

FRAGRANCE AND PERSONAL CARE

## Amaffi heightens perfume shopping experience with New York flagship

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*The new Amaffi boutique is located at 44 East 57th Street. Image courtesy of Amaffi*

By SARAH RAMIREZ

Perfume house Amaffi is elevating the art of fragrance with the opening of its first boutique in North America.

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Located on New York's Billionaires' Row, the opulent store joins **Amaffi** locations in London and Moscow. The exclusive brand offers a unique in-store experience that pays homage to the artistry and tradition of perfumery.

"Amaffi products are available only in our branded boutiques," a company spokesperson said in a statement. "Because of this, we not only guarantee the originality and quality of our perfumes, but also have the unique opportunity to create an extraordinarily special shopping atmosphere for even the most particular customers."

### Art of perfumery

Headquartered in Geneva, Amaffi produces its fragrances in Grasse, France. The house differentiates itself with its high concentration perfumes relying on natural ingredients approved by the International Fragrance Association, with an average concentration of 22 percent.

The fragrances are bottled in large, ornate vessels, resembling lavish objects such as orbs and specters or decks of cards inspired by the Monte Carlo Casino. Others are adorned with Swarovski crystals.



*Amaffi's New York neighbors include Fendi, Audemars Piguet and Vacheron Constantin. Image courtesy of Amaffi*

With this pedigree, Amaffi has positioned itself at the ultra-luxury end of the fragrance spectrum. Its perfumes can cost nearly \$8,000 for 75 ml by comparison, the priciest Louis Vuitton fragrances cost \$525 for 200 ml.

Originally, Amaffi perfumes were only available at its owned boutiques. The house has boutiques in London and Moscow, and recently expanded to New York.

The new Amaffi boutique on 57th Street is designed in the same style as the London and Moscow flagships, complete with black ceilings and lights resembling constellations and shooting stars. The perfume bottles are housed in gilded display cases, resembling a museum.

A private VIP room is also reserved for the house's most valuable clients.

Adding to the boutique's glamorous mystique, Amaffi sales associates dress in elegant uniforms, wearing gloves when handling the bottles as they assist clients.

"The quality of service is crucial for Amaffi," a spokesperson said. "That is why Amaffi has created its own corporate training methods; to educate the staff of every detail of the perfumes created for our brand, as well as how to elevate customers' experiences and offer respect in communication with each of our clients.

"We teach our staff that the buyer of each Amaffi perfume is, simultaneously, the purchaser of a masterpiece."



*The Amaffi VIP room. Image courtesy of Amaffi*

More boutiques are forthcoming, expanding Amaffi's global footprint. The house is also beginning to dabble in ecommerce, selling its fragrances exclusively on its branded website.

"The main goal of Amaffi is to provide a carefully thought-out, seamless and excellent customer experience in an online store, as well as in boutiques," an Amaffi spokesperson said. "This will be ensured by the high usability of the new site, transparency at every stage of the order, unsurpassed quality of after-sales service, as well as an utterly personalized approach to each customer's experience."

#### Memorable experiences

While affluent consumers have increasingly gravitated to ecommerce amid the COVID-19 pandemic, offline channels remain crucial at high price points particularly in the fragrance sector, as scents must be experienced in person.

This spring, British perfume house Penhaligon invited guests to embark on an in-store olfactory journey after reopening its doors. To celebrate the nationwide reopening of retail after months of restrictions in the United Kingdom, Penhaligon released a number of short videos promoting its exclusively in-store services, aiming to excite affluent customers about shopping again ([see story](#)).

Meanwhile, beauty group Coty is developing a hands-free fragrance testing device that will be available for retailer use in the next 12 months.

After high tensions and increased demands for convenience during the COVID-19 pandemic, Coty is offering consumers a hygienic and innovative option for fragrance testing. Making the fragrance testing process less wasteful and overwhelming, the device will distribute a single droplet of liquid onto a consumer's arm or blotter ([see story](#)).

At its ultra-luxury price points, Amaffi recognizes that the bar is even higher for a truly impressive visit.

"This is expressed in every detail: from the luxurious design of boutiques to the presentation of perfumes to customers, which is comparable to a unique festive ceremony," an Amaffi spokesperson said.

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