



## 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*

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## 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 Warszawa, 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.



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