



RETAIL SPACE PROVIDES REFRESHING SHOPPING EXPERIENCE TO CUSTOMERS THROUGH SCENT

Scene Shang is a contemporary furniture, homeware, and lifestyle label with roots firmly planted in a rich Asian heritage. The Singapore-based brand offers high-quality furniture and decor in a soothing and refreshing atmosphere.

The brick-and-mortar retail sector has struggled in the wake of the pandemic. With shoppers emerging from world-wide shut downs, stores like Scene Shang have had to reassure shoppers that their store is safe and clean.



WE SEE THAT THE PHYSICAL STORE IS ACTUALLY A VERY IMPORTANT COMPONENT THAT SETS ASIDE OUR BRAND FROM OTHER BRANDS AND THE PHYSICAL EXPERIENCE HAS TO BE VERY, VERY DISTINCT AND HAS TO BE VERY SENSORY.

Jessica Wong
Co-Owner, Scene Shang



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OUR APPROACH

We worked with Scene Shang to find the best scent for the brand, something that ties to their products and evokes the luxury and glamour of 1930's Far East Art Deco style.

To echo this feel and the materials used in their products, the brand chose the modern and inviting "Wood Blonde" fragrance. The welcoming and friendly scent combines soft blonde wood, birch wood, and crisp young leaves with sun-dried driftwood, blond orris roots, and creamy Australian sandalwood.

The result is a fresh, friendly, pleasing and relaxing experience for customers and employees alike.

MEETING THE CHALLENGE

The right technology and woody Scene Shang fragrance connect their customers to the brand, evoking fond memories, and creating positive new ones.

HIGHLIGHTS

- THE "WOOD BLONDE" FRAGRANCE WAS INTRODUCED TO ENHANCE THE BRAND
- SCENT USED TO SHOWCASE PRODUCTS AND BRAND, ALSO REASSURING SHOPPERS OF CLEANLINESS

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