The Future of Identity Driven fragrance

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L'ORÉAL BRANDSTORM

Scentra is a museum-inspired, AI-powered fragrance journey launched in key global cities that tracks emotional and behavioral engagement to translate identity into a personalized scent experience, culminating in a premium collectible bottle.

Problem

73% of **Gen Z consumers** say they are willing to pay more for personalized products and experiences, yet fragrance shopping remains largely generic and category-based.

Consumers rely on generic labels **like (floral or woody)**even though fragrance is **deeply emotional and tied to identity and self-expression.**

Traditional fragrance retail is static, lacking immersive storytelling and meaningful personalization.

Consumers struggle to find fragrances that truly represent their identity, resulting in low confidence and high return rates.

Our Vision



Museum Inspired Experience Design; AI-driven identity mapping

Smart Identity Bracelet ; Tracks Behavior & Emotions using bio-sensors to find fragrance in museum

Interactive Collectible Bottle Design ; City themed camera shaped bottles because scent is deeply tied to memories

Impact

Enhanced Personalization ; Transforms fragrance shopping into confident self-expression.

Data-Driven Innovation ; Turns behavioral insights into actionable intelligence.

Sustainable Sampling & Reduced Waste AI matching reduces waste from perfume blotters while minimizing scent fatigue

"Fragrance should not just smell like you. It should remember you"

Our Solution (The Scentra Ecosystem)

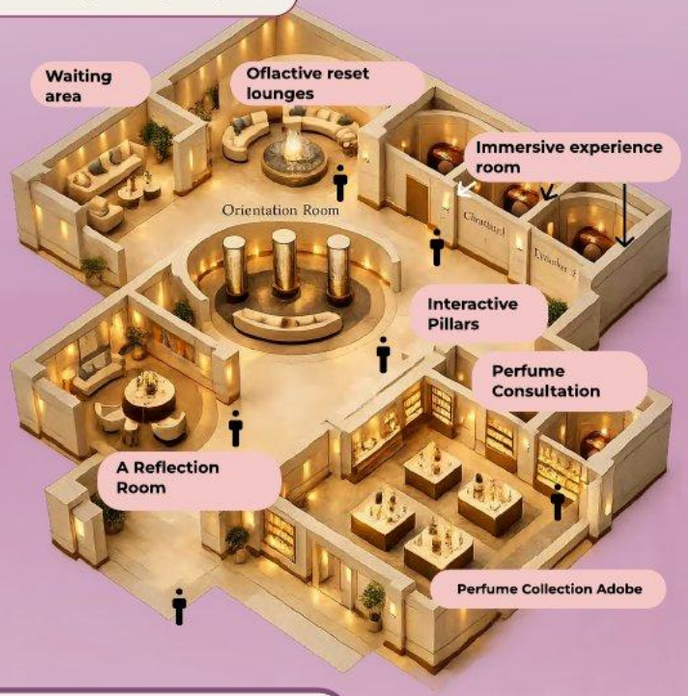


Museum experience

An immersive museum experience in key global cities where a smart bracelet tracks guests' reactions to identity-themed rooms. AI analyzes these responses to generate a personalized fragrance match from the L'Oréal perfume database. At the end of the experience, the fragrance is dispensed in a collectible camera-shaped bottle, reinforcing scent as a captured moment of identity.



Museum journey map



Retail experience

This is a condensed museum experience in retail stores and airports where customers use VR to navigate the journey virtually and receive a personalized fragrance match.

- Accessible version of the museum experience
- Expands global reach without building new locations
- Allows quick fragrance discovery in high traffic retail spaces.

- Identity Discovery
- Immersive experience
- Emotion Mapping
- Scent Creation

AI analyzes emotional responses, movement patterns, and behavioral cues to generate a personalized scent profile.

A very own L'Oréal flagship brand experience store.



Digital experience

This is a full digital experience where customers navigate the museum journey via an app or website and receive a personalized fragrance match.

Product design





Perfumes will be dispensed in a bottle shaped as a camera because a memory is scientifically tied to the scent.

- Refillable bottle available at retail stores.
- Handheld collectible fragrance bottle
- AI-enabled return bank supporting L'Oréal's circular refill system





Our Business Model: Building cultural momentum

Go to Market Strategy : Gen Z & Millennial Identity Driven Consumers



23,000
Urban Gen Z & Millennial across key global cities

1. **Utilize L'Oréal's strong retail footprint,** travel retail presence, and digital ecosystem to launch the immersive museum experience in high-traffic, culture-forward cities with strong fragrance markets.
2. **Focus initial rollout in China, Japan, South Korea, France, UAE, UK, and the U.S.** targeting tech-savvy consumers seeking personalization, experiential retail, and self-expression.
3. **Expand through North America and Europe via condensed VR experiences** in retail stores, airports, and lounges, while scaling the digital app globally to drive accessibility, data capture, and fragrance conversion.

Marketing Plan

Marketing will center on social platforms where identity and self-expression thrive; The Omni Experience becomes highly shareable content: immersive rooms, camera-themed bottles, and identity reveals.

TikTok



Fragrance Influencers
Lifestyle and self expression creators



Photography & Digital media creatives
Celebrities already associated with fragrance lines



Creators Known for storytelling & editorial aesthetics
will especially reinforce the camera bottle theme positioning fragrance as captured identity

Photo Booth Demo



Guests capture photos with the camera shaped perfume bottles creating shareable lifestyle moments that amplify brand engagement

Sales Channel & KPIs

Museum Experience | **Major Retail Stores & Airports** | **E-Commerce**

300 K
Museum Guests

$100
Museum Experience

600 K
Retail & Airport guests

600 K
Retail Experience



$100
Personalized AI Fragrance Bottle



$35
Sustainable Refill Cartridge

15%
Purchase conversion

Refill subscription potential

Customer lifetime value

200k
Sustainability Points Earned through Bottle Returns

$72 Mn
total revenue in 1 year

