

## **Fragrances Lure Customers More than Music and Fancy Displays**

**Ylan Mui, "Dollars and Scents," *Washington Post Staff Writer*, December 19, 2006.**

Most all large retailers use fragrances to get customers in the mood to shop. Because a Customer's ears and eyes are constantly bombarded with music and visual displays, scent technology has become very popular as an alternative to help create a retail atmosphere. A person's sense of smell is more directly associated with their emotions and memories than any other sense.

ScentAir's fragrances are given off from a small can-shaped container known as the ScentWave. A costlier system is the AromaSys which puts the fragrance into the air-conditioning system. Whichever way retailers decide to release the scents, a great deal of thought goes into choosing the perfect aroma. Sony Style, for instance, uses a mandarin orange and vanilla fragrance to soften the fact that it sells electronics, making it friendlier to a non-technical customer. Thomas Pink, the upscale men's clothing retailer, disperses the scent of line-dried linen throughout each store. KB Toys alternates scents of Creamsicle, cotton candy and Play-Doh.

The cells in one's nose are actually similar to brain cells because pleasant odors can increase electrical and metabolic activity. With scents being so important, every retailer is customizing its signature smells. The aroma in the air could be quite subtle, but it evokes either a positive or negative reaction from the customer. Some retailers choose to have chocolate cookie smells bringing memories of indulging treats, while others use calming fragrances to soothe what otherwise maybe an intimidating atmosphere.