

BOSS

HUGO BOSS

GLOBAL LUXURY FASHION HOUSE INTRODUCES AMBIENT SCENTING

Hugo Boss is a global luxury fashion house based in Germany. Their high end brand is defined by modern elegance.

Hugo Boss in Moscow wanted to find a way to communicate this luxury style to their customers.



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CUSTOMERS ARE MORE LIKELY TO PURCHASE, AND WILLING TO PAY MORE FOR, PRODUCTS PLACED IN AN APPROPRIATELY FRAGRANCED DISPLAY.

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THE CHALLENGE

How to communicate the luxury quality of the brand and drive consumer spending?

THE SOLUTION

In January of 2014 Hugo Boss Moscow decided to add ambient scenting to their store.

They introduced our scenting services and 3 AirQ 550 appliances were installed to uniformly diffuse the fragrance throughout the store.

“Bauhaus Nut” fragrance was chosen to create a unique and elegant atmosphere.

THE RESULTS

By adding an elegant scent to their store Hugo Boss Moscow was able to elevate their brand, increasing dwell time and improving brand perceptions.

Customers have been leaving positive feedback in questionnaires at the entrance to the store. Shoppers love the innovative modern feeling of the store.

HIGHLIGHT

- “BAUHAUS NUT” FRAGRANCE WAS CHOSEN TO CREATE A UNIQUE AND ELEGANT ATMOSPHERE.
- 3 AIRQ 550 APPLIANCES WERE INSTALLED TO UNIFORMLY DIFFUSE THE FRAGRANCE THOUGHOUT THE STORE.



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