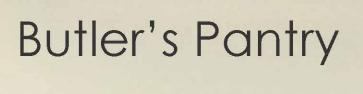


Scene:

Welcoming friends into your home Transition from outdoor to indoor An open door This space sets the mood for the whole house

Feeling:

Warmth and welcome Embracing friends and family Not heavy, overpowering, or dusty. fragrance should easily transition between traditional / transitional and contemporary spaces.



Scene:

Focus on ingredients Crispness of linens and clenliness Freshness of citrus Daylight shining in

Feeling:

Potential / possiblilities of raw ingredients Spray of peeling citrus Smell of the rind Not antiseptic or heavily floral





Kitchen

Scene:

Friends gathering during meal prep Aromatics of cooking

Feeling:

Casual conversation

Celebrating togetherness / belonging

Laughter & engagement Connection to ingredients Intimate and inviting

Conviviality

Not specifically food

related or sweet



Fragrance should compliment the aromatic foundation of the cooking. Combining the right ingredients to create a complex meal the base, middle, and high notes.





Hearth

Scene:

Winding down with friends after a meal Casual conversations Warmth from a crackling fire

Feeling:

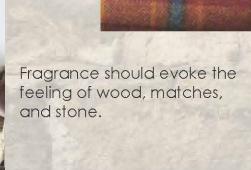
Relaxed, comfortable, intimate, and cozy

A warm leather sofa with a soft cashmere blanket

Not lodge, holiday, or seasonal









Powder Room

Scene:

A cozy encapsulated space that feels fresh and clean. Hard surfaces with soft organic touches

Feeling:

Personal, private, and comfortable Should capture an organic vibe; natural components should shine through

Not astringent.





Fragrance should provide a sense of cleanliness. It should feel crisp, cool, and fresh.