

FRAGRANCE AND PERSONAL CARE

Guerlain, adding store tech, debuts new Mindscent fragrance finder for perfect perfume match

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Mindscent will help match consumers with one of the 110 Guerlain fragrances. Image credit: Guerlain

By STAFF REPORTS

LVMH continues to inject technology into the fragrance business with the launch of Mindscent, a fragrance finder backed by emotion sensors that lets shoppers in Guerlain boutiques pick their favorite based on positive emotional reaction and personality match.

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Using a neuronal headset and visual interfaces, shoppers can find out which one of Guerlain's 110 fragrances is best for them, according to the company.

The release of Mindscent comes soon after Guerlain launched Olfaplay, a digital radio app and Web site for consumers passionate about perfume.

Blind testing

The Mindscent app was officially unveiled at Guerlain's 68 Champs-Elyses store, with availability at the Guerlain Place Vendôme and rue des Francs-Bourgeois boutiques in Paris. It will then roll out worldwide with support from the "My Emotion, My Fragrance" campaign.



Mindscent technology is available at Maison Guerlain on 68, avenue des Champs-Elysées in Paris. Image credit: Guerlain

Visitors to these Guerlain boutiques can ask a sales associate to fit them with a neuronal headset. They are then invited to blind test four distinct fragrance families fresh, floral, oriental and woody before answering a few questions while looking at aspirational images, Guerlain said.

The neuronal sensor analyzes the customer's feelings to guide them. After testing several recommendations from among the 110 Guerlain fragrances available in the boutiques, their perfect perfume match is displayed on the screen in just a few seconds, the company said.



The logo of Mindscent. Image credit: Guerlain

GUERLAIN'S DIGITAL innovation team and fragrance experts created Mindscent based on a concept by researchers from Nantes University called "Keurokiff" that can detect feelings directly from the brain.

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