



GLOBAL LIFESTYLE BRAND INTRODUCES AMBIENT SCENTING

Van Heusen began as an American men's shirt company in 1881 and today has grown into a global lifestyle brand known not only for dress shirts but for both men's and women's dresswear, sportswear and accessories. Van Heusen has also emerged as a fashion authority and shoppers look to the brand for high-end quality at affordable prices.



VAN HEUSEN



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

Hasselt University study

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CASE PROFILE: VAN HEUSEN, COSTA RICA



THE CHALLENGE

How could Van Heusen create the high-end luxury fashion environment that shoppers seek in their stores?

THE SOLUTION

In November 2014, Van Heusen Costa Rica introduced our scenting services to add "Pomegranate Fusion" fragrance to their stores.

One AQ270 was installed in each of the three stores in the country.

THE RESULTS

By adding a pleasant brand scent to their stores, Van Heusen has elevated their customers' in-store experience to match their high brand expectations.

HIGHLIGHT

- THE INVITING "POMEGRANATE FUSION" SCENT WAS CHOSEN TO REPRESENT THE BRAND.
- ONE AQ270 WAS INSTALLED IN EACH OF THE THREE STORES IN THE COUNTRY.



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