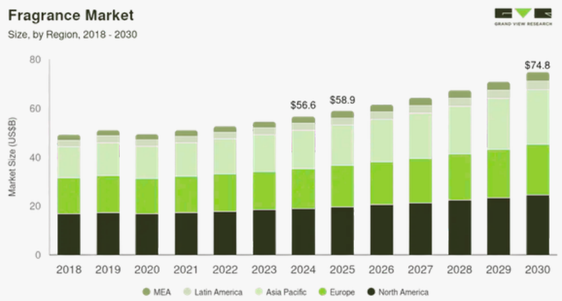

ÉCHOlogne

ÉCHOlogne

Industrial Insights



Source: Grand View Research, "Fragrance Market Size, Share & Trends Analysis Report," 2025–2030.

- The global fragrance market is rapidly expanding,
- Driven by strong growth in prestige and luxury segments
- Consumers increasingly treat fragrance as a daily lifestyle product rather than an occasional purchase.

Key Statistics:

$53.04 billion
For 2025 Global Perfume Sales

5.73 %
Projected CAGR by 2034

$87.17 billion
Expected for 2034 revenue

23%
Higher Gen Z spending than others

(Source: Circana, Statista, Fortune Business Insights, 2024–2025)

Why Prada?

L'ORÉAL LUXE

- Alignment with Brand's DNA
- Technological Foundation
- Global luxury recognition
- Commitment to eco-friendly design.

YVES SAINT LAURENT | PRADA BEAUTY

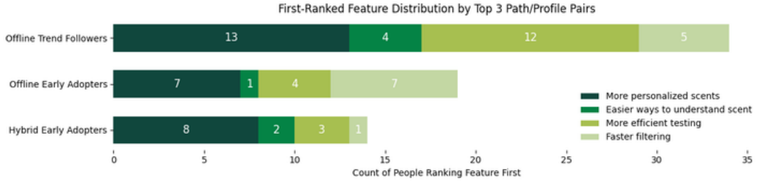
✗ Luxury perfume line already existed.	✓ Attempt to challenge tradition
✗ Traditional bottle formats	✓ Experimental Scents Friendly
✗ Reliance on Heroic Products	✓ More Space for Innovation

PRADA BEAUTY

Échologne is solving a Static Luxury Consumption problem

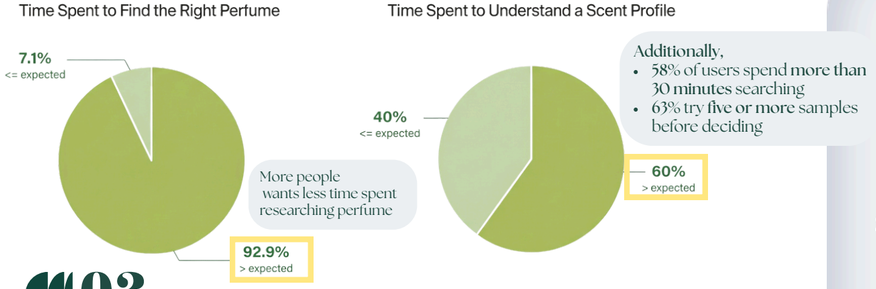
01

While 100% of user moods are dynamic, current luxury fragrances remain 100% static, leaving the user's olfactory identity frozen in glass.



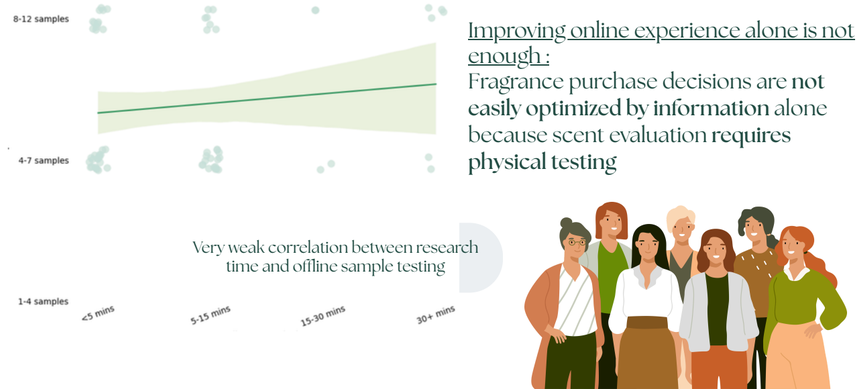
02

The accuracy and efficiency of fragrance discovery is 90% less than desired by consumers, resulting in high "blind-buy" regret and wasted spending on incompatible scents.



03

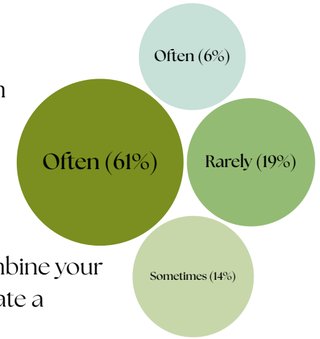
Modern consumers exhibit 100% hybrid behavior, yet retail and digital channels remain disconnected, leading to a fragmented "brand memory" and a loss of personal data across touchpoints.



Improving online experience alone is not enough :
Fragrance purchase decisions are **not easily optimized by information** alone because scent evaluation **requires physical testing**

04

Current "gatekept" perfumery prevents 61% of consumers from participating in the creation process, leading to a fragmented "brand memory" and lack of personal ownership.



" How often do you layer or combine your own perfume collections to create a different scent? "

Target Users

Age: Gen Z + Millennials (18–42)
Behaviour/Persona:

- Rotating scents by daily vibe
- Stacking notes for personal utility
- Sampling small before buying big

Segments:

- The Gen Z Experimentalist
- The Millennial Wellness Professional
- The "Quiet Luxury" Enthusiast

TAM: $62.6 Billion



Pain Points

- Difficult to understand scent notes online
- In-store testing is overwhelming and unstructured
- Hard to find a truly unique scent
- Limited personalization options in existing systems

ÉCHOlogne

Part 1: Core Ideas

Mix & Match System

- **Signature Recreation:** Users can recreate Prada's iconic fragrance compositions or explore curated pairings through intelligent scent combinations.
- **Personalized Composition:** Absolute creative freedom allows users to blend notes according to their own preference, transforming fragrance into a truly personal expression.

AI Sensory Experience

- **Multisensory Visualization:** Tap the NFC chip, the Échologne app generates AI-driven visualizations and music inspired by the fragrance, transforming scent into a multisensory experience
- **Digital Scent Album:** A curated online fragrance collection allows users to explore the full scent library, discovering compositions through interactive AI sensory previews.

Recycle System

- **PCR Glass:** Maximizes recycled content to minimize environmental impact while maintaining premium clarity and brilliance.
- **Refill Pods:** Reduce glass waste by 70% while ensuring the luxury hardware is a permanent possession.

Part 2: Échologne

Auto-Lock Cap System

Nozzle locks when closed, unlocks when opened—preventing accidental sprays with a seamless, premium feel.

Duo-Chamber System

An innovative dual-chamber architecture allows fragrance modules to be easily replaced, enabling effortless personalization and rapid mix-and-match creation while supporting a refillable, more sustainable fragrance ritual.

Precision magnetic connections enhance structural integrity while elevating the ritual of interaction, expressing a refined sense of craftsmanship.

An NFC chip embedded at the base allows users to tap and connect instantly to the Échologne app—exploring fragrance insights and engaging with a global community of scent enthusiasts.



Dual-Chamber Fusion Nozzle

Blends base and top notes through a precision fusion mechanism, delivering a harmonious fragrance with every spray.

Enamel Triangle Signature

A reinterpretation of Prada's iconic enamel triangle, bringing the house's signature symbol into a new olfactory form.

NFC Chip



Every Échologne prefume refill pod is equipped with NFC chip and can interact with our app.

Recycled Crystal Glass

Crafted with high recycled glass content, reducing environmental impact while maintaining exceptional clarity and brilliance.

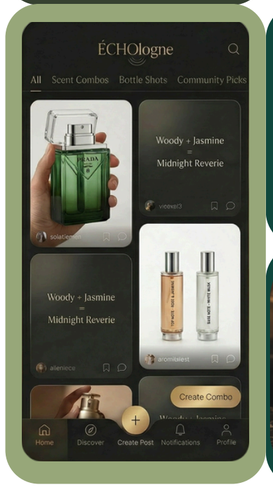
Part 3: AI-Driven APP



Ai-generated visualization and music to boost scent understanding



Mix&Match with all perfumes digitally to get early taste of different combos



Join an exclusive perfumer community and find people with similar taste



Scent Selection



Base Notes:

Vanilla Silk (Sweet / Gourmand)
Sandalwood Ember (Woody / Creamy)
Amber Glow (Amber / Warm)
Patchouli Earth (Earthy / Woody)
Vetiver Smoke (Woody / Smoky)

Top Notes:

Morning Lemon Spark (Citrus)
Pink Grapefruit Burst (Citrus)
Green Bergamot Breeze (Citrus / Green)
Velvet Rose Garden (Floral)
Moonlit Jasmine Bloom (Floral)
Golden Ylang Petal (Floral / Exotic)
Juniper Forest Air (Aromatic / Green)
Burnished Cinnamon Bark (Spicy / Warm)

Product Overview



ÉCHOlogne

Part 1: Marketing Strategy

Scalability

The identical internal hardware adapts to any Loreal brand (ex: YSL Frangrance)and extensive categories (Lancome skincare and Kiehl's makeup) by switching only the AI algorithm layer, preserving each house's unique equity while scaling a single invention.

Inclusivity

- Identity & Cultural Inclusivity: Users create personal scent identities beyond traditional gender labels or narrow cultural fragrance norms.
- Creative Inclusivity: Fragrance creation becomes accessible to everyone through adjustable scent combinations, not just professional perfumers.
- Sensory Inclusivity: Adjustable scent intensity accommodates pregnant individuals, children, scent-sensitive users, and fragrance-restricted environments.

Online Strategy: The Creator

Generative AI Scent Visuals:
Users express their mood in the Échologne app to generate a shareable 3D "Scent Aura," transforming fragrance into a visual form of self-expression. Designed for AI discovery (GEO), positioning Échologne as the preferred source for AI fragrance recommendations.

"Aura Artist" AR Filter:
An immersive TikTok and Instagram filter analyzes a user's outfit and surroundings to suggest a personalized dual-chamber scent composition.

#ScentStacking Community:
Influencer-led scent mixology challenges invite users to share their custom fragrance ratios, building a dynamic, community-driven library of scent creations.

Offline Strategy: The Collector

"Mixing Bar" Flagships:
Experiential retail spaces where customers explore the hardware firsthand and craft personalized scent compositions.

Luxury Refill Ateliers:
Automated refill stations in L'Oréal Luxe boutiques and select high-end retailers, supporting circular packaging and reducing waste by up to ~70%.

Elite "Scent-Sory" Events:
Invite-only immersive experiences pairing fragrance with cocktails and curated soundscapes for premium members.

Part 2: Financial Analisis

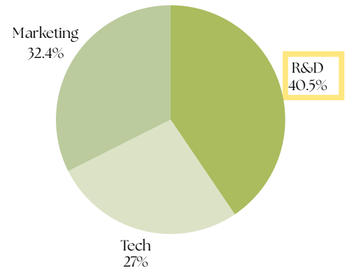
Pricing Strategy

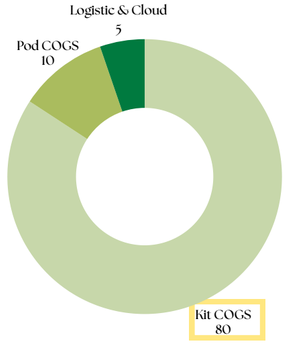


Échologne's pricing strategy captures the high-growth Gen-Z market with a lower $180 entry point while driving superior long-term margins through a recurring, tech-enabled refill model that static competitors like LV and Chanel cannot match

Cost Structure

Cost Breakdown (USD) for a 30ml Travel-Size Perfume





Part 3: Financial Forecast

Long Term Growth Plan

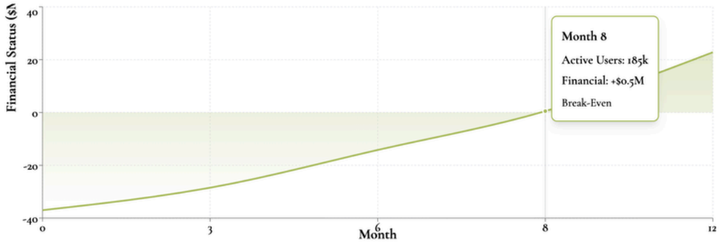
Year 1
- Launch of 3-tier Starter Kits
- Integration of NFC mobile app for AI scent visualization.

Year 2
- Launch Digital Scent Album to explore and collect fragrances
- Open additional Mixing Bar flagships in major cities (London, Seoul, Tokyo)

Year 3
- AI-powered personalized scent recommendations based on user data
- Expand #ScentStacking creator collaborations globally

Year 4
- Launch AI fragrance creation studio within the app
- Expand refill atelier network worldwide, reinforcing circular luxury packaging

Break-Even Point



- Break-Even at Month 8 with $86M at Year 1
- Targeting 200,000 Year-1 units with a 2x refill attachment rate per user

KPI

- *Active Scent-Ritual Frequency*: The average number of times an active user interacts with the physical dial and triggers the NFC AI visualization per month
- NFC Scan-to-Spray Ratio
- Mixing Diversity Index
- Refill Attachment Rate