



Paris Retail Week chooses Sevessence

A “tailored” creation for the 2016 Paris Retail Week Olfactory Logo

For the 3rd consecutive edition, the Paris Retail Week (Equipmag tradeshow) has chosen Sevessence for the creation of their 100% natural and organic olfactory signature. The 2016 perfume, “**Optimistic Business 4.0**”, was “purpose-designed” by the Master eco-perfumer of Sevessence, Jean-Charles Sommerard.

“ We wished to create an olfactory signature for Paris Retail Week, which we have named Optimistic Business 4.0. The signature invokes the vitality of the professional world with a more intimate connection around each and all's emotions. This desire is based on the growing trend, olfactory marketing: businesses increasingly develop the client experience through perfume, by creating a pleasant ambiance in sales points, favourable to visits and purchases, and even towards loyalty, depending on different types of consumption. To create this original fragrance, we were able to lean on our partners, Sevessence, true experts in the field of olfactory signature composed of natural and organic raw materials. ”

SOPHIE LUBET, Retail Business Unit Director, Comexposium

A certified 100% natural and organic olfactory signature which embodies a brand

A well chosen olfactory universe can change the perception a client can have on a brand. Of our senses, it is smell which conveys the grandest emotions. A pleasant smell **builds a link of loyalty and privilege between a brand and a client**.

An olfactory signature composed of natural and organic raw materials adds a salutary dimension with established virtues: purifying, sanitizing, boosting or relaxing **for the well-being of the clients and personnel**. It also ensures “**pride of belonging**” from collaborators.

Sensitive to the issue of well-being, sustainable development and eco-citizenship, Sevessence offers a certified 100% natural and organic solution, consistent with the ESR values. Numerous prestigious brands have called to Sevessence **to differentiate** themselves from contenders or e-commerce, **in a responsible and ecological manner**.

Sevessence offers olfactory signatures adapted to each brand, from independent boutiques to chains of stores

Jean-Charles Sommerard

The Master Eco-Perfumer from
the House of Sevessence, Paris



Virtuoso, eco-perfumer, creator of olfactory identity,

Jean-Charles Sommerard is an aroma composer, lover of natural and organic floral waters and essential oils. Virtuoso in olfactory identity, creator of salutary and sensory worlds, he has gathered traditions and experience for over 25 years. Professor at the “Ecole Supérieure du Parfum” in Paris, Jean-Charles Sommerard is also the author of many books, on themes of aromatherapy, essential oils and perfumery.

OLFACTORY MARKETING

Studies have shown **perfume influences the buyer's behavior**. Many experiences have shown the impact of smells on behavior. Here, a brand, with an olfactory animation, has given 78% of potential clients the want to come back. Also, a commercial establishment increased impulse purchases of an isle to +38%, a hotel betters by more than 5% the perception guests have of the quality of their stay.



“... During the implementation of our new specification for facilities of the commercial agencies Groupama Rhône Alpes Auvergne, we have worked on a global and innovative concept, including the ergonomics, the welcome comfort, as well as the sonorous, visual and olfactory dimensions. For the ambiance perfume, we have called upon Sevensence, expert in natural and organic olfactory signatures. Thanks to their experience, we have chosen the “Green Addict” fragrance, which perfectly translates our approach, our values and the natural spirit of Groupama Rhône-Alpes Auvergne. And this adds to the renowned salutary and wellness effects of essential oils, which prioritize well-being and serenity for our clients and collaborators...”

Jean-Michel PAUTRAT, Groupama Rhône-Alpes Auvergne, Responsible Tech. and Siege Work, CdG and Commercial Agencies

“ With increasing environmental and human resources issues, retailers and brands increasingly want to obtain a natural olfactory logo in order to add some soul to their commercial universe. A natural and organic perfume procures well-being to their clients, to their sellers, and adds punch to the “wow” effect. ”

Helen CSER LALITTE, ex VP World Marketing of Ibis Hotels, President/Chairman of Sevensence

The 2016 Sevensence OFFER

3 formulas for a natural fragrance, to your image

1 Your “exclusive” olfactory signature

Your “purpose-design” perfume by the Master Eco-Perfumer of Sevensence, for diffusion at your sales points.

Creation of **your derived products**: sprays, vaporizers, candles, capillats, scented silk paper... to gift your clients or to sell in store, to prolongs the sensory experience of your client and gain their loyalty.

2 Your “personalized” olfactory signature

Pick from the Sevensence perfume catalogue of ambiance perfumes, 100% natural and organic, created by Jean-Charles Sommerard. Each perfume is available in different formats: diffusion for your sales points, ambiance sprays, candles, scented silk paper... **products personalized to your brand’s image.**

3 Your “Fine Home Fragrance” olfactory signature

Your choice amongst **the brand new Sevensence line**, between 5 subtle and salutary fragrances: cocooning, festive, sensual, refreshing or invigorating. Available in ambiance sprays and scented candles...

For a quotation or more information: contact@sevensence.com



Prestigious brands have entrusted in Sevensence the creation of their olfactory identity

IDTGV: creation of 2 olfactory signature + variance of derived products.

BUDDHA-BAR PARIS: creation of their olfactory logo with diffusers and sprays for the perfuming of spaces.

INSTITUT DU MONDE ARABE: creation of an olfactory signature diffused in exposition sites + variance into body perfumes for visitors + creation and animation of sensory workshops for children.

PASCAL MORABITO, EQ LOVE, ENTENDRE, ETAM, YUMAN, UNIBAIL-RODAMCO (CARROUSEL DU LOUVRE, QUATRE TEMPS...), GROUPAMA, HÔTEL GEORGE V,

INTERNATIONAL SCHOOL OF HOTEL VATEL ...

AMONGST OUR SPA CLIENTS: MIRAMAR, GROUPE SEGUR: Creation of their olfactory logo + box-sets sold in boutique.

www.sevensence.com



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