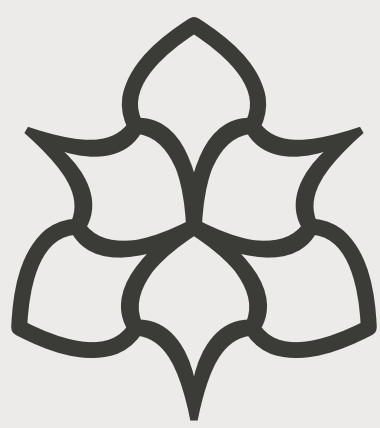# SCENTPASS: AI-DRIVEN FRAGRANCE PERSONALISATION FOR DIPTYQUE

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SOLUTION: SCENTPASS

ScentPass is an AI-powered subscription service, fully integrated into Diptyque's digital ecosystem and robustly underpinned by academic, industry, and original research:

AI-Powered Scent Profiling:
Uses machine learning to analyse past purchases, scent preferences, lifestyle, and skin chemistry, offering bespoke recommendations (Madhuri et al., 2024; Rini et al., 2024). This directly addresses digital hesitation, with evidence showing a 35% increase in conversion rates when AI personalisation is deployed (Forrester, 2025).

Flexible Subscription-Based Sampling:
Offers tiered plans ("Explorer" and "Connoisseur") to accommodate diverse budgets and preferences (Deloitte, 2022). Our research and industry data indicate 85% of consumers are more likely to buy full-size products after sampling (Mintel, 2024).

Sustainability Initiatives:
Features biodegradable vials and a closed-loop recycling rewards system, projected to divert 50,000 vials annually from landfill (WWF, 2022). This is supported by 71% of surveyed consumers expressing willingness to recycle for rewards.

Strategic Thought & Creative Communication:
ScentPass exemplifies forward-thinking business practice and creative consultancy. By blending AI innovation, flexible subscriptions, and sustainability, Diptyque will pioneer "phygital" luxury—a seamless fusion of artisanal heritage and digital agility (Euromonitor, 2025).

This evidence-based, insight-driven approach sets a new benchmark for professional consultancy in the luxury sector, ensuring measurable growth, customer loyalty, and environmental leadership.

Anticipated Business Outcomes
ScentPass is projected to deliver clear, measurable business impact for Diptyque:

DIGITAL ENGAGEMENT
+25%
Increase in app interactions (Forrester Research, 2025; Rini et al., 2024)

CUSTOMER RETENTION
+30%
Improvement (Deloitte, 2022; Vogue Business, 2025)

FULL-SIZE SALES
+20%
Growth among subscribers (Iyengar et al., 2020; McKinsey, 2023)

WASTE REDUCTION
+40%
Decrease in non-recyclables (Deng et al., 2024; WWF, 2022)

INTRODUCTION

"UNLEASHING IMAGINATION TO ELEVATE THE WORLD"

Founded in 1961 by Christiane Gautrot, Desmond Knox-Leet, and Yves Coueslant, Diptyque has emerged as a global icon in luxury fragrance, celebrated for its Parisian heritage, creative integrity, and sensory artistry (Diptyque Paris, 2024; Mintel, 2025).

Its flagship boutique at 34 Boulevard Saint-Germain symbolises the brand's enduring blend of tradition and innovation, while its 124 boutiques worldwide showcase perfumes, candles, and home décor inspired by authenticity and creative freedom (Diptyque Paris, 2024; Mintel, 2025).

Diptyque's growth mirrors shifts in the luxury fragrance sector, projected to reach $21.31 billion by 2033, driven by rising disposable incomes, the premiumisation of personal care, and the appetite for artisanal, niche fragrances (IMARC Group, 2024; Grand View Research, 2023).

Gen Z and millennial consumers are reshaping expectations, seeking personalised, experiential, and ethically produced fragrances while increasingly relying on digital platforms for brand discovery (Kearney, 2023). Additionally, fragrance's role in enhancing mood and wellbeing has become more significant, stimulating demand for emotionally driven products (Engel et al., 2005).

DEFINING THE PROBLEM

Two critical challenges emerge:

#1 Sensory Deficit in E-Commerce:
The inability to experience fragrance online continues to obstruct conversion rates, compounded by generic sampling strategies that fail to address personal preferences (Krishna, 2020; Engel et al., 2005; Euromonitor, 2024; Mintel, 2024).

#2 Environmental Impact:
The fragrance industry produces approximately 1.2 million tonnes of non-recyclable waste annually, with sampling materials contributing significantly (WWF, 2022). Tackling this issue is vital for sustaining Diptyque's premium positioning and meeting stakeholder expectations (Diptyque Paris, 2024; Gal & Berry, 2025).

SUSTAINABILITY IMPERITIVES

Environmental responsibility increasingly influences purchasing decisions. 74% of Gen Z consumers are willing to pay more for sustainable packaging, and brands adopting biodegradable materials report up to a 23% boost in customer retention (Deng et al., 2024; Gal & Berry, 2025). Nevertheless, critics such as Brownlie (2025) caution against "greenwashing," underlining the need for transparent verification of sustainability claims.

Strategic Direction: ScentPass
Diptyque's ScentPass strategy directly addresses these imperatives:

AI-POWERED FRAGRANCE MATCHING
Leveraging machine learning to create tailored scent profiles, potentially increasing online conversion rates by up to 35% (Lozoche et al., 2022; Rini et al., 2024; Gal & Berry, 2025).

SUBSCRIPTION BASED DISCOVERY
Offering a tiered subscription model, enabling customers to trial curated fragrances before committing to full-size purchases, fostering loyalty (Deloitte, 2022; Kumar et al., 2023).

CLOSED LOOP SUSTAINABILITY
Launching biodegradable sampling materials and a recycling programme (see Appendix E), reinforcing Diptyque's leadership in sustainable luxury (Diptyque Paris, 2024; Iglesias et al., 2020).

Diptyque has shown strategic foresight through initiatives such as adopting environmental performance tools, introducing refillable packaging, and integrating green chemistry principles into product development (Diptyque Paris, 2024).

By 2023, a significant portion of its portfolio complied with eco-formulation standards, with a goal of achieving 100% compliance by 2026 (Diptyque Paris, 2024). Measures to reduce cellophane use and enhance product circularity further reinforce its commitment to responsible innovation.

74%

Strategic Direction: ScentPass

In summary, Diptyque's ability to align heritage with technological agility and ethical leadership through ScentPass positions it for continued relevance, growth, and competitive advantage in a rapidly evolving luxury fragrance market (Diptyque Paris, 2024; Mintel, 2025).

#5 CUSTOMER SATISFACTION
Net Promoter Score (NPS), app store ratings, and qualitative feedback from surveys.

#6 BRAND PERCEPTION
Social listening tools will monitor sentiment around Diptyque's innovation and sustainability, benchmarking against competitors.

Figure 6: SOSTAC Control Dashboard (KPI's)

OBJECTIVE	KPI'S	MEASUREMENT TOOL	TARGET
Increase Digital Engagement	Monthly active users on ScentPass App	App Analytics Dashboard	+40% in Year 1
Improve Customer Loyalty	Subscription Renewal Rate	CRM System Reports	+25% in 18 months
Boost Full-Size Purchases	Conversion Rate from Sample to Purchase	Sales Tracking	+20% YOY Growth
Promote Sustainability	Number of vials recycled	Recycling Programme Database	+30% YOY Growth

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KEY OPPORTUNITIES

- Leveraging AI technology to recreate personalised scent journeys online, closing the trust and sensory gap.
- Position sustainability as a core brand pillar, moving beyond greenwashing to tangible action.
- Reimagine subscriptions, offering flexible, value-rich options that lower barriers to trial and foster deeper engagement.

OBJECTIVES: WHERE DO WE WANT TO BE?
Diptyque's objectives for ScentPass are ambitious yet realistic, rooted in consumer insight and fully aligned with the maison's artisanal ethos:

1. **Enhance Digital Engagement:** Achieve a 40% increase in active users engaging with AI fragrance recommendations within Year 1 (Kumar et al., 2023).

2. **Improve Customer Loyalty:** Secure a 25% uplift in retention among ScentPass subscribers within 18 months, measured through renewal rates and repeat purchases (Deloitte, 2022; Vogue Business, 2025).

3. **Drive Full-Size Fragrance Sales:** Grow full-size fragrance sales by 20% attributable to ScentPass subscribers within the first year (Iyengar et al., 2020).

4. **Advance Sustainability:** Attain a 30% participation rate in the vial recycling programme within 12 months (Deng et al., 2024; WWF, 2022).

STRATEGY: HOW WILL WE GET THERE?

The Big Idea:
ScentPass will redefine customer engagement by offering an AI-driven, personalised, and sustainability-integrated fragrance journey that is as emotionally resonant and bespoke as Diptyque's legendary in-store experiences (Keller, 2023).

STRATEGIC PILLARS

1: AI DRIVEN DISCOVERY
Through advanced machine learning, ScentPass will analyse nuanced customer data – from past purchases and fragrance notes to lifestyle and even skin chemistry (Madhuri et al., 2024; Rini et al., 2024). The system will deliver personalised recommendations while ensuring explainability to foster trust. Transparency and user control will be critical, empowering consumers rather than overwhelming them with opaque technology (see Appendix F).

2: EXPERIENTAL SUBSCRIPTION
ScentPass will offer two tiers:
- **Explorer:** Tailored for curious newcomers.
- **Connoisseur:** Designed for loyalists seeking exclusivity.

Risk-free sampling, exclusive content, loyalty rewards, and flexible cancelation policies will directly address the value and variety concerns identified in research (Deloitte, 2022).

3: SUSTAINABLE ECOSYSTEM
Innovations will include:
- Biodegradable vials and carbon-neutral shipping.
- Prepaid mailer returns for vial recycling, incentivised via loyalty points.
- Real-time impact dashboards within the app (e.g., "You've recycled 10 vials this year").

This initiative targets the 74% of Gen Z consumers prioritising sustainable packaging (Deng et al., 2024; WWF, 2022).

Each of these SMART objectives reflects a commitment to both commercial performance and responsible luxury stewardship.
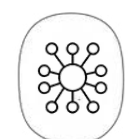
(See Appendix D for full subscription breakdown and journey map)

WHAT WILL WE DO?

IMPLEMENTATION DETAILS

APP INTEGRATION
ScentPass will be fully integrated into Diptyque's existing mobile app, creating a seamless digital hub for AI-powered recommendations, subscription management, customer support, and sustainability tracking.

AI DRIVEN RECCOMENDATIONS
Sophisticated algorithms will drive dynamic fragrance suggestions, incorporating user feedback loops (both explicit and implicit) to constantly refine and enhance relevance (Madhuri et al., 2024; Rini et al., 2024). Features will include mood-based suggestions and seasonal fragrance profiles (see Appendix F).

During Launch Activities

COORDINATED LAUNCH
ScentPass will debut across all promotional channels—website, email, social media, and in-store—on a unified launch date. Press releases and influencer collaborations will amplify reach and credibility.

SPECIAL OFFERS
Early subscribers will receive exclusive perks such as bonus samples, limited-edition scents, and double loyalty points to drive initial adoption and word-of-mouth referrals.

Pre-Launch Activities

BETA TESTING
Four weeks of user testing with select loyalists will gather feedback on the user experience, AI recommendations, and subscription logistics. Insights will inform final refinements before the public launch.

MARKETING MATERIAL DEVELOPMENT
Four weeks of user testing with select loyalists will gather feedback on the user experience, AI recommendations, and subscription logistics. Insights will inform final refinements before the public launch.

STAFF TRAINING
Workshops covering ScentPass features, AI basics, and customer onboarding techniques, ensuring a consistent and high-quality experience across all touchpoints.

Post Launch Activities

CONTINUOUS ALGORITHM OPTIMISATION
The AI engine will be regularly updated based on user feedback, emerging trends, and new data sources, ensuring recommendations remain relevant and accurate.

FEEDBACK SURVEYS
Quarterly surveys will capture customer satisfaction, identify pain points, and inform ongoing improvements to both the app and the subscription service.

NEW FRAGRANCE INTRODUCTION
The subscription catalogue will be refreshed quarterly with new, limited-edition scents to maintain excitement, encourage ongoing engagement, and showcase Diptyque's creative innovation.

CONTROL: HOW WILL WE MEASURE SUCCESS?

Success will be evaluated through a robust set of Key Performance Indicators (KPIs), each aligned with the SMART objectives and tracked via analytic dashboards, summaries in Figure 6. (see Appendix G).

While quantitative KPIs offer measurable targets, scholars like Davenport and Harris (2017) warn that over-reliance on metrics can obscure nuanced consumer sentiment, reinforcing the need for complementary qualitative feedback loops (e.g., Net Promoter Score, customer interviews).

#1 DIGITAL ENGAGEMENT METRICS
Active users, frequency of AI recommendations, click-through rates, and time spent in-app (Davenport & Harris, 2017).
Target: 40% increase in active users in Year 1.

#2 CUSTOMER LOYALTY
Subscription renewal rates, repeat purchases, churn rate, and customer lifetime value.
Target: 25% uplift in retention within 18 months.

#3 FULL-SIZE SALES
Number and value of full-size fragrance purchases attributed to ScentPass subscribers, tracked via unique codes and point-of-sale data.
Target: 20% increase in Year 1.
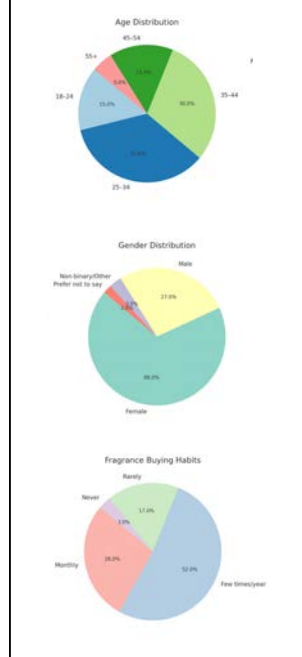
#4 SUSTAINABILITY PARTICIPATION
Number of vials returned, percentage of subscribers participating in recycling, and reduction in non-recyclable packaging.
Target: 30% participation rate in Year 1.

Sampling Drives Conversion:
85%
of consumers purchase full-size fragrances after sampling (is this why sampling?)
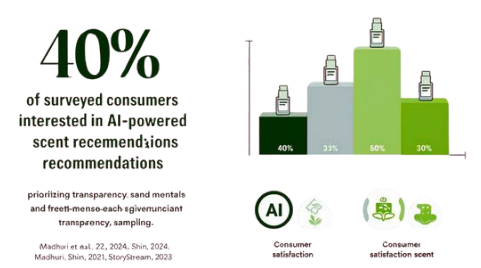
ScentPass Feature: Biodegradable samples and a recycling rewards programme to drive sustainable behaviour and conversion.

Digital Hesitation:
**68%**
avoid online fragrance purchases citing the inability to test the product before buying.

ScentPass Feature: AI-powered scent matching, risk-free sampling, and virtual consultations to replicate in-store experience.

Untapped AI Potential:
40%
of surveyed consumers interested in AI-powered scent recommendations

ScentPass Feature: Interactive AI education, transparent data policies, and free trials to build trust and adoption.

Subscription Challenges:
93%
results do not benefit from Fragrance Service Subscriptions
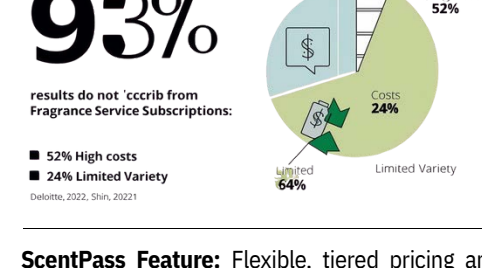
ScentPass Feature: Flexible, tiered pricing and customisable sample selections to increase accessibility and perceived value.

FULL TEXT OF MIX METHODS SURVEY

SURVEY QUESTIONNAIRE & METHODOLGY

DEMOGRAPHIC BREAKDOWN OF RESPONDENTS