

SCEINZ Brand Research Paper

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Abstract: A fragrance is defined as a combination of organic compounds that produces a distinct smell or odour. A perfume is a liquid mixture used to emit a pleasant odour. It is formed from fragrant essential oils derived from plants and spices or synthetic aromatic compounds. Cosmetic fragrances applied to a person's body to emit a pleasant smell include perfume, cologne, and aftershave. Perfume is used to give a pleasant and desirable scent to a person's body, typically with the aim of increasing self-appeal and self-confidence. Scents are reported to enhance health and well-being by improving mood, reducing anxiety and stress, increasing cognitive function, and improving sleep. A link has also been identified between pleasant scents and improved pain tolerance through the activation of opioid pathways. The earliest record of perfume-making in India can be found in the 'Brihat Samhita', an encyclopaedia authored by a 6th century astronomer, mathematician and astrologer who lived in Ujjain. Attar is quite ancient in India; it's more than 60,000 years old. We find mentions of fragrance and perfume in the olden Indian epics and Granths. The kings would begin their day with fragrance. According to 'Agni Purana', they would take bath with over 150 varieties of fragrances. The consumption of fragrances was enormous in the harems of kings. As a large number of men and women were engaged in preparing fragrances amongst whom the woman numbered the most. These women were called Gandhkarika or Gandhhadika. These fragrances were known as Itra. This research paper focus on new perfume launch strategy plan and promotional campaign design.

Keywords: Skin-friendly, Boldness, Happy, Natural, Indian Heritage and Self-love

I. INTRODUCTION

Scieinz is all about smell good and having confidence to make a bold move. It is very important not only to look good but also to smell good. That's why we have produced these perfumes for Gen-Z's. As they smart, independent and ambitious about life. We offer these perfumes to bring optimism and self-awareness to Gen-Z. These are fixative, natural and skin friendly perfumes. Escalated with oil of sandalwood instead of alcohol. It is affordable. Our Gen-Z's are mature enough to choose right. Perfume is a part of our personalities and it is very important to look good. Gen-Z is growing in physical and mental aspects. They are smart and independent. They are productive and focuses on self-improvement. So we help them to enhance the aspect of their personalities by making them smell good and be presentable. Most perfumes are alcohol based which may cause skin infection or make the skin dry and even respiratory problems. This made us thought about a solution to use natural vegan oils in perfume which will nourish the skin and reduce the risk of respiratory problems. The alcohol used in perfumes is replaced by Sandalwood oil which is natural and a good fixer on the users body. But sometimes due to environmental or climate conditions and skin differentiations natural oils can have reaction on the skin. Our brand consist of skin specialists and perfume chemist to help you to know which fragrance suits you. We also offer free testing samples to our customers before buying the actual product.

Research on Product Launch

Perfume is a Latin word 'Per fumum'. Perfumes have certain smells that regulates the mood and build your personality. Perfumes consist of different aromas like – woody, sweet, fruity or chemical.

Perfumes are classified on the basis of their concentration level :-

EDP – Eau De Parafume is a highly concentrated. This means that fragrance lasts longer in the user. These perfumes are Expensive.

EDT – Eau De Toilette is medium concentrated perfume. This means the fragrance in these perfume lasts for around 7 – 8 hours. These are also Expensive perfumes.

EDC – Eau De Cologne is low concentrated perfumes. This means their fragrance lasts for around 4 – 5 hours. They are easily affordable.

NOTES in perfume :-

The mixing of fragrances used in perfume to create intoxicating smell is called as notes.

Top Notes – It lasts for 5 – 15 mins. They are light notes with pleasant smell to lure the customers.

Middle Notes – They lasts for 20 -60 mins. It consist of true nature of perfume.

High Notes – It lasts for several hours. These notes are rich heavy and long lasting.

Body Mist also have fragrances, but they are less concentrated in comparison then the perfumes.

Alcohol In Perfumes

Concentration means that amount of alcohol added in making a perfume. Alcohols are added on a perfume to make them last longer on the users. But alcohol can cause certain reaction in skin of users.

HIGHLY CONCENTRATED means that amount of alcohol is less compared to the natural oils.

Research on behaviour and aesthetics of your product

What?

Seinz is a Perfume brand that creates perfumes for upper middle class especially targeting the Gen-Z's. It introduces perfumes in 3 categories - male, female and Unisex. We also offer Body mist in all three categories.

When?

Our company is virtually located in Delhi, India. It began in 2023, August.

Why?

We have introduced the range of perfumes for younger generation as it is very important to smell good. Nice and pleasant perfume is also a mood regulator. It aims Gen-Zs to have confidence and keep their heads up in any situation. It is also skin-friendly, vegan, organic and natural. It makes our consumers feel fresh and happy.

How?

Sceinz is a highly concentrated perfume with zero alcohol and methanol that dries the skin. Instead of alcohol we use sandalwood oil which will nourish the skin and prevent all respiratory problems. This ideology is completely based on Ancient Indian Ayurveda.

Caution

Human skin keeps changing its nature due to physical growth, food we eat, environmental factors and our lifestyle. This can be the reason that natural oils in our perfumes may react to the skin. So we always advised to the test the perfume before purchasing the product and we offer our customers to get a chance to know their skin type and suitable fragrance for them.

II. REVIEW OF LITERATURE

Perfume is a fragrant liquid substance made from a mixture of aromatic compounds, essential oils, solvents, and fixatives. It is primarily used to add a pleasant scent to the human body, clothing, or living spaces. Perfume has a long and rich history that dates back thousands of years. Fragrance and the use of natural scents have played a significant role in Indian culture and traditions. Perfume-making techniques and the art of perfumery have continued to evolve over the centuries, with advancements in chemistry and technology allowing for the creation of an even wider range of scents. There are many blogs that story tell us about the art of perfumery in India, Greek, renaissance, Europe and America. Some of these sources are 'Wikipedia', 'Types of Perfume' by Simone De Valming, 'The History of Fragrance' by Harsh Pathak, 'Alcohol as Sandalwood odorant'. These researches were given by Dr Daniel Mazzoni on January 2020 and Britanica on 2022.

2.1 Research Objective

The Objective of this research are as following

- To make Gen-Z attractive, feel bold and be happy without any Inferiority Complex.
- To explore heritage and art of ancient india
- Make perfumes skin-friendly and alcohol free

2.2 Hypothesis

The Hypothesis of this research is completely based on exploring the taste of young generations, to know about the perfume making, to replace synthetic perfumes with natural ones and upbringing of traditional and culture vales of ancient India.

III. METHODOLOGY

This contemporary research methodology combines quantitative and qualitative approaches to provide additional perspectives, create a richer picture and present multiple findings. The quantitative methodology provides definitive facts and figures, while the qualitative provides a human aspect. This methodology can produce interesting results as it presents exact data while also being exploratory. Qualitative method studies to create perfumes with sandalwood instead of alcohol on the basis of types, Competitors and Aroma. It mainly focuses on modern, luxury, bold brand for Gen-Z. Quantitative method studies that perfume should be skin-friendly, make customers feel fresh, soft and pleasant fragrances, natural-organic and vegan products and long lasting in smell.

IV. CONCLUSION

According to people's preferences and choice. They want Perfume that smell good and make them feel fresh and confident. People do not have a specific brand they say that they choose perfumes on the basis of their fragrances. They want perfumes that are long-lasting, soft fragrances and no harm at skin. We also asked them about vegan perfumes in which they agreed. People think that using sandalwood oil will be more beneficial compared to alcohol and other chemicals used in a perfume.

Details

COMPANY NAME – Sceinz

INDUSTRY – Fashion and Beauty

SEGMENTATION – Upper Middle Class

TARGET AUDIENCE AGE – 15-35 years

GENDER – Men, Women and Unisex

LOCATION – Urban Areas

TAGLINE – The way you smell.

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MOTIVE – Brand motives to enhance the personality of young people. It also ensures that our customers smell good and fell confident of themselves and be happy.

BRAND VALUES KEYWORDS – Natural, Fresh, Friendly, Energetic, confident, Happy and Trustworthy.

USP – 1. Indian Ayurveda (Sandalwood oil instead of alcohol)

2. Long lasting (EDP)