

# Entryway

## 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.





# Butler's Pantry

## Scene:

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

## Feeling:

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



Fragrance should be lively, awakening and energizing. The vibe should be optimistic, motivating, and stimulating. There is excitement about culinary potential.





# 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



Fragrance should evoke the feeling of wood, matches, and stone.





# 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.

