



PREMIUM ITALIAN DENIM BRAND INTRODUCES AMBIENT SCENTING

Gas Jeans is an Italian premium denim and apparel brand founded in the 1970s. The brand operates in more than 56 countries with more than 3,000 stores. There are 17 locations in Hungary.



A PLEASANT AMBIENT SCENT MAKES CUSTOMERS STAY LONGER, SPEND MORE MONEY, AND FEEL MORE SATISFIED WITH THEIR SHOPPING EXPERIENCE.



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THE CHALLENGE

How could Gas Jeans provide customers with a multi-dimensional experience of luxury that matched the premiere apparel sold at the store?

THE SOLUTION

In June of 2017, Gas Jeans decided to add ambient scenting to 6 of their 17 stores in Hungary. One AQ570 diffusion appliance was installed by the shop entrances. The scent "Marsala" was chosen for the brand.



THE RESULTS

By adding scent to their store, Gas Jeans has successfully created a complete sensory experience for their customers. This has increased positive memories about the brand and has driven return customers.

Managers and owners are very pleased with Gas Jeans' new scenting program.

HIGHLIGHT

- ONE AQ570 DIFFUSION APPLIANCE WAS INSTALLED BY THE SHOP ENTRANCES. THE SCENT "MARSALA" WAS CHOSEN FOR THE BRAND.
- MANAGERS AND OWNERS ARE VERY PLEASED WITH GAS JEANS' NEW SCENTING PROGRAM.

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