



MULTI-BILLION DOLLAR FASHION RETAILER INTRODUCES AMBIENT SCENTING

Abercrombie & Fitch is a multi-billion dollar upscale fashion retailer. The brand is always expanding, so owners prioritised creating and reinforcing a memorable brand image.

Abercrombie & Fitch was attempting to brand by spraying their cologne, "Fierce," throughout their stores. This required workers to spray every 30 minutes, saturating themselves and the clothes in fragrance and taking time away from customers.

Abercrombie & Fitch

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“FIERCE” HAS BECOME THE #1 SELLING MEN’S COLOGNE IN THE WORLD.

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THE CHALLENGE

How could Abercrombie & Fitch efficiently create a luxurious experience that matched the premiere apparel sold in stores?

THE SOLUTION

To increase employee productivity, eliminate sticky residue in the air and on the clothing, and overall elevate the customer experience, Abercrombie & Fitch introduced our ambient scenting to their store.

We reformulated “Fierce” for both safe airborne diffusion and the product line itself and installed 5 to 6 AirQ appliances per store.

THE RESULTS

A safe, uniform scent is diffused from the entrance to the back of the store. This has eliminated sticky aerosol residue and lets employees focus on excellent customer service instead of spraying aerosol. The scenting program has been rolled out to the entire 360+ store chain.

HIGHLIGHT

- WE REFORMULATED “FIERCE” FOR BOTH SAFE AIRBORNE DIFFUSION AND THE PRODUCT LINE ITSELF.
- WE INSTALLED 5 TO 6 AIRQ APPLIANCES PER STORE.
- “FIERCE” HAS BECOME THE #1 SELLING MEN’S COLOGNE IN THE WORLD.



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