



# AWARD WINNING FASHION BRAND INTRODUCES AMBIENT SCENTING

PATRIZIA ARYTON is an award winning Polish family fashion brand which for the last 26 years has created collections for modern women who appreciate elegance, quality and style.

Collections are created in the spirit of the modern classics. Exclusive fabrics, refined colours and high level of tailoring are the most important attributes of the brand.

PATRIZIA  
ARYTON



A PLEASANT FRAGRANCE  
POSITIVELY INFLUENCES  
CONSUMERS' AFFECTIVE  
REACTIONS, EVALUATIONS,  
AND INTENTIONS TO REVISIT  
THE STORE.



*University of St. Gallen, Switzerland*



0121 569 7750

info@media-group.co.uk

digital-screens.co.uk

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### THE CHALLENGE

How could Patrizia Aryton create an in-store shopping environment as luxurious as their products?

### THE SOLUTION

In March of 2016 Patrizia Aryton introduced our scenting services to elevate their customers' in-store experience.

One AQ270 was installed in each store to scent the whole boutique. "White Tea Fusion" fragrance was chosen to represent the brand.



### THE RESULTS

Patrizia Aryton is very pleased with their scenting program. Both management and shoppers have expressed satisfaction with the fragrance and effect.

To date the program has been installed in 11 stores in the following cities in Poland: Białystok, Chmielno, Gdańsk, Gdynia, Poznań, Toruń, Warszawa, and Wrocław.

There are 25 additional locations possible.

### HIGHLIGHT

- ONE AQ270 WAS INSTALLED IN EACH STORE TO SCENT THE WHOLE BOUTIQUE. "WHITE TEA FUSION" FRAGRANCE WAS CHOSEN TO REPRESENT THE BRAND.
- TO DATE THE PROGRAM HAS BEEN INSTALLED IN 11 STORES IN POLAND.

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