

NOS

Scent transports us in ways
words alone can't

Emotiontech™

MAKING OF A SCENT BRIEF

AI ANALYSIS

Matching image emotions with scent notes and olfactive territory

IDENTITY FACTORS

Expanding the brief with brand identity factors; personality, traits, colors

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graph TD; A[AI ANALYSIS] --- B[IDENTITY FACTORS]; B --- C[SCENT BRIEF READY]; C --- D[Raw materials sourcing, trial compositions, testing];
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SCENT BRIEF READY

Raw materials sourcing, trial compositions, testing

BRAND X IDENTITY FACTORS

BRAND CORE WORDS: Hospitality, Reliability, Human

BRAND EMOTIONS: Strong, Honest, Elegant, Curious, Joy

BRAND COLORS: Blue, Beige

BRAND PERSONALITY: Confident

VISUAL AI ANALYSIS



DREAMING

ELEGANT

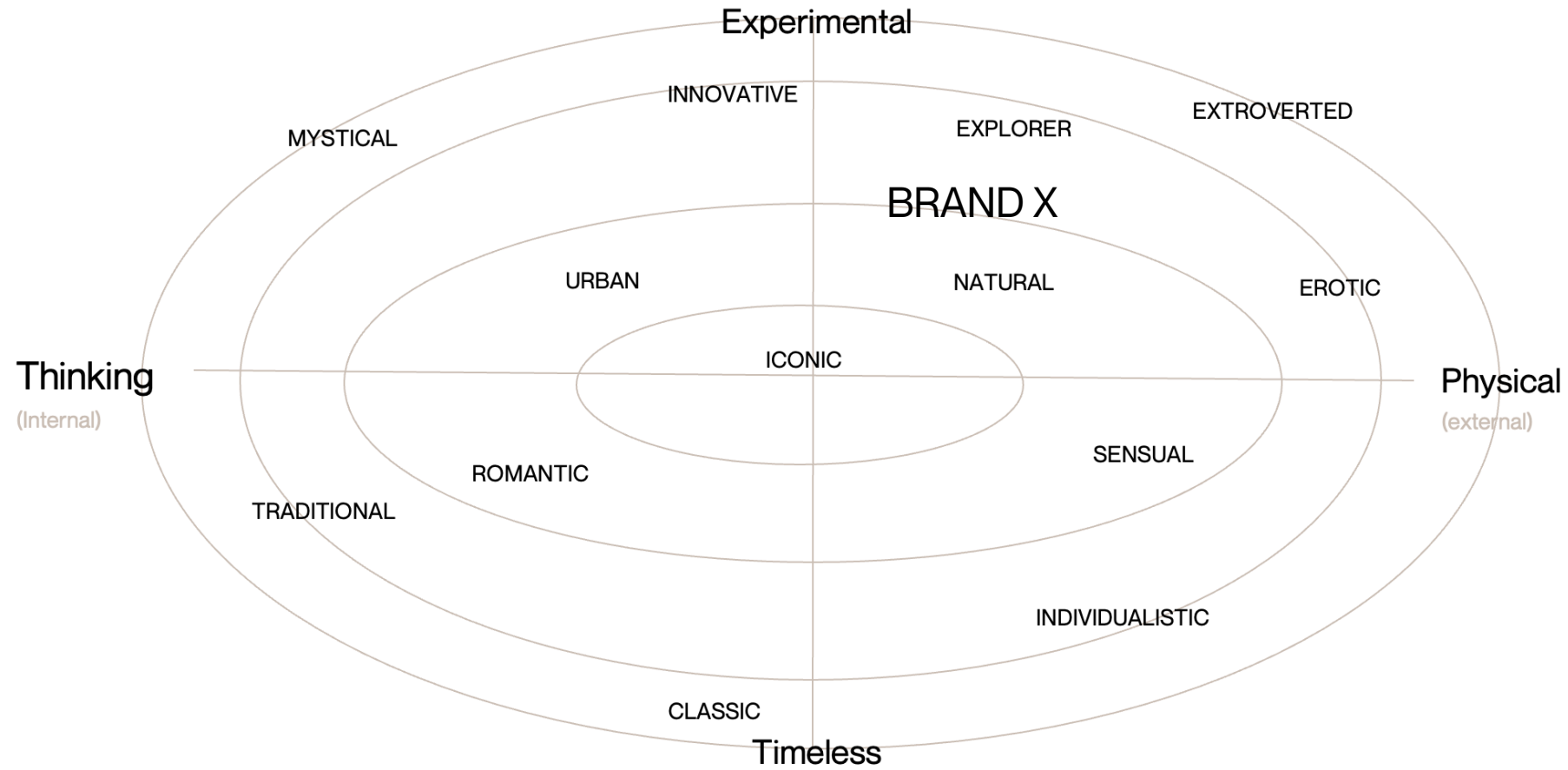
NATURE

CRISP

SERENITY



OLFACTIVE TERRITORY POSITIONING



SCENT COMPOSITION

Top Notes:

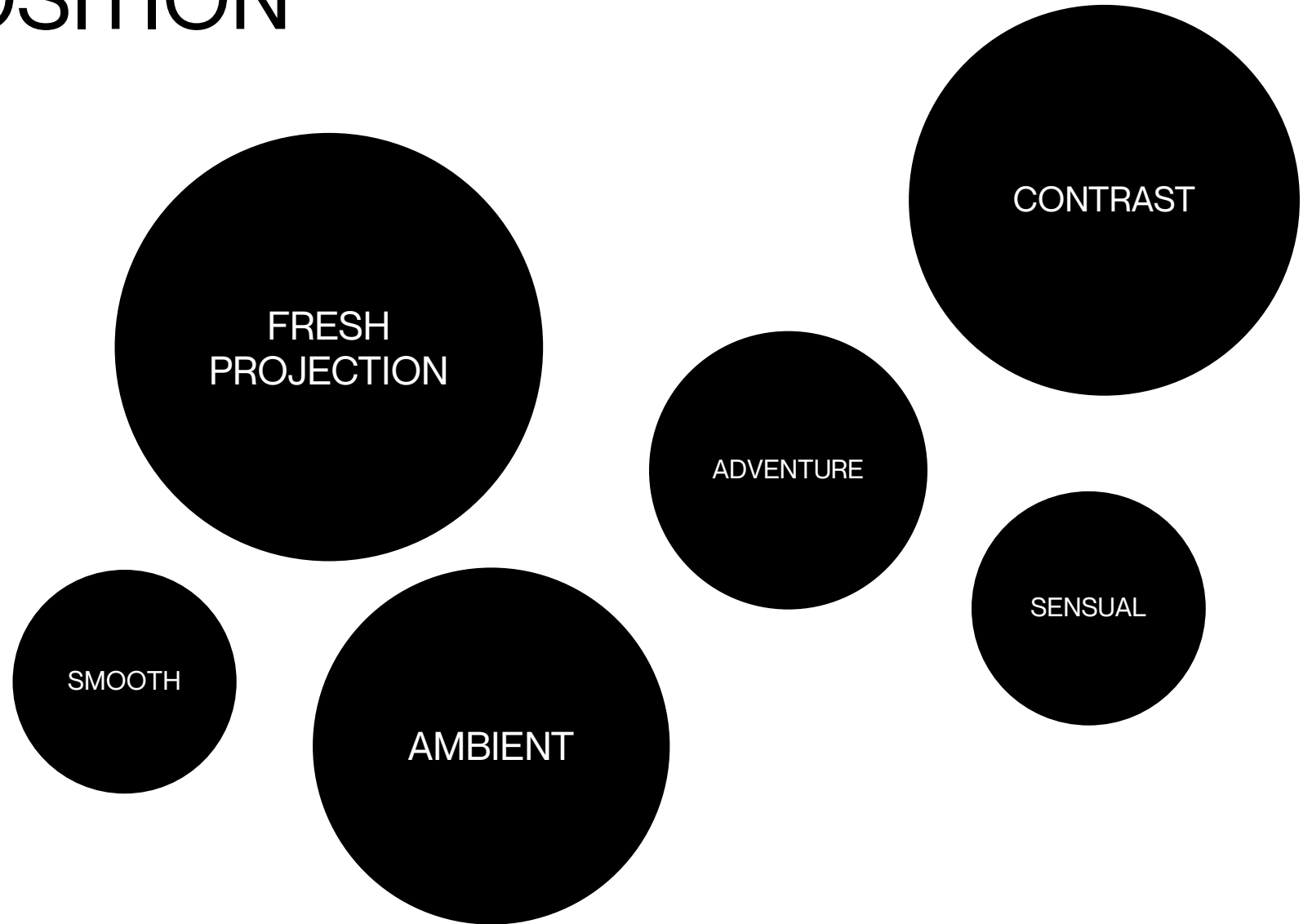
Sea Salt, Bergamot
Prosecco

Heart notes:

Warm Skin, Sandalwood
Juniper

Base notes:

Vetiver, Amber, Suede



SENSORIC DESCRIPTION

CAPTIVATE

Feel the charged air, signaling the start of an unforgettable journey. Inhale deeply as warm skin, juniper, and bergamot dance together, evoking a city awakening. Sea salt and vetiver blend, reminiscent of coastal escapes. Suede adds texture, while sandalwood brings tranquility. This fragrance is more than scent; it's a captivating tale of coming home.