

Scene Shang

Creating a clean and sophisticated retail

Scene Shang is a contemporary furniture, homeware, and lifestyle label with roots firmly planted in a rich Asian heritage. The Singapore-based brand offers high-quality furniture and decor in a soothing and refreshing atmosphere.

Understanding the need

With shoppers emerging from world-wide shut downs due to the pandemic, stores like Scene Shang have had to reassure shoppers that their store is safe and clean.

Initial's approach

We worked with the brand to find the best scent for them, something that ties to their products and evokes the luxury and glamour of the 1930's Far East Art Deco style.

To echo this feel and the materials used in their products, they selected the inviting "Wood Blonde" fragrance. The welcoming and friendly scent combines soft blonde wood, birchwood, and crisp young leaves with sun-dried driftwood, blond orris roots, and creamy Australian sandalwood.

The result is a clean, friendly, and relaxing experience for customers and employees alike.

Meeting the challenge

The right technology and woody Scene Shang fragrance connect their customers to the brand, evoking fond memories, and creating positive new ones.

"I think that the scent in the space has connected a lot of customers with us," co-owner Pamela Ting said. "It triggers a memory for them and that's why I think it was very important for us to find a scent that would work in the minds of our consumers. Customers really love the smell so I think this all worked out really well. We're quite happy with everything."

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"We see that the physical store is actually a very important component that sets aside our brand from other brands and the physical experience has to be very, very distinct and has to be very sensory.

When you come to the store, we want to activate all senses for our customers and I think that creates a very strong experience, a whole lifestyle experience, for our customers.

There is a specific scent when they come here and they can relate to brand and something they feel familiar with and make them feel good."

Jessica Wong
Co-Owner, Scene Shang

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