



# LUXURY LIFESTYLE SPORTSWEAR BRAND INTRODUCES AMBIENT SCENTING

Paul&Shark is a complete luxury lifestyle sportswear brand that began in Italy and is now in 73 countries with more than 250 stores.

Paul&Shark brand represents the distinctive mark for a clothing synonymous with freedom and casual wear, taking its inspiration from yachting.



PLEASANT ODORS IMPROVE STORE IMAGE AND THE INTENTION TO VISIT THE STORE.



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## THE CHALLENGE

How to communicate the luxury elegance of the casual sports brand to customer and potential customers?

## THE SOLUTION

In February of 2015 Paul & Shark Moscow decided to add scent to their store environment. They wanted to introduce the scenting concurrent with the launch of their 2015 Spring/Summer Collection.

We installed 15 AirQ 550 appliances to uniformly diffuse the fragrance.

To tie into the Mediterranean and outdoorsy elements of the Spring Collection, Paul & Shark chose “Fig” and “Luxury Leather” fragrances.

## THE RESULTS

By timing the launch of their ambient scenting program with the launch of their Spring Collection, Paul & Shark was able to reinforce the brand.

Today customers at Paul & Shark in Moscow can enjoy the pleasant ambiance that communicates the elegance, quality, and energy of the brand.

Paul & Shark recently reported 5 out of 5 star satisfaction with our scenting programme.

## HIGHLIGHT

- WE INSTALLED 15 AIRQ 550 APPLIANCES TO UNIFORMLY DIFFUSE THE “FIG” AND “LUXURY LEATHER” FRAGRANCES.
- PAUL & SHARK RECENTLY REPORTED 5 OUT OF 5 STAR SATISFACTION WITH OUR SCENTING PROGRAMME.

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