



# LUXURY SHOPPING MALL AND OFFICE SPACE INTRODUCES AMBIENT SCENTING

Raffles City is a large, 49-story shopping mall and office space in China. The property was created by CapitalLand real estate company, and it features top retail brands such as Swarovski, Michael Kors, and Burberry. With so many attractions and 3 metro lines that exit into the complex, the space is very high traffic.



A LIGHT AND PLEASING AMBIENT SCENT DIRECTLY AFFECTS CONSUMERS' PERCEPTION OF THE SHOPPING ENVIRONMENT.



*Ryerson University*







## THE CHALLENGE

How could Raffles City create an inviting atmosphere for their shoppers?

## THE SOLUTION

In 2017, Raffles City introduced our scenting services to create a welcoming environment throughout the complex.

Our AQ1200 diffusion appliances were installed in the complex's HVAC system. The fragrance "Blue Wood" was chosen to represent the brand.

## THE RESULTS

The relaxing scent at Raffles City has improved the overall ambiance. Today shoppers are greeted by an inviting, fresh environment. Such a positive atmosphere improves shopper evaluations of the stores and the malls.

Managers and owners are very pleased with the new Raffles City scenting program.

## HIGHLIGHT

- AQ1200 DIFFUSION APPLIANCES WERE INSTALLED IN THE COMPLEX'S HVAC SYSTEM.
- THE FRAGRANCE "BLUE WOOD" WAS CHOSEN TO REPRESENT THE BRAND.



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