



Case Study

Scent Marketing - Diane von Furstenberg, NYC

The Background

Diane von Furstenberg boutiques were looking to enhance the ambience of their New York City flagship.

The Challenge

They decided to incorporate the launch of their new fine fragrance “D” into an ambient scenting program.

The Solution

Prolitec formulated “D” for airborne diffusion and installed two HVAC delivery units inside the store, and direct delivery units under the outside canopy.

The boutique extended their lease line with the installation of the units under the canopy to entice customers walking past the store to enter and the concept was rolled out to other stores across the United States and Europe.