

GLOBAL YOUTH FASHION RETAILER INTRODUCES AMBIENT SCENTING

Forever 21 is a multi-billion dollar youth fashion retailer. The company specialises in low-cost, trendy fashions targeting juniors. In Poland, Forever 21 was having issues with customers complaining about the clothing's quality.



FOREVER 21

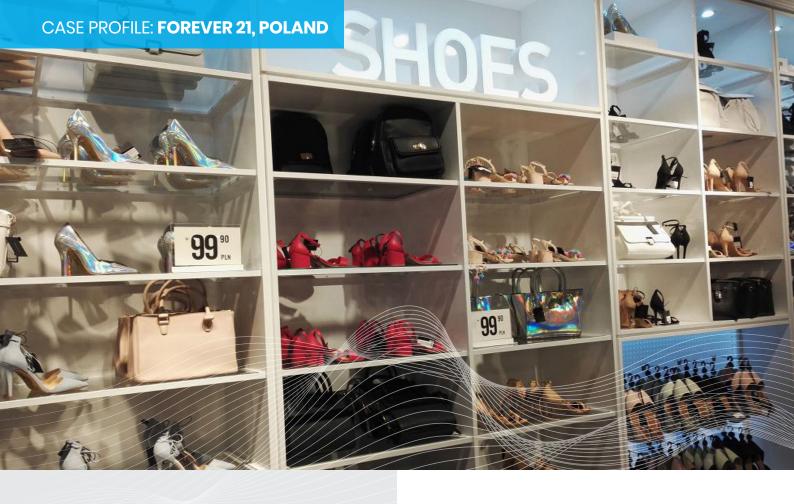
THE BEST CLOTHING STORE IN POZNAŃ AND IN GENERAL OF THE CURRENT CHAINS IN POLAND.

2017 Customer Reviews

势







THE CHALLENGE

How could Forever 21 increase customer loyalty and enhance the brand image in Poland?

THE SOLUTION

After careful consideration of the fragrance catalogue, the inviting "Arousing" scent was chosen to represent the Forever 21 brand.

8 AQ270 and 16 AQ1270 diffusion appliances were installed across 8 locations in Warszaw, Łódź, Kraków, Wrocław, Poznań, and Szczecin.



THE RESULTS

The captivating "Arousing" fragrance has improved the brand's image and has driven return customers. Customer reviews have dramatically improved.

HIGHLIGHT

- THE INVITING "BLUE WOOD" SCENT WAS CHOSEN TO REPRESENT THE BRAND.
- 8 AQ270 AND 16 AQ1270 DIFFUSION APPLIANCES WERE INSTALLED ACROSS 8 LOCATIONS IN WARSZAW, ŁÓDŹ, KRAKÓW, WROCŁAW. POZNAŃ. AND SZCZECIN.



