

Explore your senses....

From 4th February to 28th March 2008, Senses at Harrods encourages customers to look, touch, smell, taste and listen wherever and whenever they go in the store.

Smell

The scented element is being organised by The Aroma Company.

The sense of smell emotionally affects us up to 75% more than any of our other senses.

Ambient

The Aroma Co will be using twelve different scents around the store to provoke memories and encourage customers to take positive action based on signals received through the nose rather than visual signals alone. And so vanilla and chocolate will feature in Ladies shoes, fresh laundry will feature in Bed Linen, freshly mown grass will be in Garden Living and pomegranate will be in Luxury Accessories. Entrances three, five and ten are all fragranced with the uplifting aroma of lime and basil.



Print

The store guides and customer receipts are also fragranced with lime and basil, allowing visitors to take a piece of the experience home with them. The scented customer receipts provided approximately 1.2 million sampling opportunities for Harrods customers.



Sampling

There will also be an opportunity to sample each of the twelve aromas in the Harrods *Lifted* exhibition – the world's first exhibition to be displayed in elevators.

Taking scent to the next level, The Aroma Company has created an installation that triggers emotional responses by emitting controlled bursts of smells such as lilac, laundry and pomegranate via wall-mounted Poparoma. "Smell stimulates our emotions more strongly because it is received and processed in the limbic area of the brain which deals with our emotions rather than the cortex which is primarily responsible for rational thought," explains Simon Harrop of The Aroma Company.

