |                    |                     |
|--------------------------|--------------------|---------------------|
| 1. Seasonal Exhibition   | 5. Testing Station | 8. Customer Toilets |
| 2. Retail                | 6. Staff Room      | 9. Refill Station   |
| 3. Consultation Area     | 7. Storage         | 10. Staff Toilet    |
| 4. VR Experience Bubbles |                    |                     |

## Concept Diagram



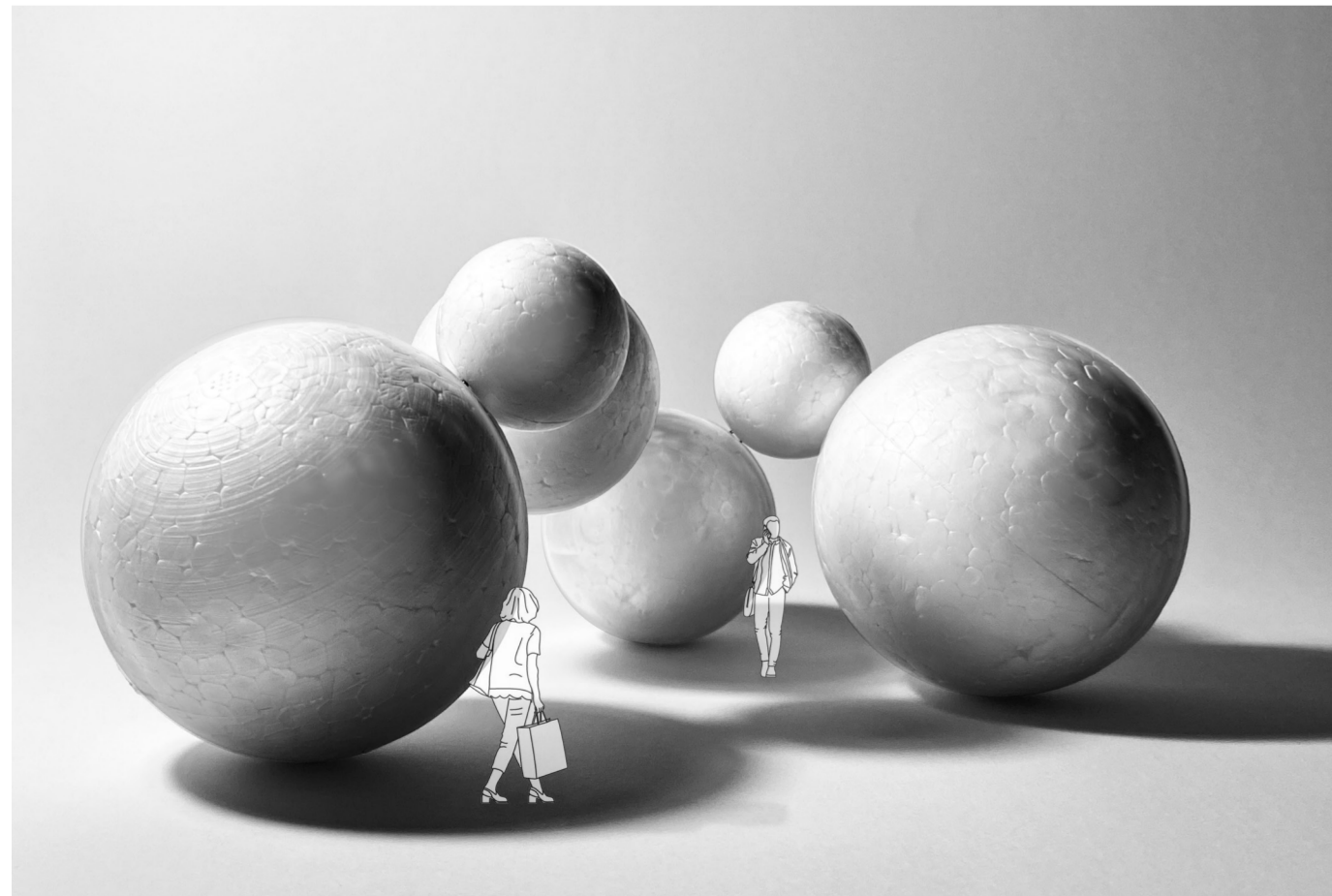
## Formal Soap & Ink Bubble Exploration

When bubbles are released from their container, they form abstract clusters. To continue containing the pocket of air, each bubble must depend on its neighbouring bubble. Although a grouped structure, each bubble inflicts its own individual impact, affecting the group in its own way due to the bubbles' unstable nature. Therefore, the pockets of air in soap bubbles can also be seen as individual spaces.



## Polystyrene Formal Development Model

Drawing inspiration from bubble clusters photographs above, this concept explores scale, balance, and reflectivity. The pockets of air inside bubbles move to become the space in which people navigate in between the bubbles.



## Atmospheric Exploration in Ink & Water

Every perfume has its own recipe which is created by combining individual ingredients through a chemical process that results in a wide range of coloured fragrances. These colours are particularly striking when they interact with glass and light. This has been reimagined with more vivid colours using ink and water, a different container, and a controlled light source.



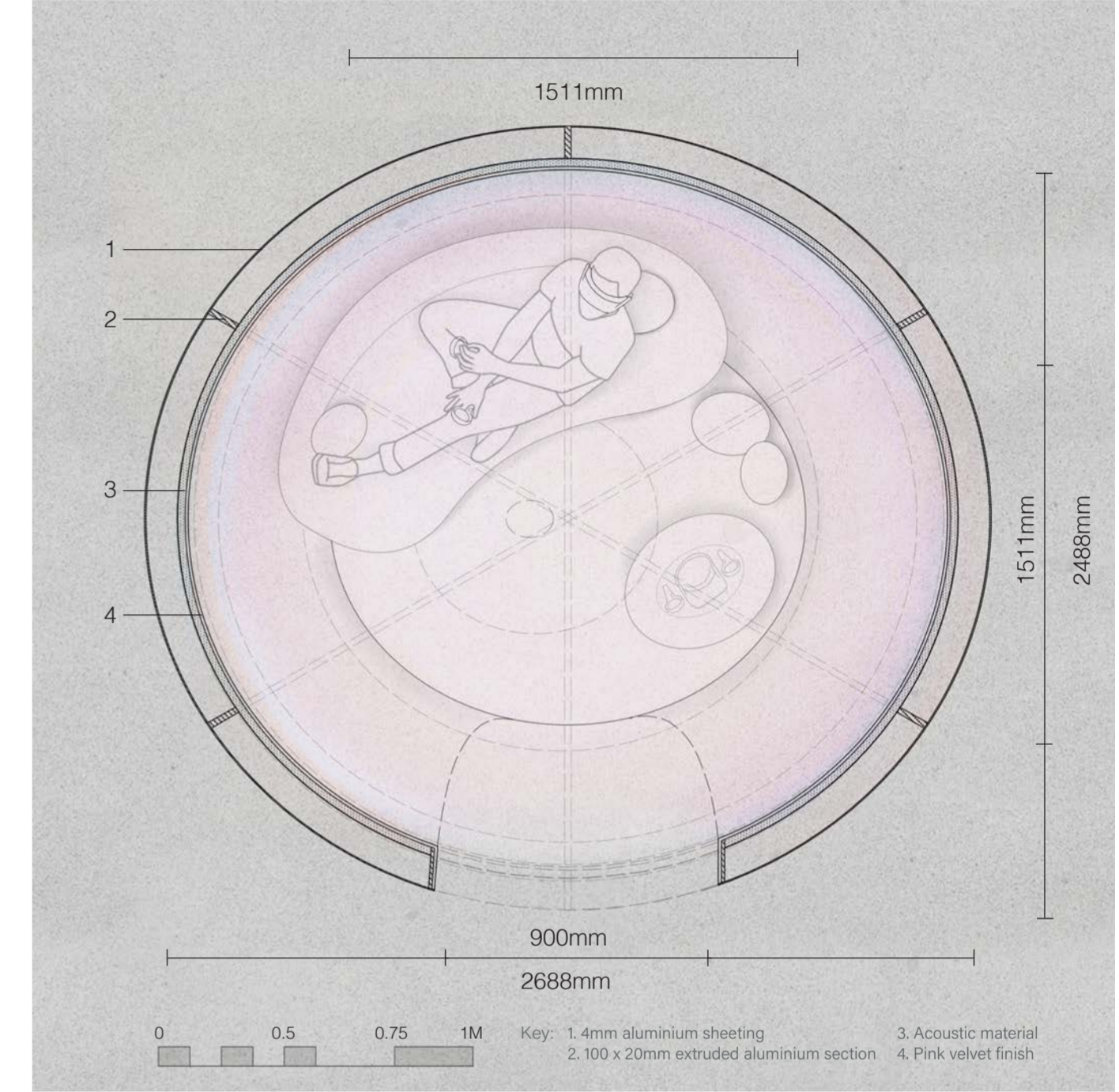
## Atmospheric Development in Polystyrene, Ink & Water

The variables explored in the photographs above; hue, saturation, container form, and lighting, create unique atmospheres that can be reimagined for an interior space. Here, the bubbles open up to become immersive seating environments.



## Proposed Experience Bubble Detail

The experience bubble framework is made of both aluminium and timber. The framework is then encased in aluminium sheeting which reflects reality back to consumers. Contrasting the harsh metal exterior, the interior of the experience bubbles is made of rich pink velvet and signals the beginning of a multi-sensory experience for consumers.



## Proposed Experience Bubble Visual

The experience bubbles are intended for individuals or pairs and provide a bridge between the physical and digital worlds. By entering one, you can enjoy an immersive experience that utilises scent diffusion and virtual reality.



# Seasonal Exhibition

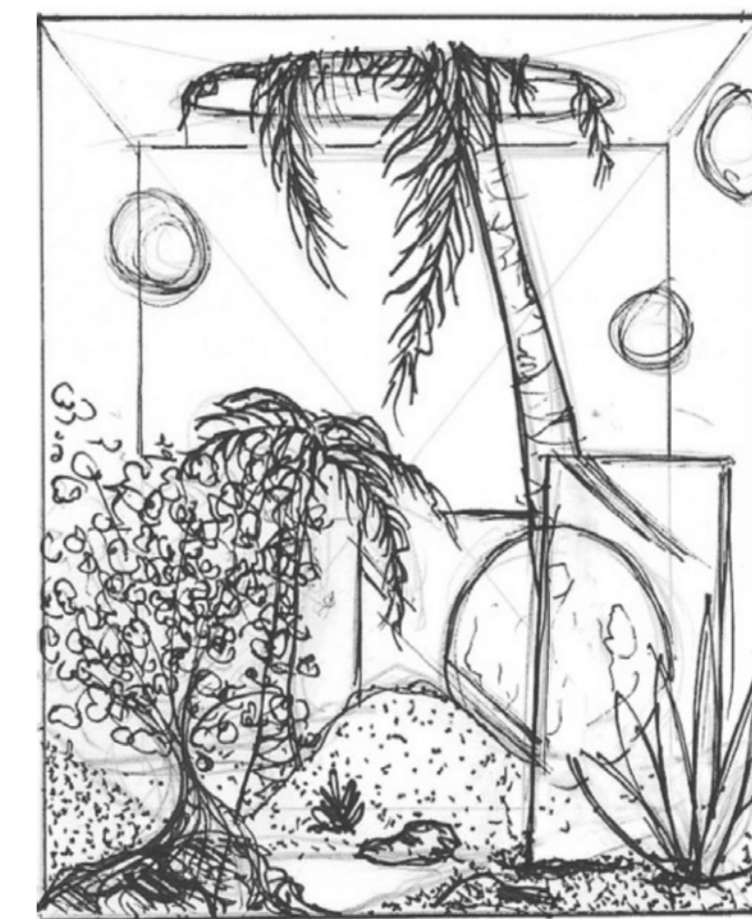
## Pink Planes: A Physical World Experience

From June to September, a surreal exhibition inspired by the Pink Planes perfume will be showcased inside the four in-store exhibition areas. It features a tranquil terrain of pink sand dunes, palm trees, and vegetation that looks otherworldly.



### Visual Research: Midjourney AI

Using Midjourney AI, a visual representation of the Pink Planes perfume is created based on its ingredients; sandalwood, Turkish rose, and olibanum. The generated visual captures the essence of the fragrance in an atmospheric way and can also be developed into a virtual world for the in-store experience bubbles. Midjourney prompt: "A subtropical desert fantasy scene with palm trees + moons in the sky. A subtle but energising and radiant pink aura. Photorealistic + HD. 8K. Pink vegetation + sand dunes."

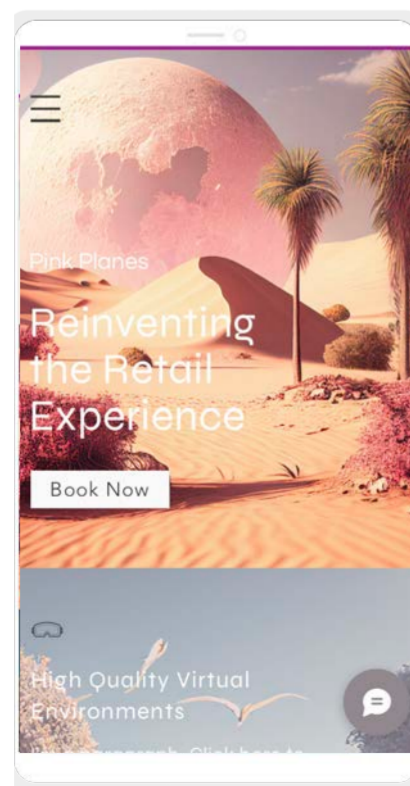


### Concept Development

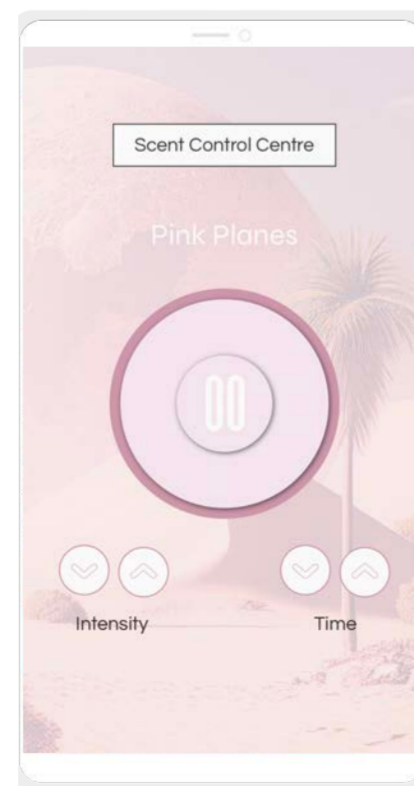
The exhibition spaces serve as a tangible manifestation of the virtual world visuals produced on Midjourney. The concept incorporates distinctive elements from the visual including pink sand, palm trees, and otherworldly pink flora. To further reinforce the connection between the digital and physical worlds, multiple LED screens have been embedded in the sand, displaying various perspectives of pink-hued moons.

### Digital Integration

The concept store allows consumers to engage with both physical and digital retail environments. The Alter.e app features many ways for consumers to personalise and enhance their in-store experience including personal recommendations with AI-powered store assistance and a payment system that eliminates the need to wait in line. Consumers will also have access to a scent control centre to personalise their immersive testing experience and gain instant access to product and manufacturing information.



App Homepage



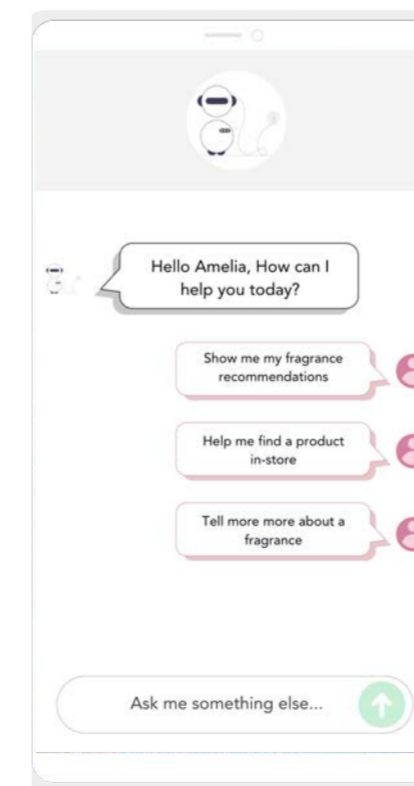
Scent Control Centre



Social Media



Mobile Scan & Pay



AI Store Assistant

### Floor Plan & Exhibition Elements



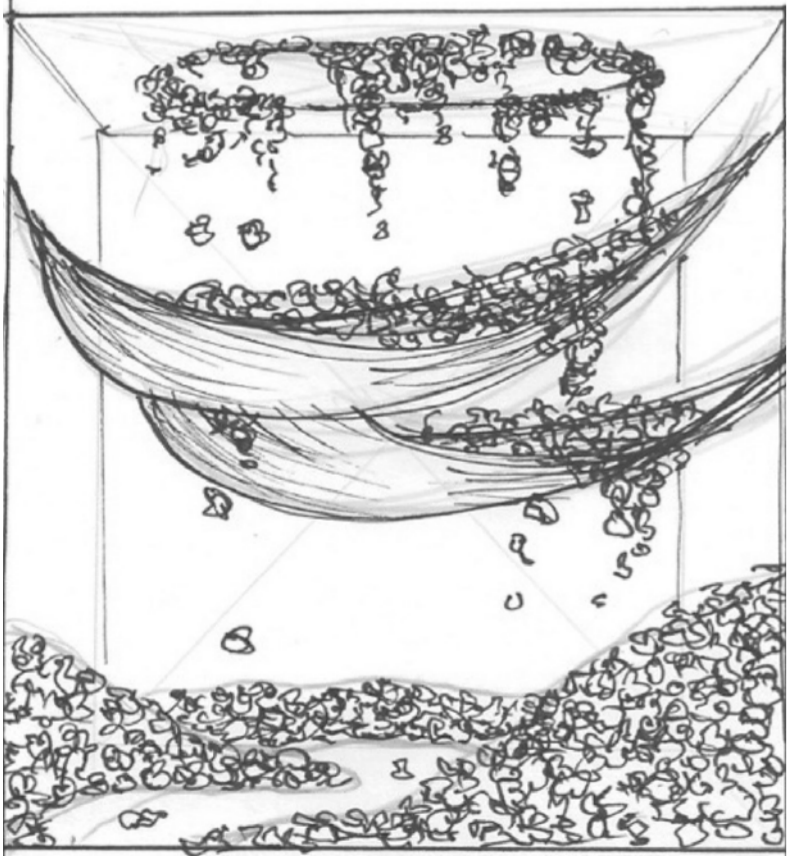
## Seasonal Exhibition 2

### Blossom Breeze: A Physical World Experience

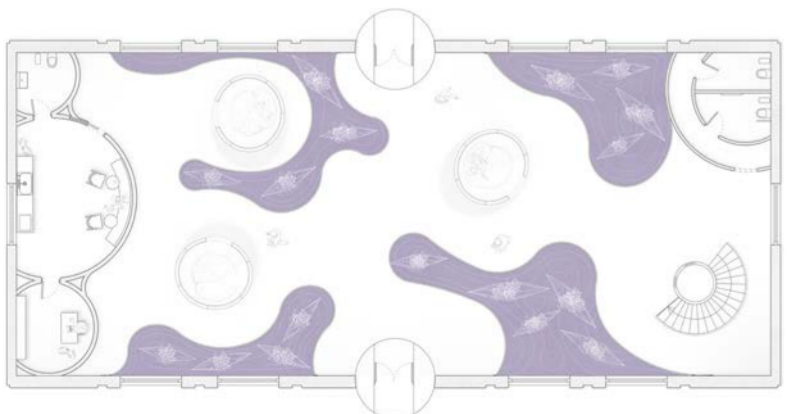
Throughout winter the Alter.e store is filled with a gentle beauty as silk canopies overflowing with blossom petals adorn the exhibition areas. These canopies are inspired by the Blossom Breeze perfume and give the impression of clouds collecting rain before a storm. However, from November to February, the Alter.e store experiences a unique phenomenon as it rains only blossom.



Virtual World Inspiration



Concept



Floor Plan & Exhibition Elements



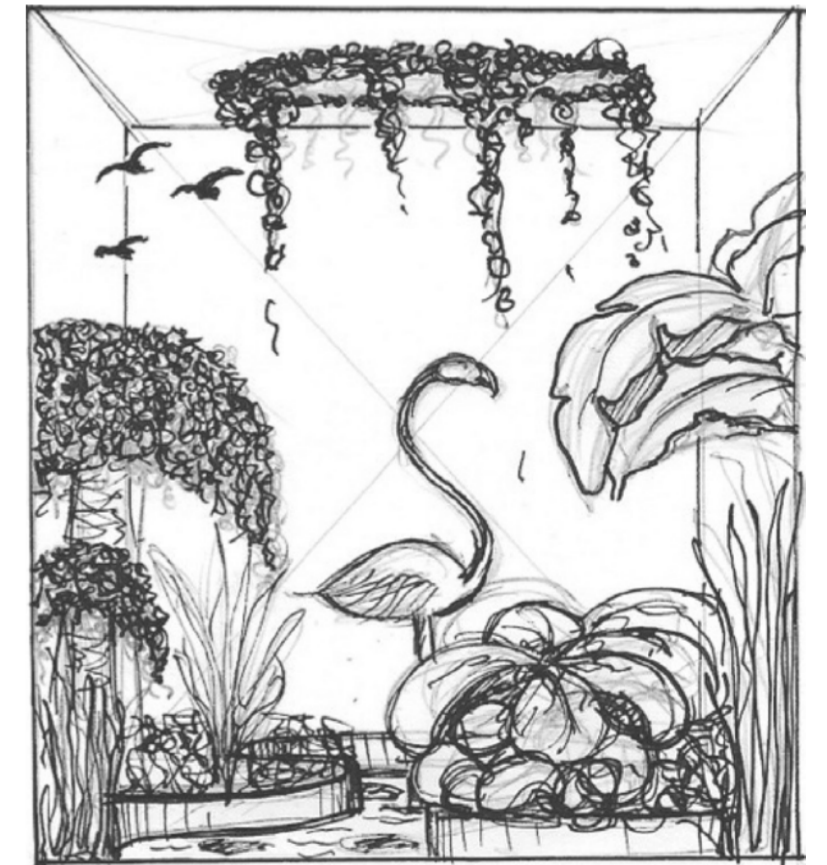
## Seasonal Exhibition 3

### Botanical Bliss: A Physical World Experience

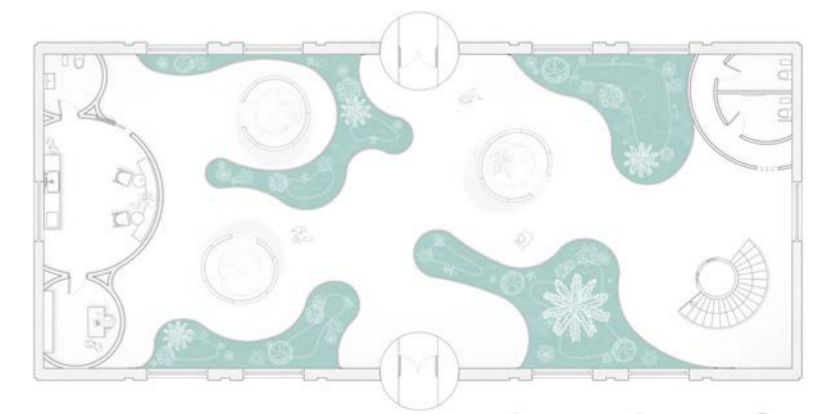
From March to May, the Alter.e store transforms into a tropical paradise with the Botanical Bliss exhibition. The store is illuminated by natural light that reflects off the glass voids and filters through the vines that hang from the first floor and roof. The exhibit is inspired by the Botanical Bliss virtual perfume and features topiary hedges that add colour and visual appeal.



Virtual World Inspiration



Concept



Floor Plan & Exhibition Elements

