

BESPOKE

Pauline Rochas
Bespoke Scent
Installations





BESPOKE SCENT INSTALLATIONS

PAULINE ROCHAS “SCENTSCAPADE” – Bespoke & Collaborations

Pauline Rochas’ attitude to scent is all-encompassing. She has worked on numerous bespoke projects, from spas and leading hotels of the world to private homes. Pauline creates ambiances that pay homage to each space. The history and décor of a hotel suite are enhanced; a massage room becomes a sanctuary of healing; a home becomes deeply personalized.

There may be no formula for creating an olfactory narrative, but Pauline offers a collection of scent diffusers designed to heighten your spatial escapade. From candles and reed diffusers to high-tech diffusion systems, your space becomes part of a new sensory experience.

Each project involves close collaboration with the client (B2C or B2B) and careful attention to the envisioned universe. A signature scent is custom-made and perfected to meet expectations. Scents may also be selected from existing Pauline Rochas perfumes or from her fragrance library.

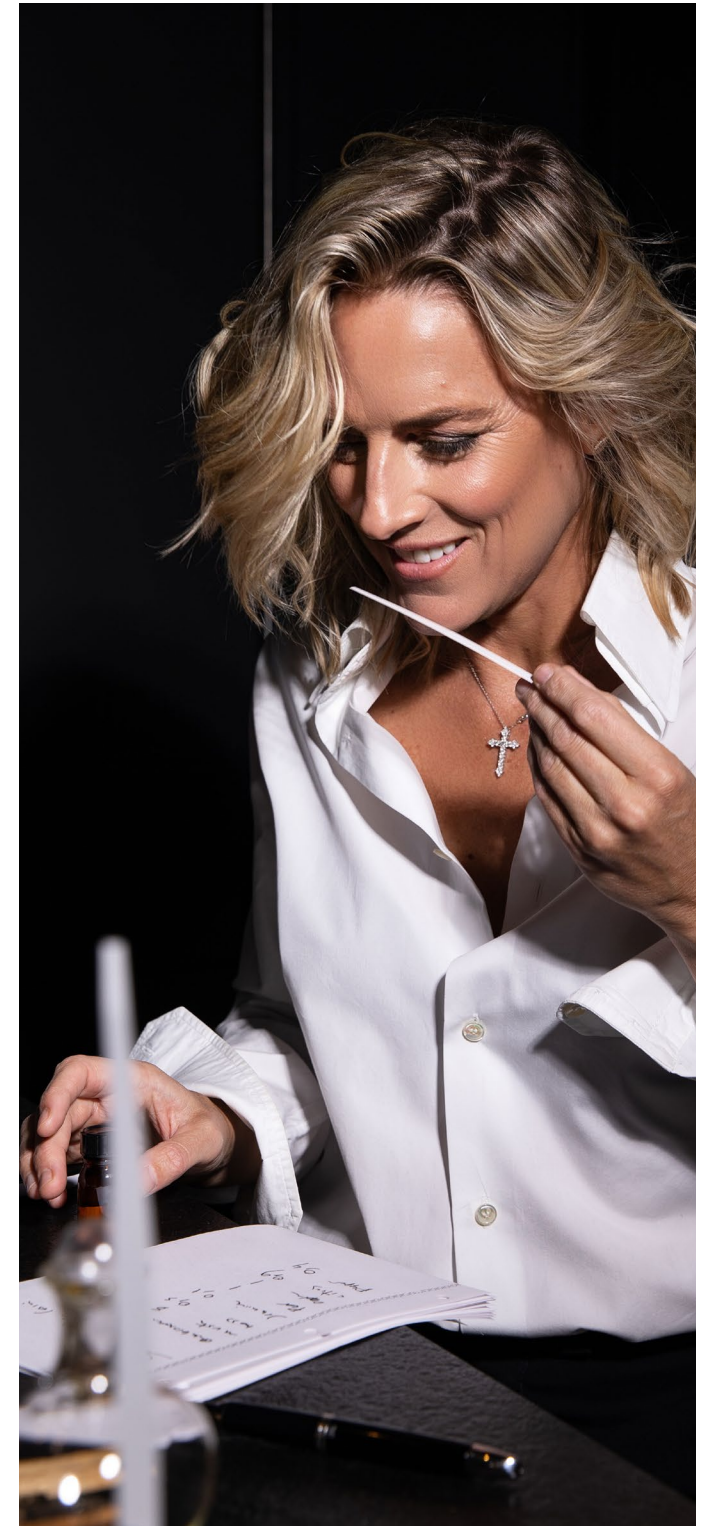
Attention lies in the detail. From concept to production, packaging, and diffusion, Pauline transforms a space into a true “scentscapade.” An indulgent cocktail inspired by similar olfactory notes can be offered as a final touch.

Scent branding has become an essential tool in advertising and marketing. Its purpose is to connect with the consumer on an emotional level by defining a space through scent.

Pauline’s collaborations include Hotel Sacher, Hotel Imperial, Hotel Bristol, Josefine, Guest House, Renaissance Schloss Rosenberg, The Ritz-Carlton, Four Seasons, Vivamayr Medical Health Resort, private architects’ homes, Selvaag Art Collection, fashion and multi-brand concept stores, Balenciaga, À Propos, Red Bull, and UGG events, among others.

Our candles are made in France and are available in various sizes. Vegetal, mineral, vegan, and massage waxes are offered. Our reed diffusers are an elegant alternative to candles for those who prefer a flame-free solution, delivering an uninterrupted, around-the-clock fragrance experience.

Our amenity line is environmentally conscious, luxurious, refillable, and compliant with all regulatory requirements, including shampoo, soap, shower gel, and body lotion.





**A THOUGHTFUL GUIDE
TO SCENTED SPACES**

ATTENTION LIES IN THE DETAIL



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.

From concept to production, packaging and diffusion, Pauline transforms a space into a “scentscapade.”

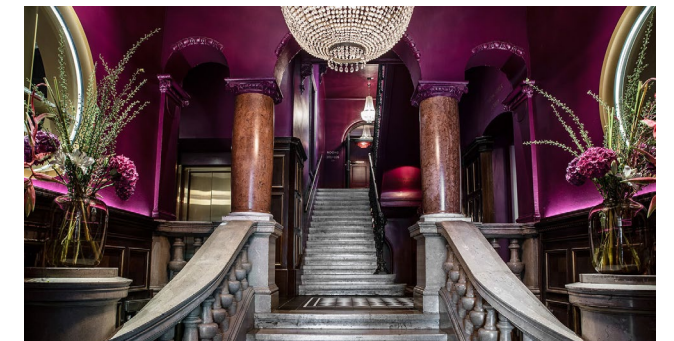


PAULINE'S COLLABORATIONS INCLUDE

Hotel Sacher
Hotel Imperial
Renaissance Schloss Rosenberg
Ritz-Carlton
Vivamayr Medical Health Resort
Hotel Bristol
Josefine Hotel
The Guest House
Mayrlife (Vivamayr)

– *Others*

Architects' homes
Art Installations
Red Bull events
Fashion i.e Balenciaga & Multi Brand
A Propos Store
Selvaag Art Collection, JP Immobilier
concept stores



The Scent

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

OUR DIFFUSERS



Candles

*Made in
France*

Candles come in various sizes. From 70g, 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.

Room Sprays

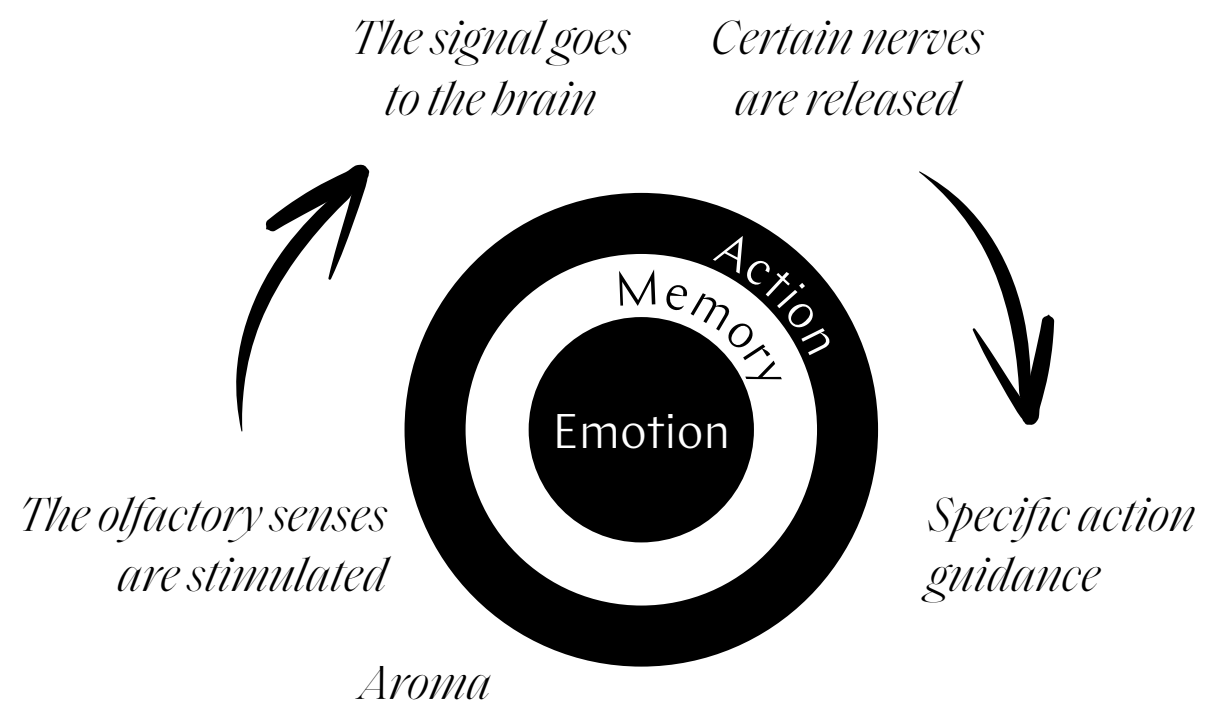
*Made in
France*

Room sprays instantly create a
perfumed atmosphere in a room.
Formulated as an eau de toilette
for the home, they volatilise the
entire fragrance at the same time,
i.e. its base, heart and top notes.
they consistently spray the same
perfume, even after months.



SCENT MARKETING

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



SMART TECHNOLOGY DIFFUSERS

Memo Scent System

Elevate your space with the cutting-edge Memo Scent System, blending elegance and innovation for a truly immersive scenting experience. Using advanced micro-ionization technology, these diffusers disperse a natural, even aroma throughout areas of up to 200 sqm, effortlessly transforming the atmosphere.

The sleek anodized aluminum design integrates seamlessly into any environment and is available in black or silver. Conveniently controlled via a smartphone app, Memo features Bluetooth connectivity, a rechargeable lithium battery, and a refined leather handle for easy portability.

Compatible with scents from our extensive fragrance library, the Memo Scent System can also be paired with a bespoke fragrance created exclusively to suit your preferences. With Memo, any home, office, or venue becomes a personalized and memorable space.

Inquiries: hello@paulinerochas.com

Key Features

- Bluetooth app control
- Rechargeable lithium battery
- Sleek round design with aluminum finish
- Leather handle for easy transport

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



Pauline Rochas

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