

Turn a brand  
ethos into a living  
*fragrance.*



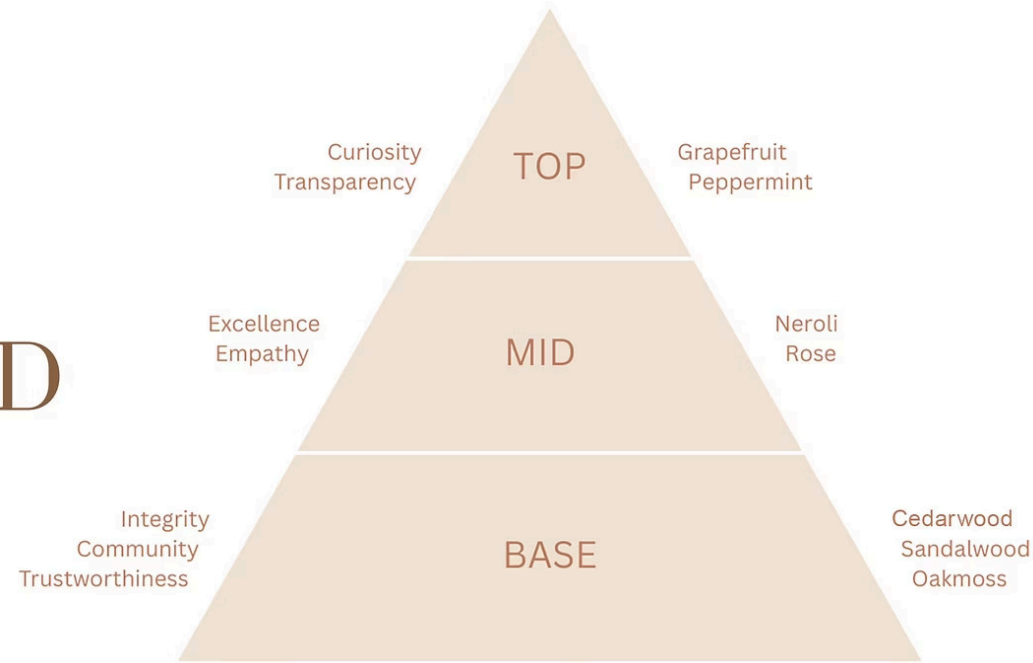
We work with companies to transform  
core values and identity into  
**a bespoke, signature scent;**  
so that every encounter with  
the brand leaves a lasting  
impression.

# Your Values as A Signature Scent

We work with you to deconstruct each core value into an exquisite composition of aromas that **uniquely encapsulates you**.

Transform what makes your brand **remarkable** into the top-note, your core **narrative** into the mid-note,  
and your foundational **essence** into your base-note.

YOUR  
BRAND



[Try our online fragrance composer](#)

✓ An immersive process that helps your team create a sensory anchor to your company's "north star" while developing a **deeper connection with your brand's values**.

# Why a Signature Scent?

*Remarkable brands elevated into a sensory experience.*

"Aromas reach the limbic brain in 0.2 seconds—faster than sight or sound—so **scent imprints emotion** before logic. Brands that harness this pathway enjoy stronger recall and more meaningful connections - both internally and externally."

8/10

are more likely to remember a brand that has an associated scent.

7/10

recall by scent after one year (vs. 1 of 2 recall visuals after just 3 months).

+15min

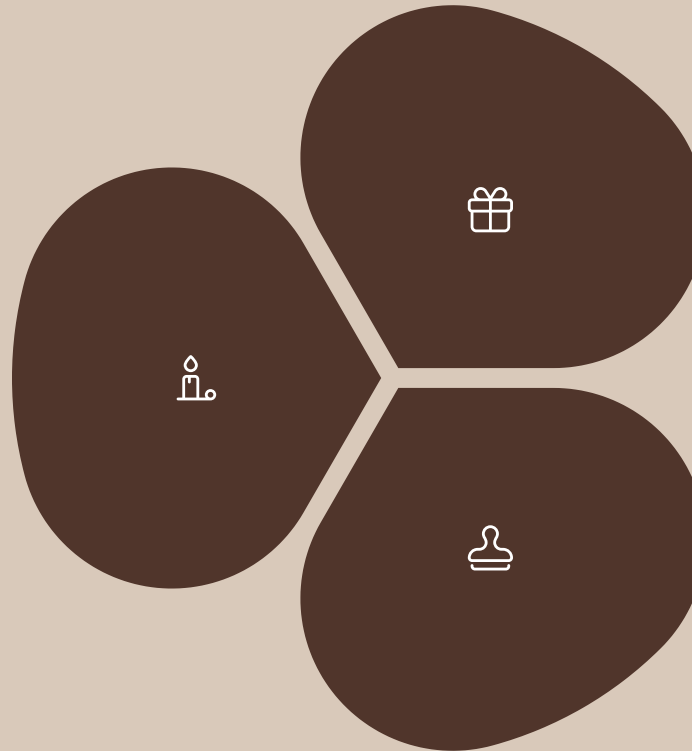
longer average dwell-time with scents (eg. events, meetings, venues etc.)

# Why a Signature Scent?

## The Experience

Brand narrative and identity enrichment  
Communications storytelling hook  
In events, activations and spaces

*How: 40% mood lift measured in  
ambient-scent studies.*



## The Relationships

Remarkable gifting (stakeholder, prospect etc.)  
Increase client memorability  
Onboarding and offboarding

*How: Increased brand recall by external stakeholders  
and clients by up to 84%.*

## The Team

Employer branding narrative  
Emotional engagement via senses  
Brand values workshops

*How: Onboarding kit with mini-vial; 'brand sensory  
storytelling' staff workshops, employer branding videos.*

# Your Signature Scent Expanded...

We help you create meaningful impact through your fragrance.  
Through the development of compelling branding content to the creation of a range of exclusive scented items.

## *Product:*

### A Premium Range Infusion

Examples of curated sections of premium bespoke products infused with your unique fragrance to enhance your gifting, rewarding, and relationship building.

- Perfume (50ml - core product)
- Scented candle
- Reed diffuser or room spray
- Hand soaps, creams, amenities
- Cocktail and tasting aromatisers

Produced locally and in premium quality, each format carries your exclusive formula—keeping your olfactive signature consistent across every touch-point.

*Exact range subject to availability.*



# Your Signature Scent Expanded...

We help you create meaningful impact through your fragrance.  
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## *Content:*

### Branding/Employer Branding

We can facilitate brand content creation (eg. videography) following the transformation of your values into scents, featuring the production, showcasing the implication of your leadership team, as well as team-building scent workshops.

*We are partnered with premium videography and photography teams as well as seasoned content strategists.*

### Leverage this for:

- Corporate storytelling
- Employer branding
- Social media content
- Leadership profile building



# The Creation Journey

## Our 3-Phase Process

An interactive co-design process with your leaders and our experts and artisans.



### Brand: Brand "Decryption" Workshop

A deep-dive session with our branding experts to decode your brand values into unique olfactive notes.



### Aroma: Co-creation Session with Master Perfumer

A hands-on session with our artisanal perfumer to co-transform our brand olfactive notes into a memorable aroma blend.



### Design: Packaging & Fulfilment

A collaborative session with our design experts to co-create the final product - the label, the bottle, the package.

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**Just between us:** The perfume 'secret sauce' will be under NDA, helping keep a brand's fragrance uniquely theirs.

**Sustainably yours:** European-made, with local artisanal support.

**With experts:** Perfumery and branding experts from the world's most renowned names - Puig, Marriott, Paramount and more across Europe, Asia, and Australia.

# For Our Partners

## Our Collaboration Offers

### PERFUMERS

### PRODUCERS

Opportunity to work with major, renowned brands

Zero-effort client acquisition, management & retention handled by us

Transparent rates, process, and payments

Network across France, EU & beyond

Prospect of steady production runs & refills

Regular projects throughout the year

Forecastable demand via corporate subscriptions

Clear project briefs and timelines

# For Our Partners

## Our Collaboration Process

1

**WE** Secure new clients

Initial sign-on for MOQ run only.

2

**WE** Map brand values to  
aroma cues

Selection of top, heart, and base notes.

3

**PERFUMER** Run workshop;  
create 2–3 initial scents

2 core + 1 adaptation post-workshop.

4

**CLIENT** Approve chosen  
accord or request adaptation

1x adaptation per project.

5

**WE** Finalise client contract

Eg. One-off or subscription, perfume MOQ (as per producer), additional products (candles etc. subject to producer avail.).

6

**PRODUCER** Produce, test,  
deliver

Ensure quality, reliability, and compliance.