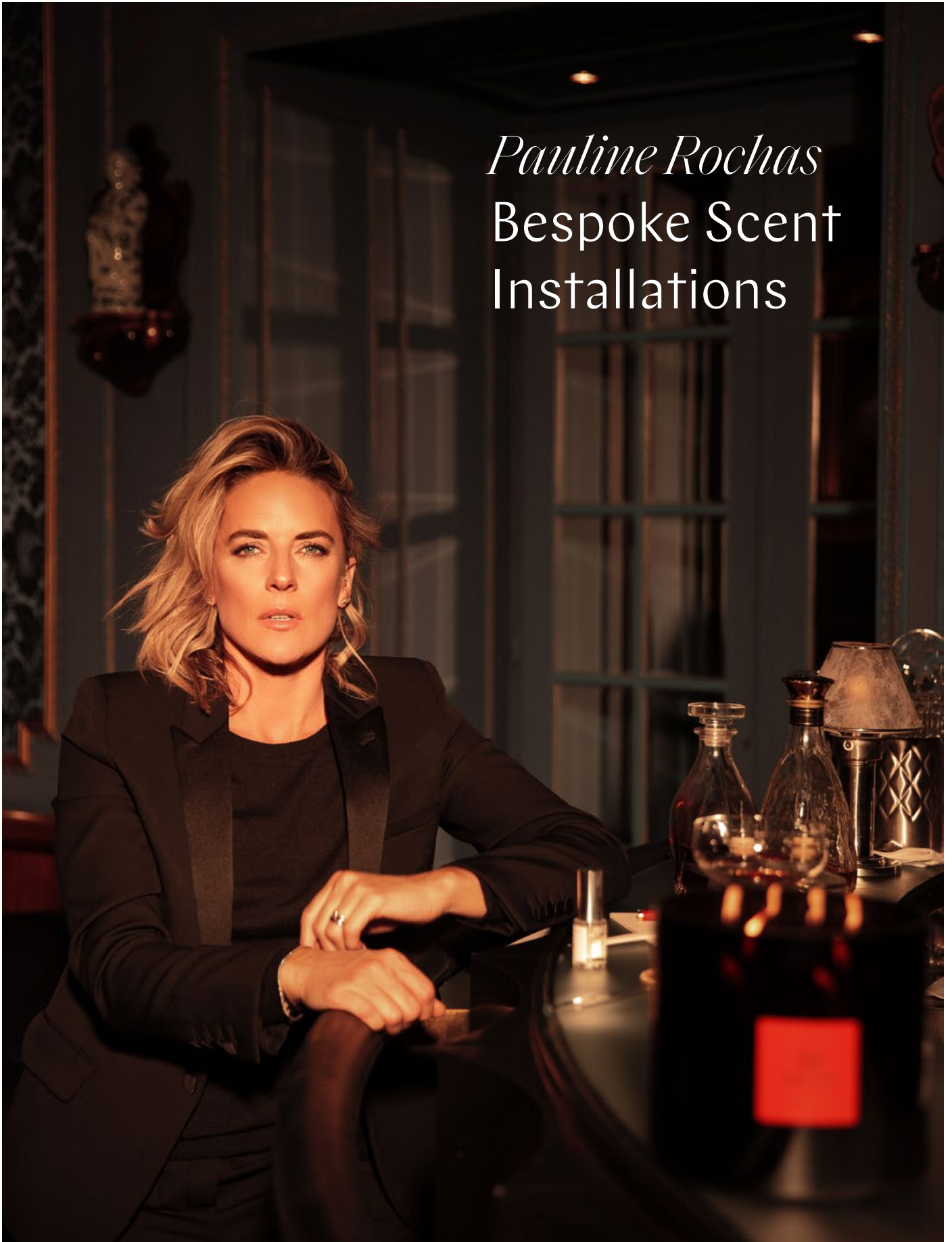


Bespoke.

Pauline Rochas
Bespoke Scent
Installations



Bespoke Scent Installations



Pauline Rochas'

attitude to scent is all encompassing.

She has worked on many bespoke projects. From spas and leading hotels of the world to your home, Pauline creates an ambiance that pay homage to the space. The history and décor of a hotel suite are enhanced. A massage room becomes a sanctuary of healing. Home becomes personalised. There may be no formula for creating an olfactory narrative but Pauline has a collection of scent diffusers to help heighten your spatial escapade.

From candles, room sprays, and reed sticks to hi tech diffusers, your space can become part of a new sensory experience. Each project involves working in close collaboration with a client (B2C or B2B) and paying attention to the universe envisioned. A signature scent is custom made and perfected to meet expectations.

Scents may also be chosen from existing Pauline Rochas perfumes or from her library of fragrances. Champagne Powder may be the ideal scent experience for a designer snow chalet. The 5 Elements can bring the outdoors inside, blurring the experience of nature in your home. A wellness centre may benefit from a scent of the 7 Chakra Collection. Wanderlust with its soft musky floral can evoke the romantically exotic for an event.



A
THOUGHTFUL
GUIDE TO
SCENTED
SPACES

Attention lies in the detail



*From concept to production,
packaging and diffusion,
Pauline transforms a space into
a "scentscapade."*

An indulgent cocktail based on similar notes is the final touch. The concept of defining a space or brand through scent has become more than just another trend. From the classic smell of a new car to the comforting scent of freshly baked bread, scent branding has become an important tool in advertising and marketing. The idea is to connect with the consumer on an emotional level. Research has shown that scent can evoke strong connections to a place. Smell is more powerful than sight or hearing in stirring up emotion.

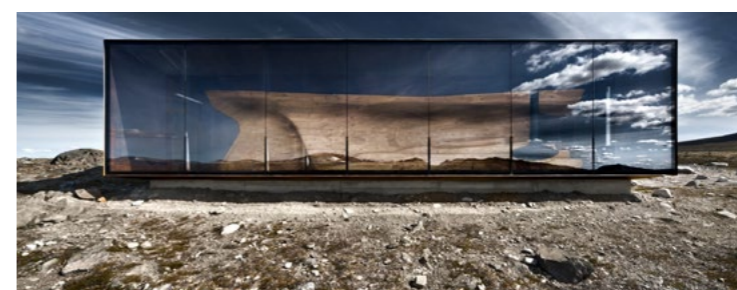
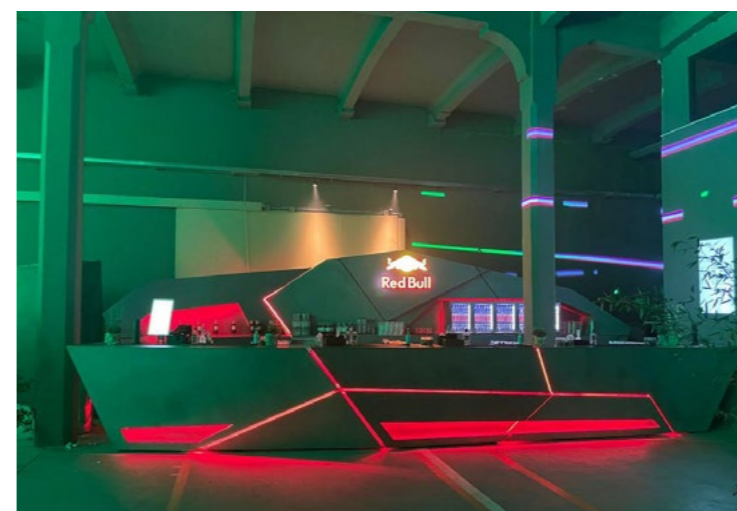
The sense of smell has a direct line to the primordial reptilian brain where impactful and long-lasting memories in our subconscious are created. The right fragrance will not only capture a client's attention but also seduce the client into spending more time in that space. Memory of the scent will then draw the person unknowingly back. Ultimately the consumer is buying into the experience through scent. The Apple store with its own distinctive scent of apples and mint is one of many top brands who have understood the power of the olfactory experience.



— Pauline's collaborations include



- Hotel Sacher
- Hotel Imperial
- Renaissance Schloss Rosenberg
- Ritz-Carlton
- Vivamayr Medical Health Resort
- Others
- Architects' homes
- Art Installations
- Red Bull events
- Fashion i.e Balenciaga & Multi Brand concept stores



— Our Diffusers



The Scent

The scent can be created or sourced from an existing Pauline Rochas perfume or from her extensive library of bespoke fragrances.



Candle

Made in France

Candle comes in various sizes. From 70 g, 180 g to L/ XL with numerous wicks. Several waxes are available - vegetal, vegan, mineral.

Reed Sticks

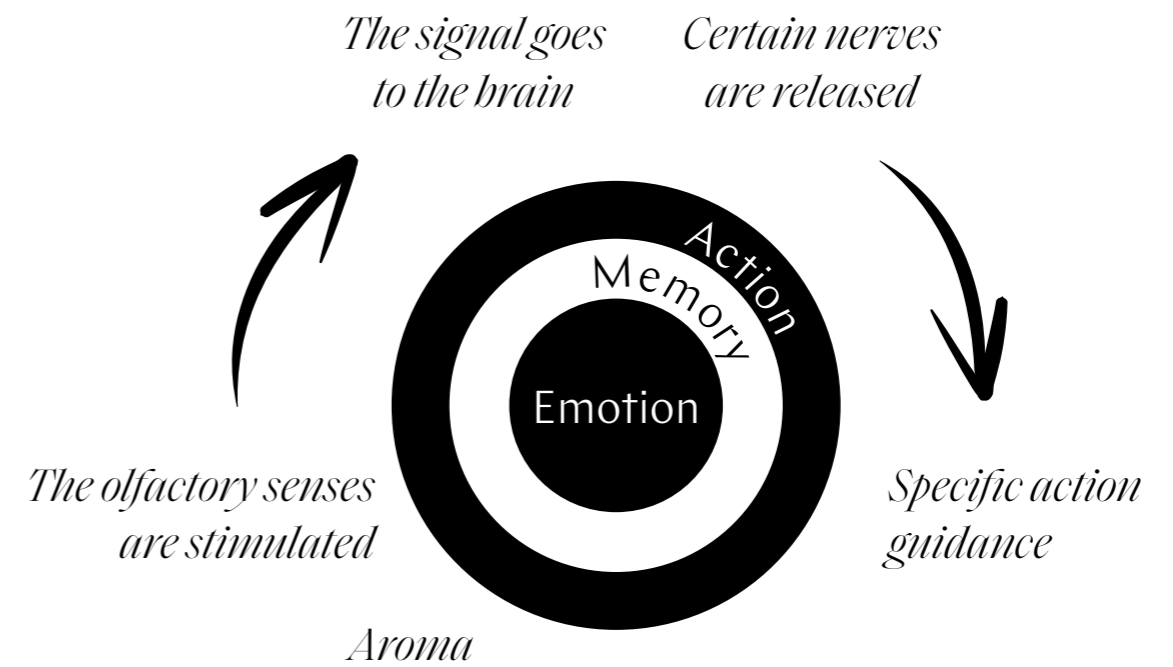
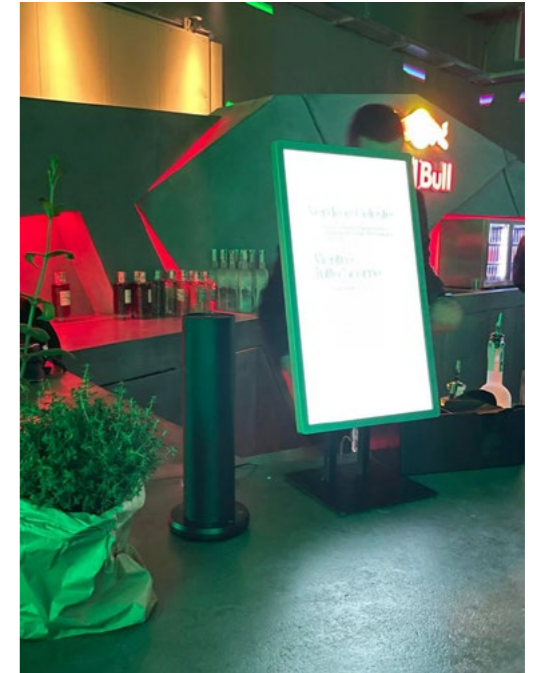
Made in France

No flame. No residue. They offer a gentle and atmospheric diffusion of aroma.



Scent Marketing

Scent Marketing is a rising tool which stimulates potential customer behaviors by olfactory advertising.



Smart Technology Diffuser Memo Scent System

An elegant and innovative scent diffuser revolutionizes ambient scenting. With smart technology, our Memo Scent System produces a highly natural aroma that permeates the atmosphere evenly through micro ionization. This patented device is fully automated. Memo can be easily controlled via phone application. The fragrance - non heated - maintains its full olfactive strength and qualities during the nebulization process.

A modern design, in anodized aluminum, allows harmonious integration in its environment. Each diffuser creates an unmatched scenting experience up to 100 sqm. Colours available are black, champagne and titanium.

With the Memo scent system, a venue feels immediately personal and memorable. It becomes an immersive scent experience.



INDEPENDENT INNOVATIVE - MEMO SCENT SYSTEM

SPECIFICATIONS

- Smart Technology
- Patented system
- Unique micronization technology
- All scents systems are fully automated
- Programmation by Bluetooth and smartphone
- Without residue, its «Plug & Smell» system combines ease of use with simplicity and efficiency
- Scent intensity setting
- Economic scent use
- Anodized aluminium
- An unmatched scenting experience in up to 200 m³, 100 sqm
- Low noise
- 100% maintenance free
- Consumption 0,5 ml / hour (maximum atomisation)
- Refillable Scent Cartridge I 1 x 120 ml
- Plug and play - easy to install and operate
- Estimated life time 4 weeks at high & up to 3-6 months at low
- The smart scent systems stand out in technology, timeless design and high quality system
- Weight 1,2 kg
- Power supply 12V - 3 w
- Dimensions H 300 x diameter 64 mm
- Colors: black - champagne - titanium





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