



particle.

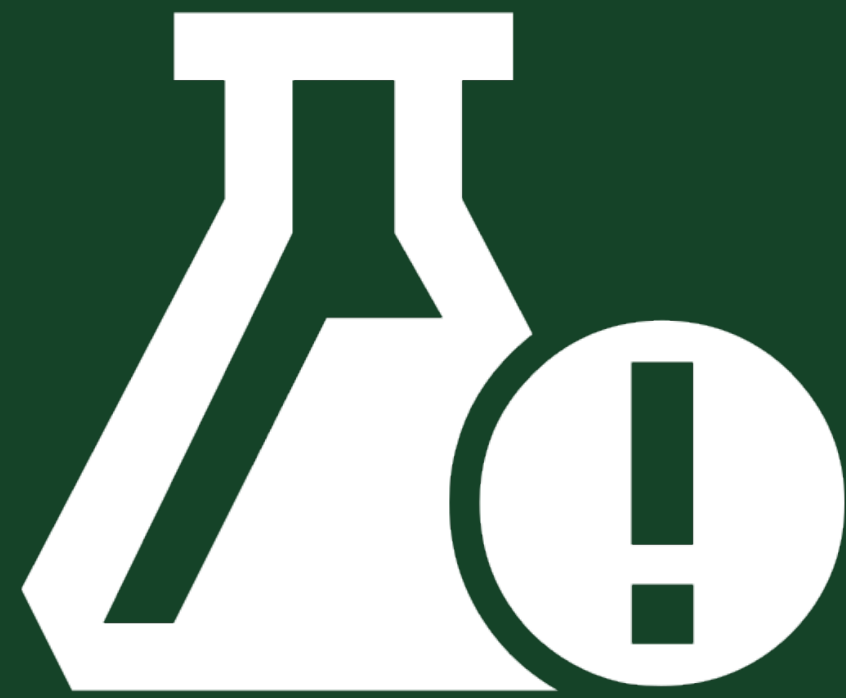
a fragrance company

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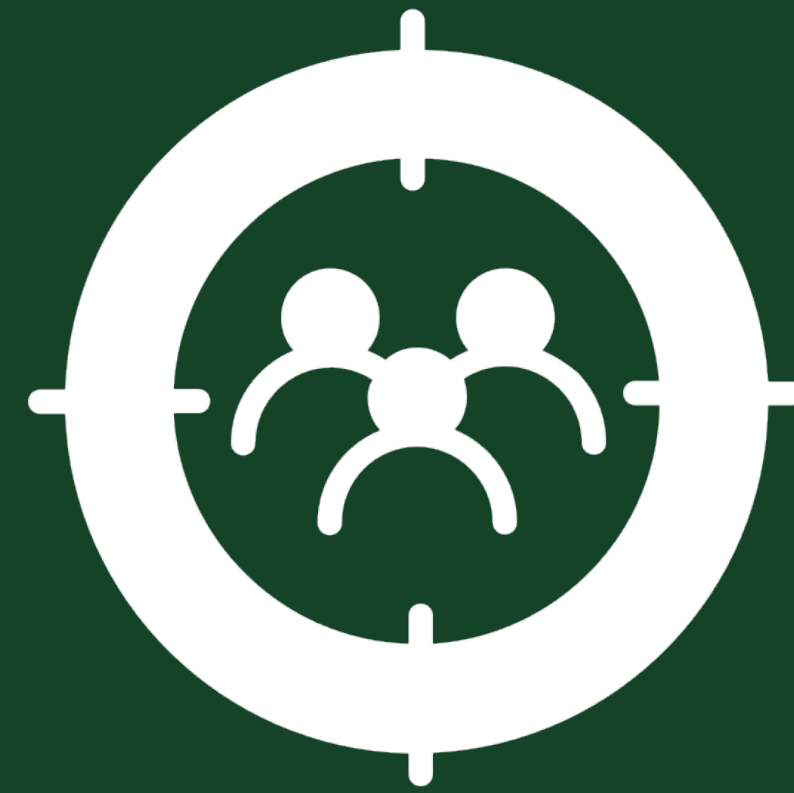
problem



There are too many expensive chemicals in fragrances nowadays, resulting in an overpriced product



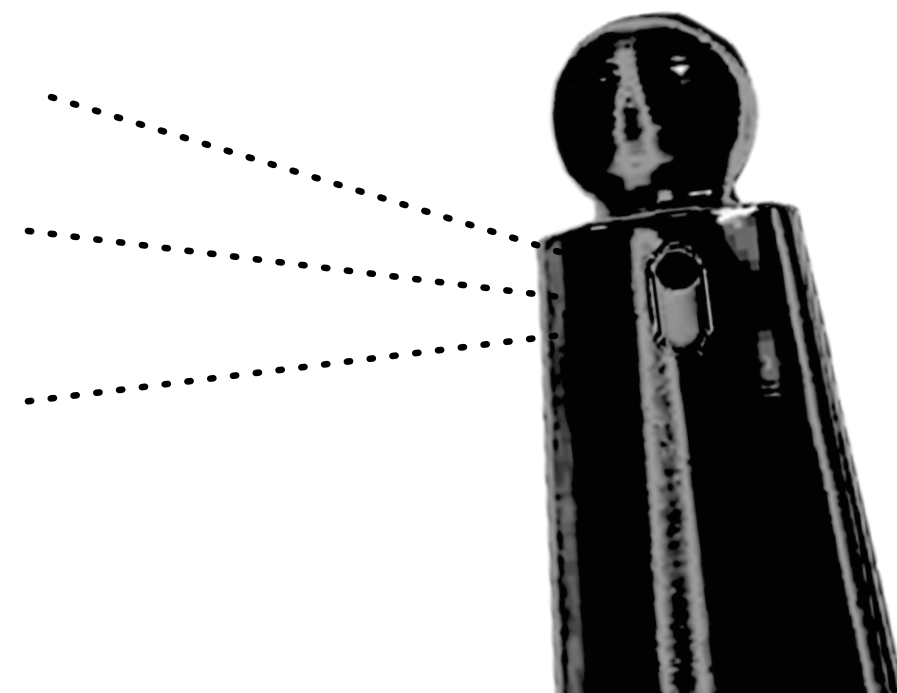
Major perfume companies aren't conscious about the components that they use, which are harmful to the environment



Major perfume companies only cater to specific audiences

our goal

We want *particle.* to exist as an **eco-friendly** and **unisex** fragrance brand, with complete **transparency** about ingredients. Because of our positioning as a smaller business with less emphasis on extravagant packaging and marketing, we intend on selling at a **low price point** to match **high demand** for consumers who want **quality** for affordable prices.



about us

We at *particle.* want to create a fragrance without the gender norms and harmful chemicals that come with the products on today's market. Our product may feel familiar to consumers who have interacted with brands such as *Goop*, *Dossier* and *Aesop*. We see ourselves as being in the same category as these brands by virtue of the pillars we are grounded in— wellness, affordability and being holistic.

particle. is genderless, ageless and timeless: it has scents for everyone. We hope that consumers will benefit from it, because one key difference that separates our product from the rest is that it does not contain phthalates, a harmful chemical used to make the scent last longer. This chemical poses numerous health risks such as cancer, reproductive and developmental toxicity, and can cause respiratory problems. Due to the fact the fragrance industry regulates itself, these harmful chemicals are usually unlisted on the label and can secretly pass from the skin into the blood upon application. At *particle.* , we promise 100% ingredient transparency including how they are sourced.

Although *particle.* is for everyone, we see this product living amongst the younger crowd since based on our research, young adults/millennials are the age group who have the interest for this product. Compared to the rest of the fragrance gamut, *particle.* is affordable, with each 100ML bottle selling for \$50. We understand that at times, this maybe more than somebody may be willing to pay if they were simply looking for the lowest price tag as they could reach for an option such as *Goop*, though it would be packed with harmful chemicals. We use sustainable packaging and natural ingredients which may appeal to almost anybody but ideally catch the eye of a younger, environmentally conscious consumer. In addition, we plant a tree for every purchase made.

Oh, and our lid doubles as another bottle, so you can take it with you anywhere you go.



[strengths, weaknesses, opportunities, threats]

S.W.O.T

- Affordable, sustainable product that is genderless
- Sophisticated aesthetic and diverse scents suitable for any occasion
- Smaller team, lower capital, more affordable and intentional business choices
- Long-lasting projection
- 100% transparency in ingredient sourcing
- To-go bottle capability so you can bring your scent with you anywhere

- Niche community, must be targeted to the correct audience to thrive
- Many competitors with similar goals

- Emerging need for this product as wellness and the clean aesthetic are on trend
- Potential for partnerships and inclusivity campaigns
 - We can partner with a wide range of businesses (environmental, gender neutral, fragrances, makeup, etc.)

- People may feel more comfortable using brands they are familiar with (may shy away from a smaller, newer brand)
- With a smaller team, we may have trouble getting our messages out to the public
- More feminine or masculine people may want a more traditionally “gendered” scent

competitive analysis

Dossier (Affordable, quality, imitative)

Goop (Novelty, holistic)

Aesop (Sophisticated, vegan)

Lush (Environmentally friendly, intense, distinctive)

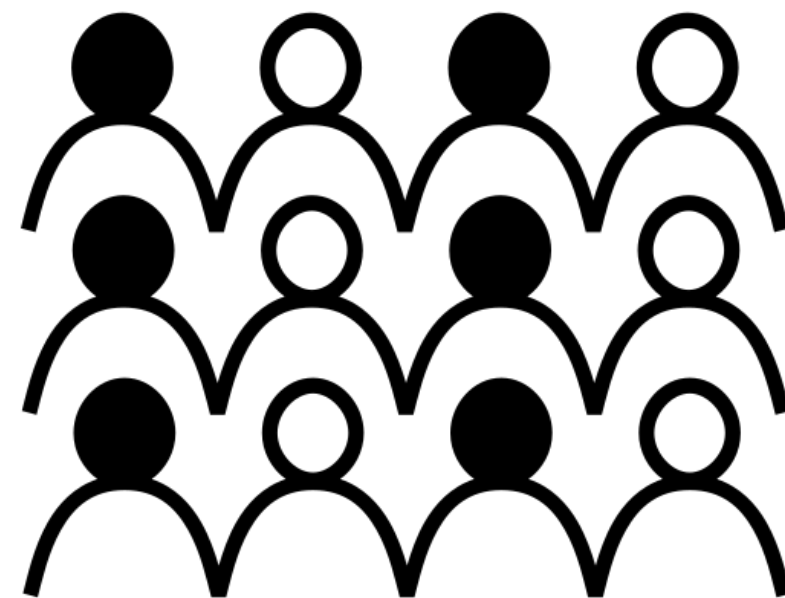
Margiela (Versatile, sensual, nostalgic)

Tom Ford (Luxurious, status symbol)

audience analysis

We understand that by virtue of being in the fragrance industry, the target audience is quite niche. We have in mind a younger, environmentally conscious consumer who has a disposable income for tasteful goods. They want to back a product and company that cares about their health and views; seeing the consumer as a real person rather than a number on a sales chart. We can be that company.

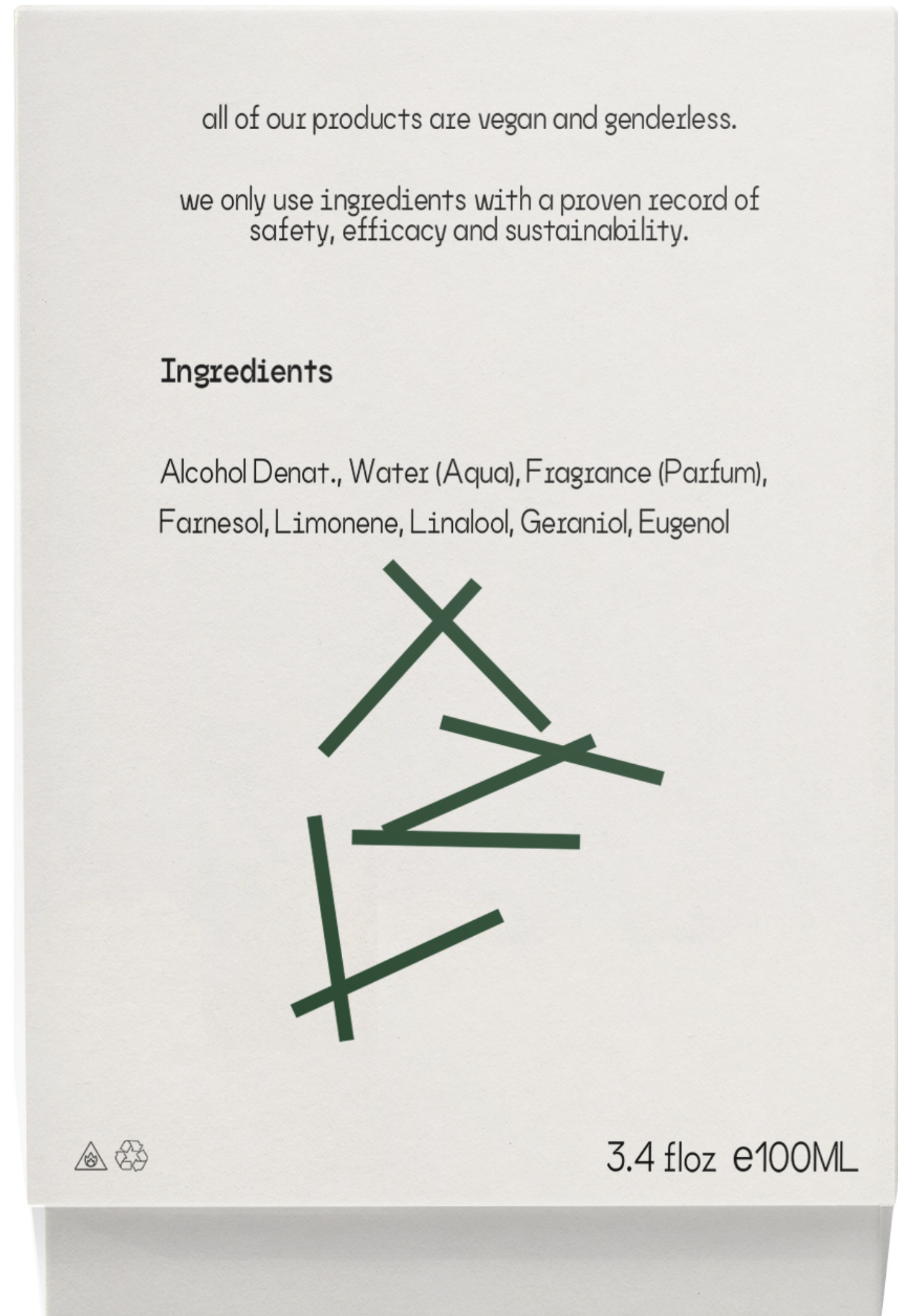
They desire a product that will make them feel like they are making the right decision and doing something good for the world. They enjoy the feeling they get after “splurging” on one of our products because they view it as an investment, they are paying a little more for a product that will benefit them and the earth in the long run. In this vain, they respond to emotions of guilt and strive to take part in creating a pure world. As a result, we will market our product as being pure by using a minimalist glass bottle and emphasizing that *particle.* is for consumers aiming to mitigate the bad effects other companies have on our climate. Our audience is trying to take physical actions to help the environment, and they can consider buying *particle.* as one of these actions. In a way, we will be manipulating them into feeling as if our product represents the environmentally stable, genderless, pure world they hope to live in.



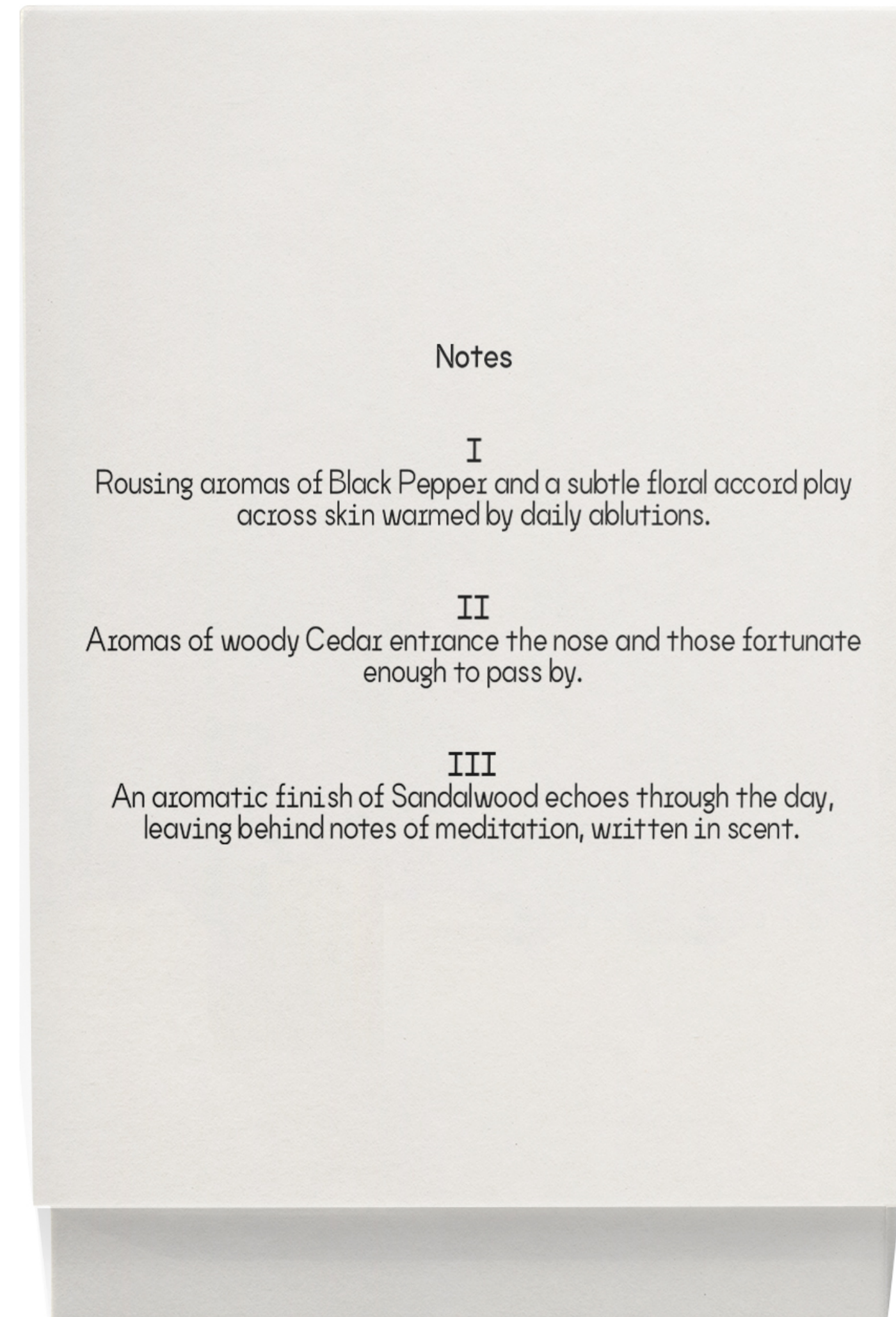
positioning



strategy



back label view



side label view

campaign mock-up

03
eau de parfum

particle.
03
Black pepper cedar sandalwood
3.4 fl oz (100 mL)

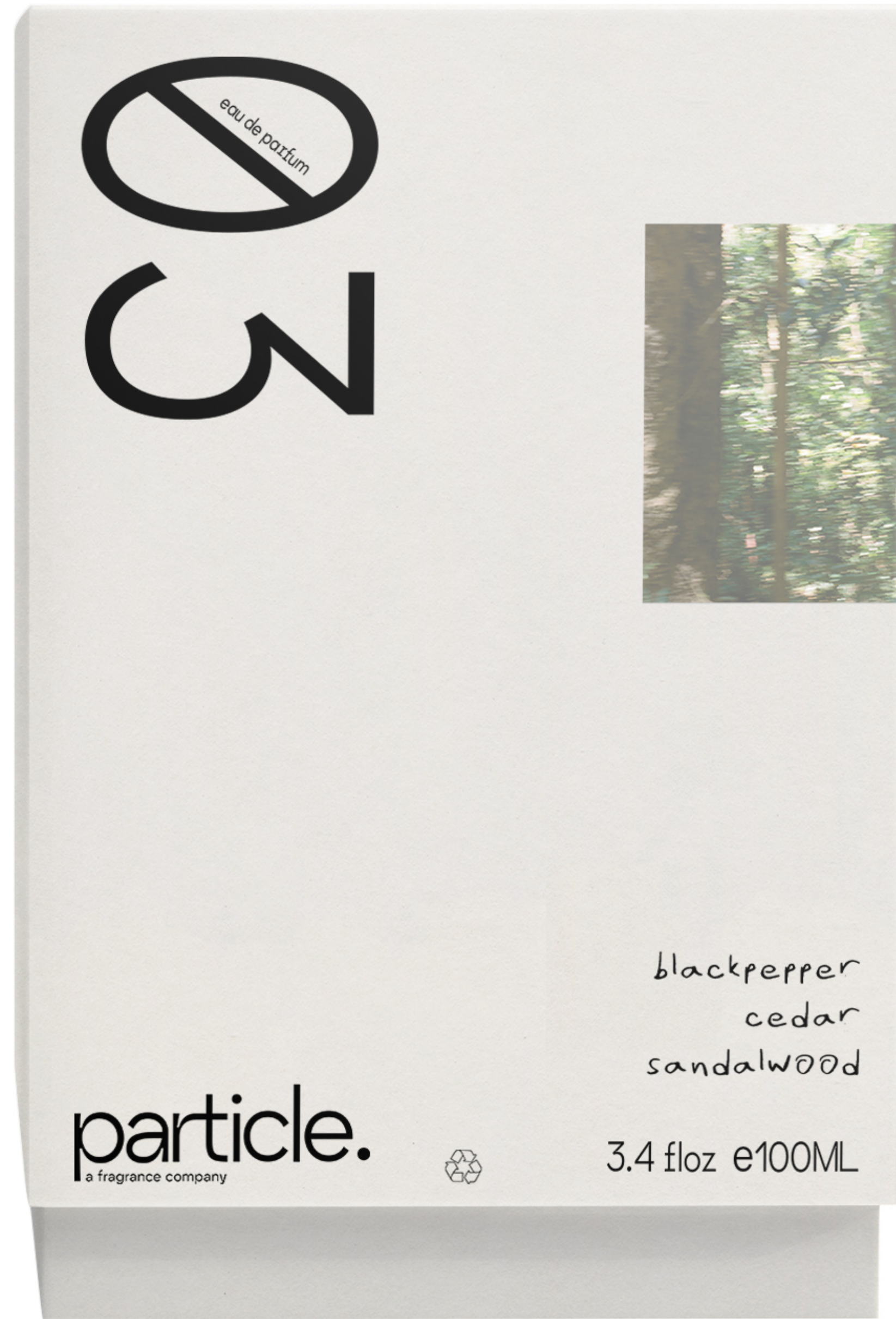
particle.
a fragrance company

it stays on you.

mock-up closeups



bottle view



box view

thank you!

