



RETAIL
CASE STUDY



Differentiating A Retail Brand

*How KOOKAÏ Creates A Luxury
Store Experience with ScentAir*

KOOKAÏ

AT A GLANCE

OVERVIEW

Australian luxury clothing brand, KOOKAÏ, has a strong brand identity that embodies femininity, confidence, allure and independent style.

CHALLENGE

Differentiate KOOKAÏ from competitors using scent to solidify the brand identity in customers' minds.

SOLUTION

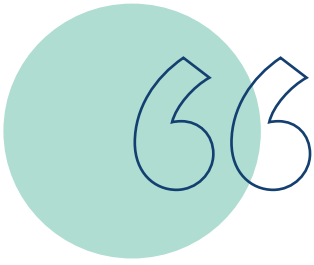
An exclusive brand scent diffused in stores and sold in new scented ancillary products, that customers recognize, driving customer loyalty—and buzz on social media!

OVERVIEW

In 2015, high-end Australian clothing brand, KOOKAÏ, was looking for a way to set themselves apart from their competitors. A brand known for empowering women to express themselves through their wardrobe, KOOKAÏ brings the high fashion experience of Paris to Australia. Since 1992, the brand has grown to over 50 stores across Australia and New Zealand.

The KOOKAÏ team wanted to offer a unique shopping experience beyond differentiating their in-store experience. They wanted to create a space for women to feel empowered to defy trends and create their own look.

KOOKAÏ worked with ScentAir to create a fragrance experience that would personify their brand experience.



The exclusive KOOKAÏ signature scent has been a part of our new concept boutiques for over 5 years and is now instilled in our brand identity, keeping in the minds of our customers long past them leaving our boutiques. Our customers not only know and love the KOOKAÏ scent, but they want this scent to be a part of their own homes.

CHALLENGE

ScentAir met with the brand to analyze the experience they wanted for the KOOKAÏ woman, their ideal customer. It was clear that a customized signature scent was the only way to go.

The ScentAir team worked with KOOKAÏ to formulate and develop its custom fragrance. Each fragrance note brings a different experience to life. Along their path to fragrance development, we consulted the brand to determine which notes should be present in their store concept.

The result was a signature scent featuring a unique blend of notes, exclusive to the brand, that brings the luxury of KOOKAÏ to life in the minds of customers.

SOLUTION

To diffuse the new fragrance, ScentAir scent delivery systems were installed in several stores. ScentDirect or ScentStream systems were selected depending on location specifications.

Once launched, the KOOKAÏ signature scent was a hit with both customers and staff. Customers were quickly drawn to the fragrance. Store employees were taking note of the new enhancement to their working environment.

KOOKAÏ's Retail Brand Manager quickly saw how their new signature scent enriched the in-store experience saying, "ScentAir is an extension of the KOOKAÏ brand and has been invaluable to helping us create a new dimension to our in-store customer experience." Comments about the KOOKAÏ brand scent began appearing on social media.

As a powerful branding tool, customers would have to visit a store location to enjoy the scent experience firsthand. Yet customers wanted more.

Soon, demand for the fragrance paved the way for a new KOOKAÏ scented product line. The brand worked with ScentAir to create a line of retail products, starting with reed diffusers, to capitalize on their investment in fragrance.

The scented products expand on the success they have seen with their signature fragrance and keeps the brand top-of-mind. According to KOOKAÏ's Retail Brand Manager, "the exclusive KOOKAÏ signature scent has been a part of our new concept boutiques for over 5 years and is now instilled in our brand identity, keeping in the minds of our customers long past them leaving our boutiques. Our customers not only know and love the KOOKAÏ scent, but they want this scent to be a part of their own homes."

With a strong professional relationship and more exciting projects in the future, KOOKAÏ and ScentAir will continue to expand their brand and product line in years to come.

