Style Editor

We use 60 seconds to find your way

Presented by La Confiance

About Style Editor

Style Editor is an AI machine with smart IoT Ecosystem launched by Maison Margiela Fragrances.
It helps you to find your best fit perfume and store the memory within 60 seconds.
We are here to benefit the perfume lovers and the environment.

Promising Fragrance Market

Market Research

Global perfume market size is projected to reach $65.9 billion by 2026, at a CAGR of 6%.

Performance on L'Oreal

2021 financial report shows that fragrance category was particularly dynamic.

Consumer Buying Behavior

1. Fragrance is the ultimate way of finishing a carefully considered outfits.
2. Perfume lovers own at least 4 to 5 perfumes.

Pain Points of Perfume Lover

While Making Purchase Decision:

- With so many choices, it's time-consuming to find a suitable perfume
- Perfume smells different when wearing on the skin
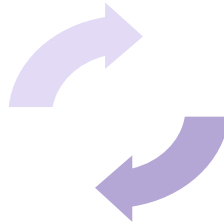
Post-Purchase:

- Easily get bored with one perfume, preference will change through different occasions.
- Perfume bottles take up place to store

Target Audience

Personality:
- Get bored with particular scent quickly
- Pursue looking perfect and appropriate in every situation

Lifestyle:
- Caring about appearance
- Go shopping regularly
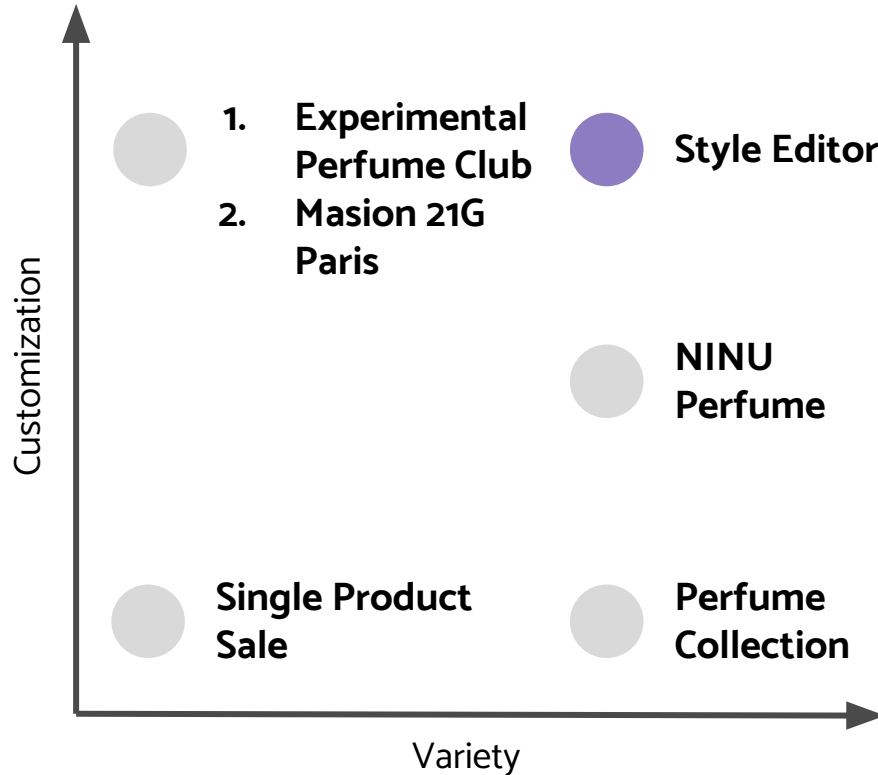- More willing to embrace new things

Behavior:
- Purchase perfume 2 to 4 times per year
- Wear different perfume depends on occasion
- Prefer product specifically designed for themselves

Demographic:
- 35 to 55 years old
- 40k to 60k monthly disposable income

Unique Positioning

Customization (y-axis)

Variety (x-axis)

1. Experimental Perfume Club
2. Masion 21G Paris

Style Editor

NINU Perfume

Single Product Sale

Perfume Collection

NINU Perfume
Customized Perfume Device

Experimental Perfume Club
DIY Perfume Set

Masion 21G Paris
Customized Perfume in-store
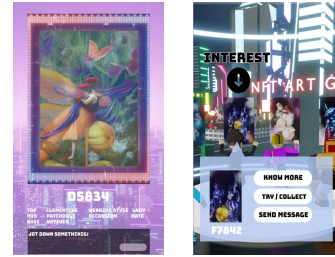
Customer Journey

Style Editor App

1. Connect to device
2. Ask your preferences and recommend suitable scent

Style Editor Device

1. Execute AI algorithms
2. Give out testers and allow users to do adjustments

Virtual Community & NFT Collection

1. Create NFT based on specific scent
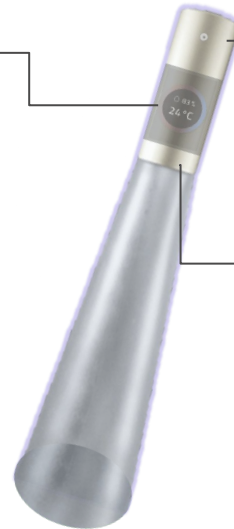2. Find kindred spirits through the virtual community

CRM

By recording the user's preferences and skin condition, suggest more suitable perfume precisely

Style Editor AI Machine

"Get Your Perfume Ready in 60 seconds"

Outside Sensor:
Device for environmental factors detection.
e.g. temperature, humidity levels

Spray Head:
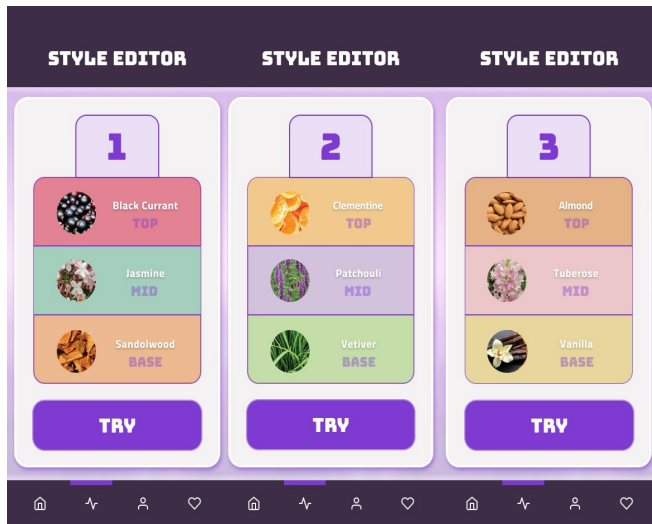Giving out the testers and the final result.

Inside Sensor:
Device for skin and hormone assessment
(digital sensor on the surface and small pin inside)
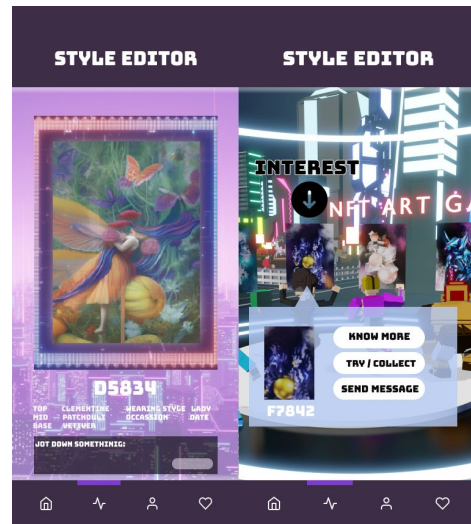e.g. skin pH value, hydration rate

Style Editor App

①

Provide customized selections, combine the results with the machine.

②

Give out three suggestions, allow users to try and modify the testers.
Send the final result back to the machine.

③

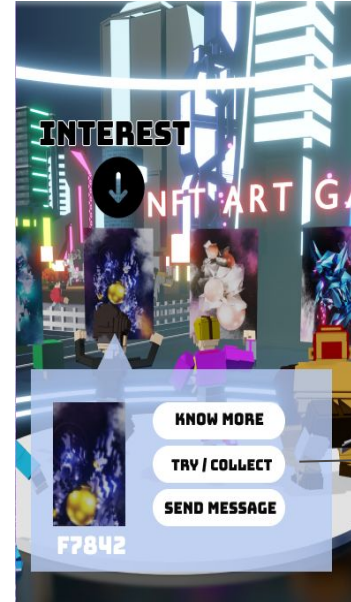Create a NFT collection after the perfume is produced.

NFT Collection and Virtual World

"Express Yourself and Store Your Memory"

66

We believe that perfumes are designed to replicate all the feel-good sensations of our happiest memories. Thus, we are here to help you store the one and only memory.

—

Visualization of the fragrance
Record of the using occasions

D5834

TOP	CLEMENTINE	WEARING STYLE	LADY
MID	PATCHOULI	OCCASSION	DATE
BASE	VETIVER		

JOT DOWN SOMETHINIG:

INTEREST

NFT ART GA

KNOW MORE
TRY / COLLECT
SEND MESSAGE

F7842

Display your NFT artworks
Visit others' gallery

- Know more about others' perfumes
- Try or collect the perfume you like
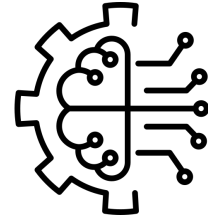- Build up relationships in the virtual community

How Do We Execute CRM

Generate statistics

Make improvements

- Record user's skin condition and user preference
- Track user's footage in the virtual world

- Achieve precise production of the perfume
- Create boundless virtual world with high satisfaction.

- AI algorithms
- Machine learning

Business Model

One-o
ff
Product Sales

+

Subscription
Plan

One-off Product Sales

Customized Perfumes

More Customized Perfumes

Higher Satisfaction with
More Precise Production

Customers

Style Editor

Subscription Plan:

Refillable Cartridge x 3
(Data-driven Recommendations)
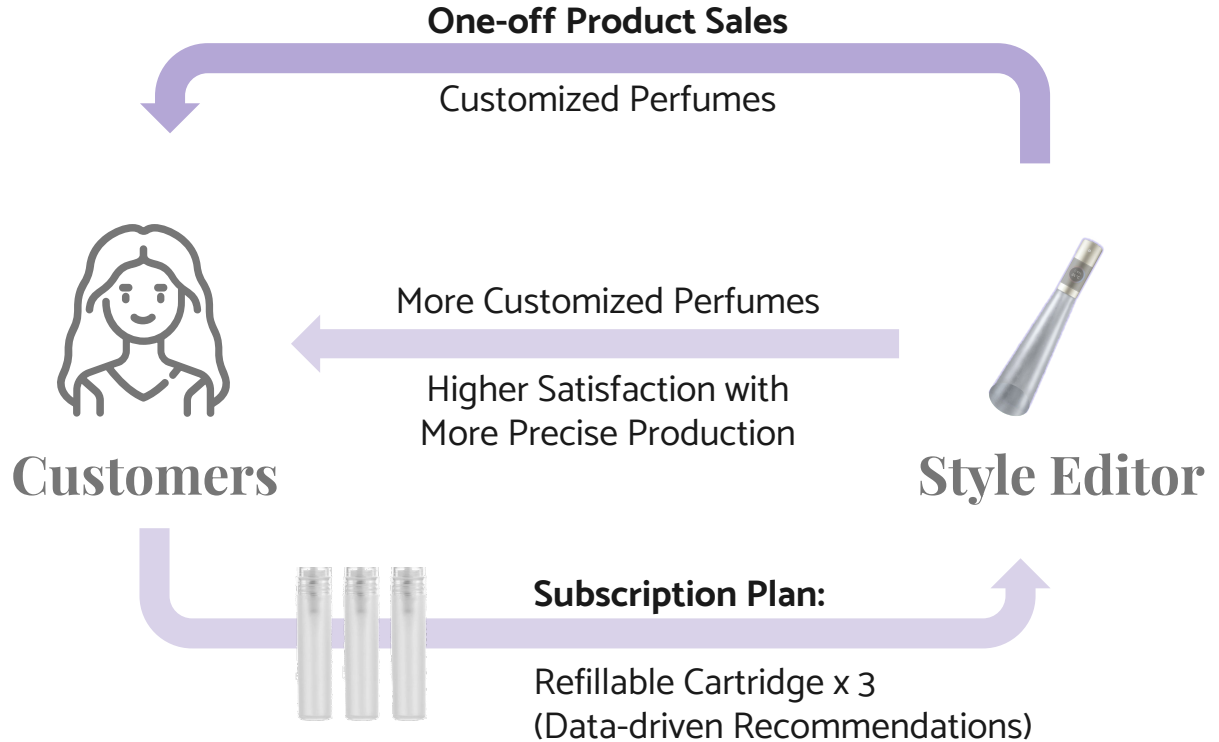
Marketing Strategy

Awareness

Create impressions through news releases, ads, and collaboration posts on fashion media

Consideration

Collaborate with KOLs to share in-store experience and demonstrate the product

Acquisition

Drive online traffic to purchase at the physical store through the Product Landing Page

Loyalty

Engage users through building the Metaverse Community and by the Subscription Plan

Expected Benefits

For L'Oreal

Data Collection

Obtain customers' behavioral data to develop data-driven products and approach potential customers

Brand Love

Subscription Plan increases L'Oreal brand penetration and deepen customers' recognition of tech brand image

For Customers

Functional

Find the Best-Fit Perfumes with lower decision cost

Emotional

Delight in the Innovative Experience created by AI + Metaverse

Self Expressive

Exhibit self through the Customized & Unique Perfume (in Real World & Metaverse)

For Environment

Kind

Kind to the environment with no extra perfume bottles needed

No Waste

No waste of buying unsuitable perfumes

Thank You

We are La Confiance!

Appendix1 Why choosing Maison Margiela Fragrances

Promising Market Performance

In a very dynamic fragrance market, L'Oréal Luxe reinforced its lead with the success of 'blockbuster' prestige products for women and men, as well as rapid growth in collection fragrances such as Maison Margiela Replica and Armani Privé.

Brand Value

Maison Margiela Fragrances believes that perfume are intrinsically linked with memories. Through our customized production and NFT collection, we are able to strengthen the brand value and attract more consumers.

Feasibility

Maison Margiela Fragrances has launched a series of perfumes for both men and women. As a well-known perfume brand, it can indeed convince the consumers of the quality of the customized perfume.

Appendix2 Difference between Style Editor and NINU Perfume
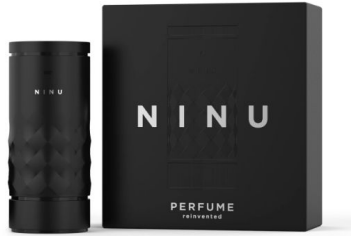
NINU

Style Editor

Personalize the fragrance by computing the environmental factors and user preference

- More customizable:
    1. Put users' skin and hormone factors into consideration
    2. Allow users to test and modify the testers

- Higher customer satisfaction:
    1. Perfume made from credible brand - Maison Margiela Fragrances
    2. Empower each perfume by distributing NFT collections and building virtual community

Appendix3 Expected ROI for the first year: 10%

Expected Revenue: 0.21 Billion

7500(price)* 5924329 (35-55 people)*65%(people who wear perfume)*15%(people who get more than three perfumes)* 5%(market share)= 216608279

Expected Cost: 0.021 Billion

Total cost = Fixed cost (R&D cost + Production cost) + Variable cost (Product cost)

(R&D cost: App development, AI machine)

(Product cost: estimated based on gross margin of L'OREAL in 2021)

Appendix4 **KPI for the first year**

Buyers: 28881

5924329 (35-55 people)*65%(people who wear perfume)*15%(people who get more than three perfumes)* 5%(market share)= 28881

Customer Retention Rate: 50-67%

Reference to research of McKinsey

(Thinking inside the subscription box: New research on e-commerce consumers)

Appendix5 Execution Plan

1. Start from Taiwan

Debut in Taiwan to test the product & business model and create the first solid data foundation.

⬇️

2. Expansion into Asia

On account of geographical and racial proximity, the next expansion should be into other Asia countries.

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3. Soft Launch in non-Asia Countries

After the Asia market goes stable, soft launches (online sales or pop-up stores) shall be open for selected countries to collect local data for preparation.
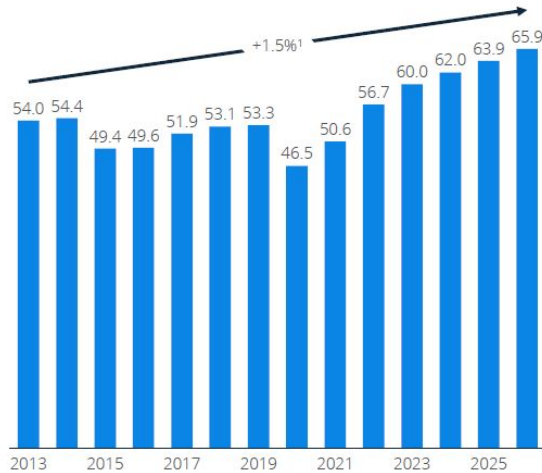
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4. Universalization to the World

If soft launches succeed in the selected countries, Style Editor shall be universalized worldwide.

Appendix6 Data from Statista

The worldwide Fragrances revenue will increase at a CAGR1 of 1.5% from 2013 to 2026.

Worldwide Fragrances sales will increase at a CAGR of 6.0% from 2020 to 2026.

Worldwide revenue in billion US$

+1.5%[1]

Year	Revenue
2013	54.0
2014	54.4
2015	49.4
2016	49.6
2017	51.9
2018	53.1
2019	53.3
2020	46.5
2021	50.6
2022	56.7
2023	60.0
2024	62.0
2025	63.9
2026	65.9

Worldwide revenue in billion US$

+6.0%[1]

Year	Revenue
2020	46.5
2026	65.9