

DAISYme

MARC JACOBS

CONCEPT:

Daisy by Marc Jacobs is a 10 year old top selling classic floral fragrance that is charming, timeless, and young at heart. The Daisy line consists of three scents: Daisy, Daisy Eau So Fresh, and Daisy Dream. Each one has their own playful twist.

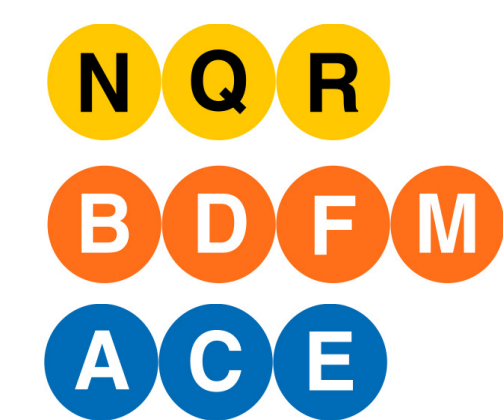
There is an opportunity to take Daisy to the next level by creating a personalized pop-up experience. Fragrances smell different on each individual; and the space allows visitors to create their perfect Daisy scent. As part of the process of creating a bespoke fragrance, the visitor can change the top notes of either Daisy, Daisy Eau So Fresh, or Daisy Dream. However, before visitors reach the customization counter, they are introduced to their unique notes. This allows the visitor to get up close and personal with each fragrance to fully understand their preferences. This pop-up will leave a lasting impression that will help create a more personal connection between the visitor and the brand.

LOCATION:



113 Prince St.
New York, NY 1001

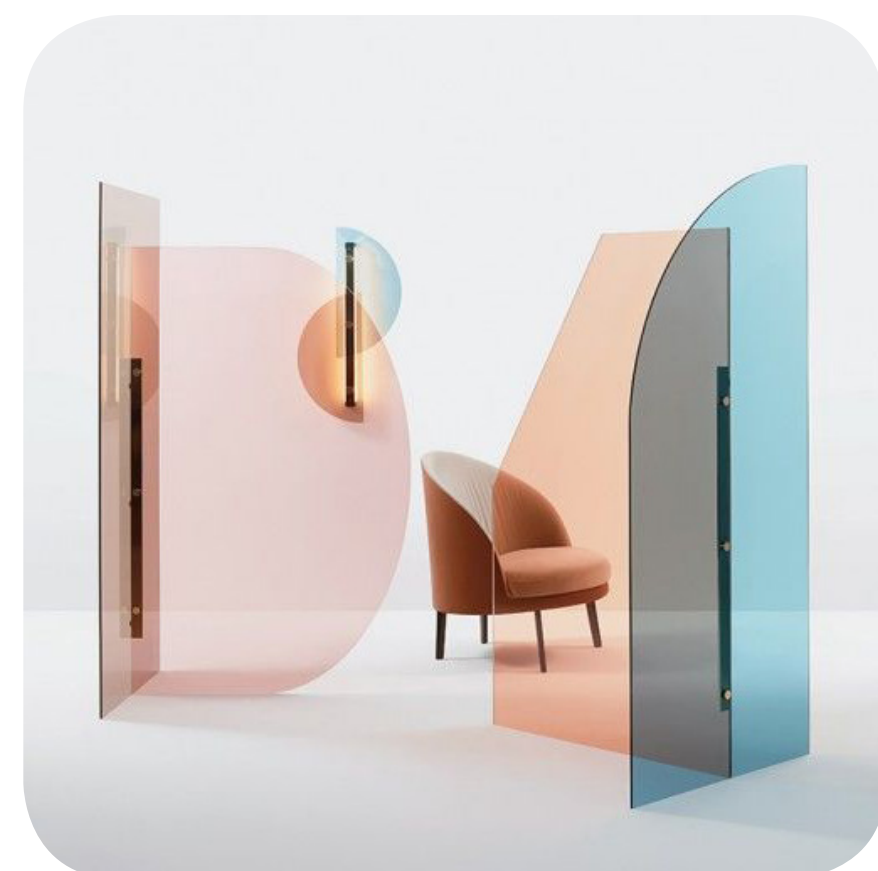
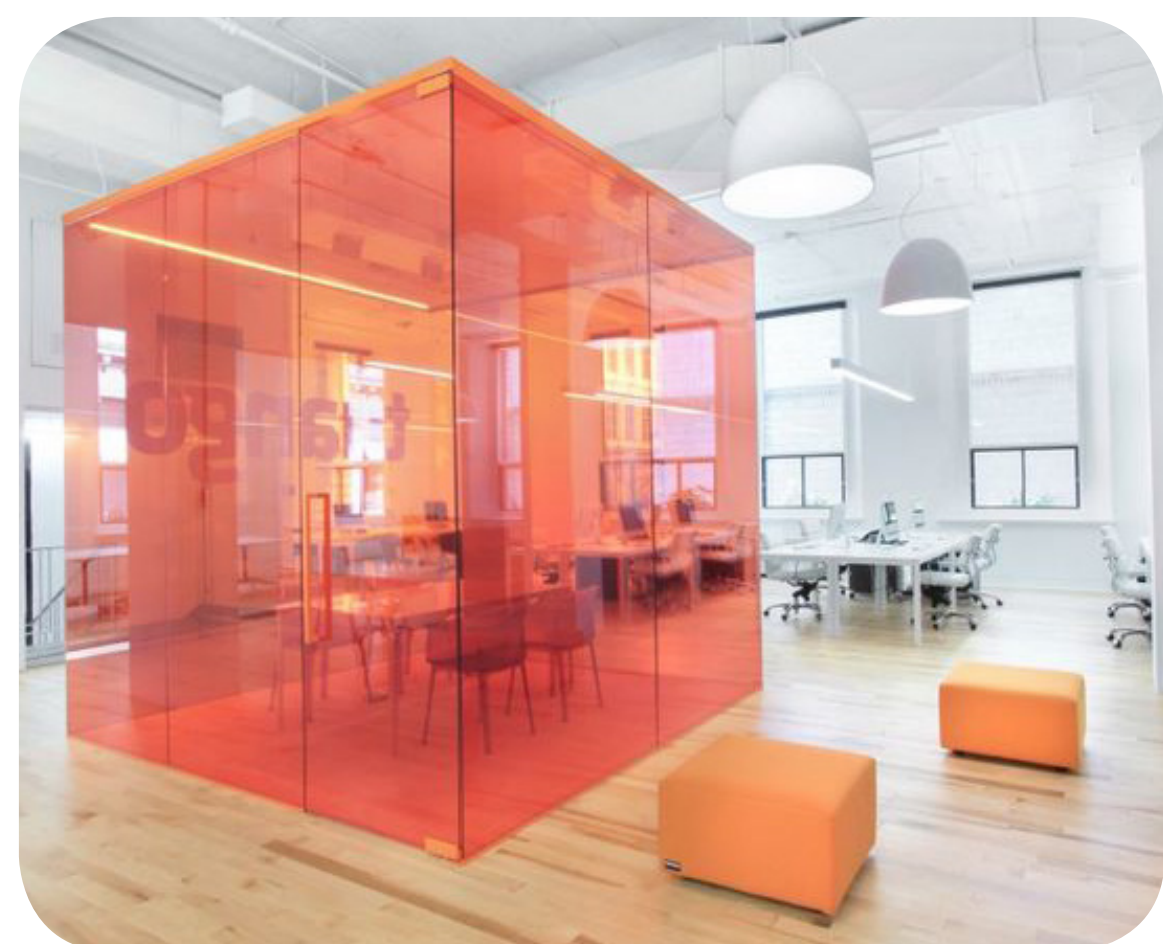
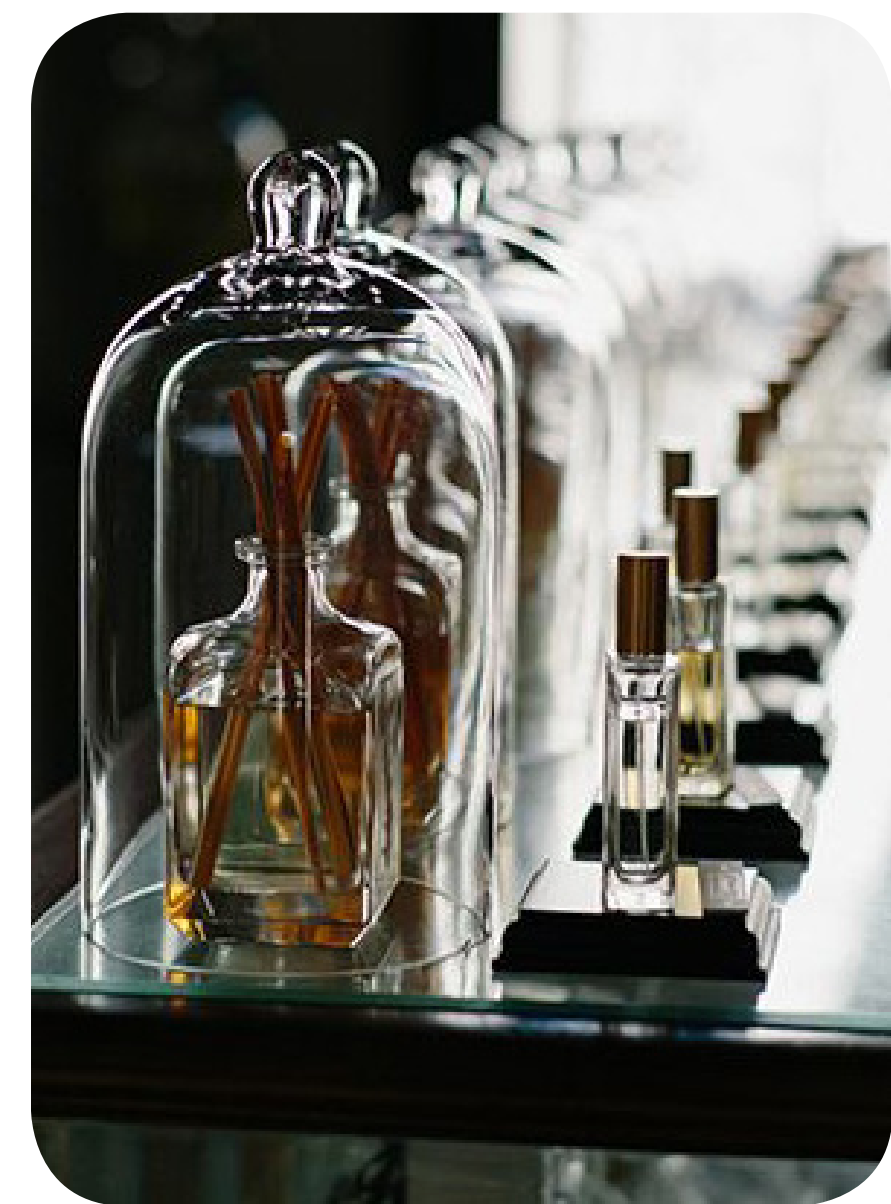
Transit Nearby:



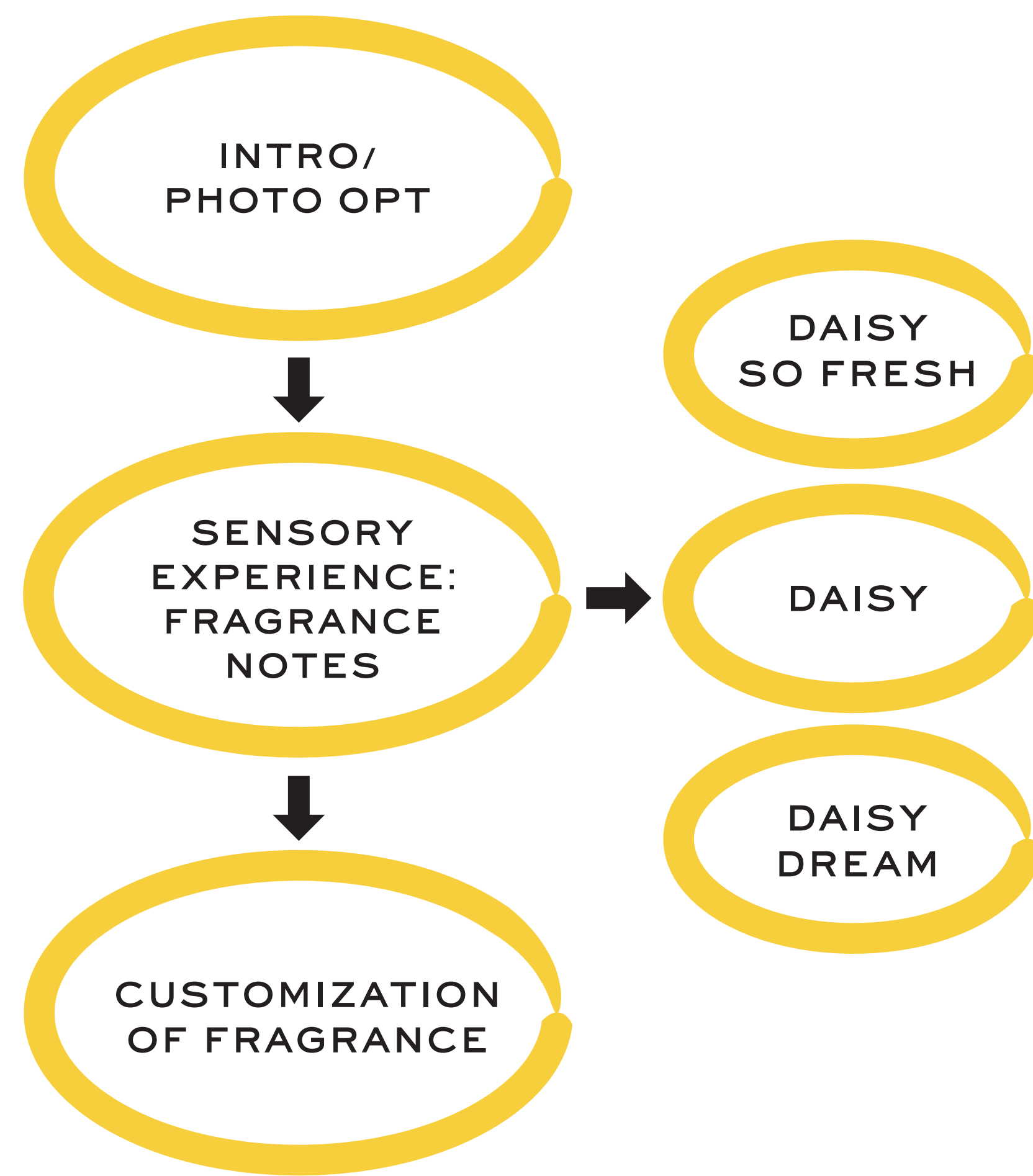
Stores Nearby:

- Ralph Lauren
- Louis Vuitton
- Apple
- TUMI

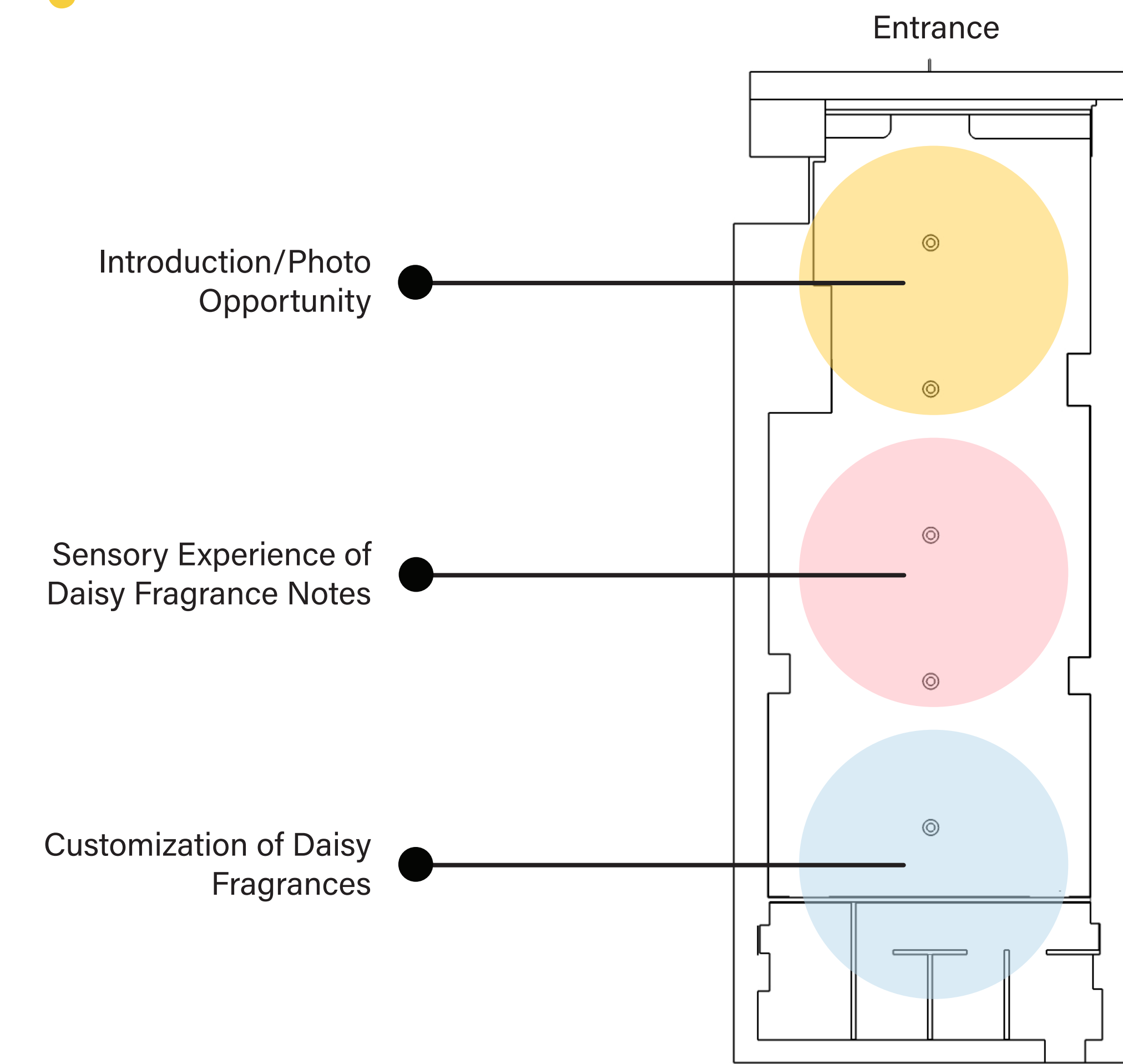
INSPIRATION:



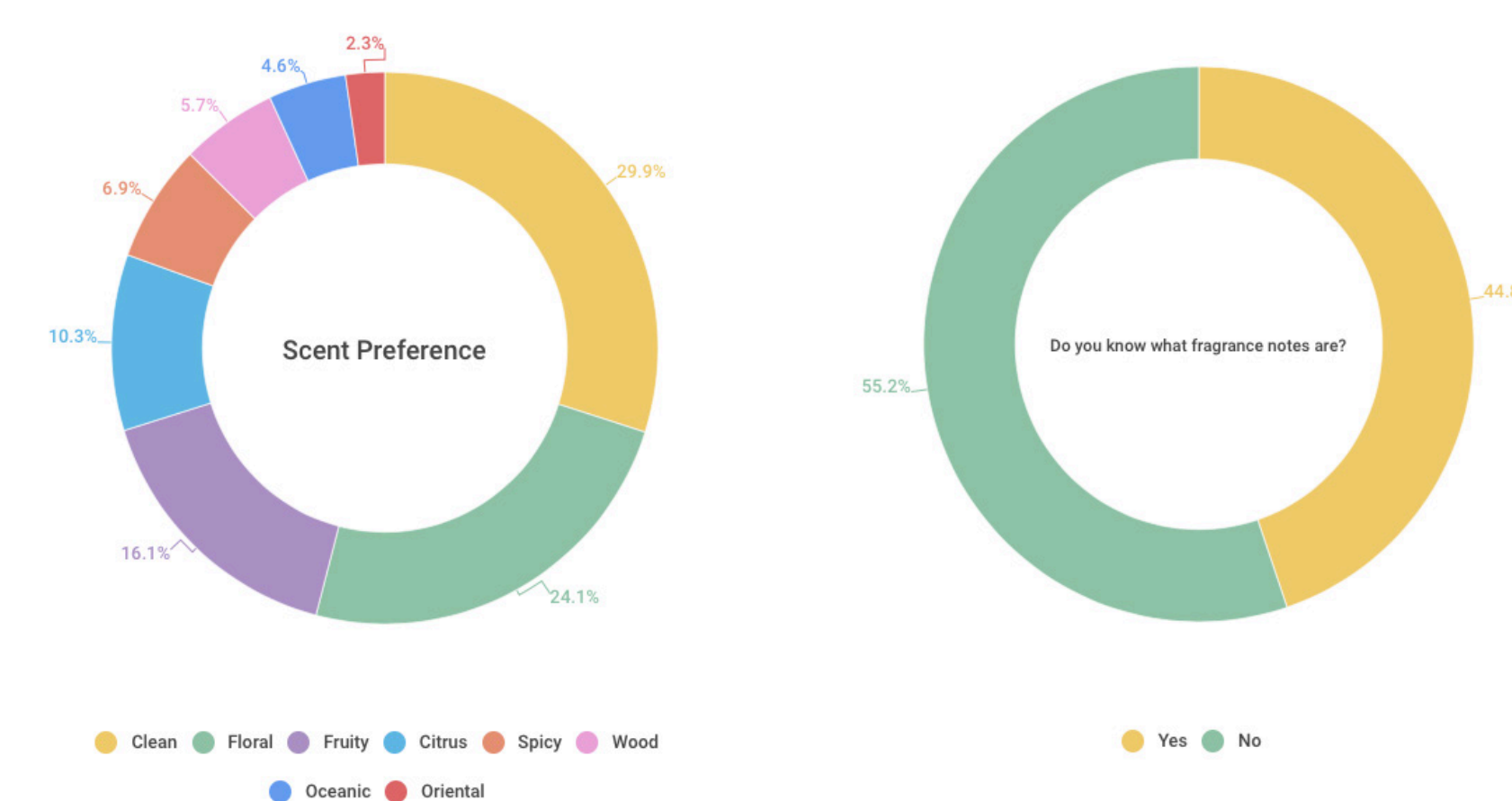
FLOW DIAGRAM:



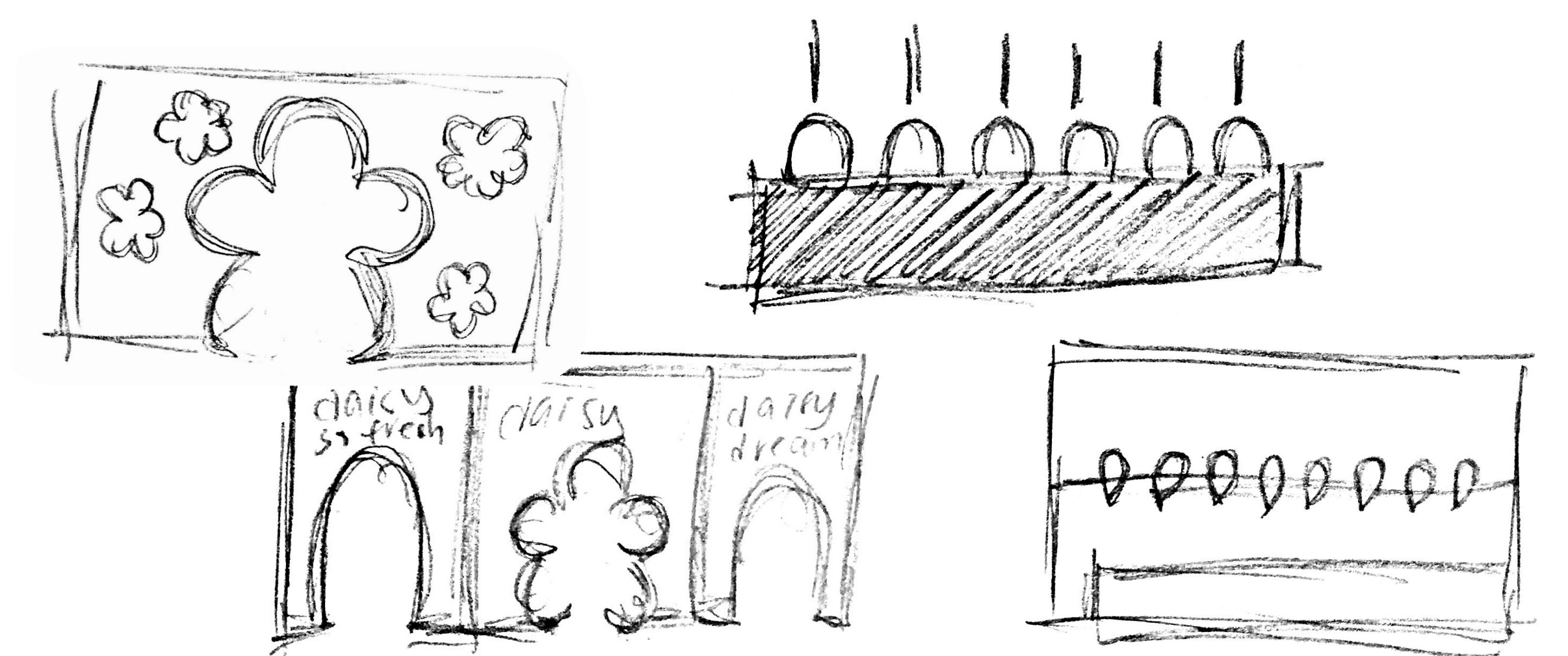
FLOOR PLAN:



SURVEY



DEVELOPMENT SKETCHES:



TOUCHPOINTS:

The Daisy doorway introduces the visitor to the sensory experience of the Daisy fragrance notes. Inside the visitor partakes in a maze of smelling the individual notes that is divided by Daisy, Daisy Eau So Fresh, and Daisy Dream.

A yellow facade is used to capture the attention of pedestrians.

The customization counter of the Daisy fragrances allow for visitors to talk with an expert to find their perfect Daisy scent. Here they can sample notes on their wrist based on their personal preference, which can then be substituted with the original top notes in the fragrance.

