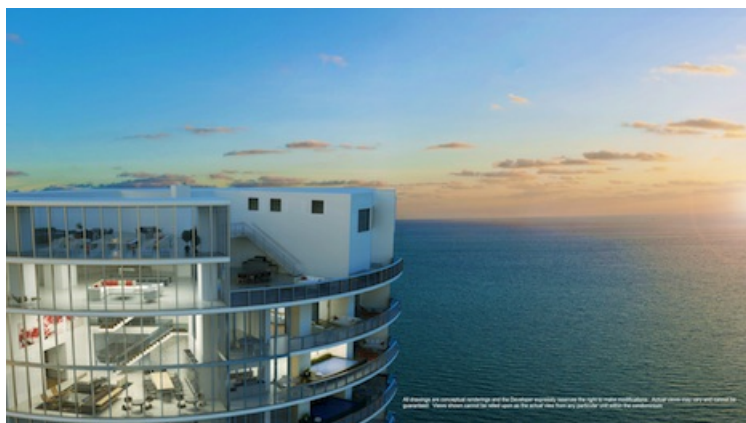


REAL ESTATE

Porsche Design Tower creates aromatic ambience with custom fragrance

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Rendering of the Porsche Design Tower penthouse

By STAFF REPORTS

The Porsche Design-branded high-rise residential building in Miami is creating an individualized ambience with a signature scent.

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Porsche Design Tower tapped scent system creator Air Esscentials' perfumists to create an olfactory profile for the 57-story tower. A tactic often used for hotels and retail environments, having a unique smell can help to further define a brand environment.

Scents of place

The property, developed by Dezer Development, is located at 18555 Collins Avenue in Sunny Isles Beach. The waterfront tower boasts 132 condo units that start at \$6.2 million, including a four-story penthouse ([see story](#)).

Miami-based Air Esscentials's signature scent for the tower opens with bergamot and eucalyptus, followed by heart notes of jasmine, lily of the valley, rose, gardenia and star anise. This fragrance closes with sandalwood, oakmoss and white musk.

This specially created perfume will be diffused in the building's common areas using cold air scent equipment installed by Air Esscentials.

In the tower's spa, Vichy Shower and treatment rooms, a lavender scent creates a calming environment.

Porsche Design's The Essence cologne is used to complement the interior design in the lobby, lounge and bar, clubroom, fitness areas and other amenities in the building.



Porsche Design Tower in Miami

"The scents certainly compliment the environments within the building which, without question, have defined a new standard of living," said Andrew Richards, vice president of development & construction for the Porsche Design Tower, in a statement.

Hotels have tapped the power of scent to communicate their perspective in another sense.

Starwood's St. Regis Hotels and Resorts presents a unified front to consumers with a signature scent that perfumes its many locations around the world.

"Caroline's Four Hundred," unveiled in 2015, is the brand's first bespoke scent, inspired by the Gilded Age socialite and member of the hotel's founding family, Caroline Astor. By uniting its varied locations with one scent, the hotel chain will remind consumers that no matter where they are in the world, St. Regis is comfortable and familiar ([see story](#)).

"We've seen that ultra-luxury residential developments like the Porsche Tower are at the forefront of trends in lifestyle amenities," said Spence Levy, president of Air Esscentials. "It's only a matter of time before other residential communities recognize the immense benefits that ambient scent offers their residents in enjoyment, relaxation and a distinct feeling of entering a home oasis."