VML
AETHERIA
Your story, Bottled!

*“Forget Chanel No.5, Get Ready for Algorithm No.1”*

The New York Times

**Question**

Have you ever wished you could bottle a moment?

- The scent of that rainy afternoon that you first met your partner.
- The scent of a morning in the middle of forest smelling the smoky whispers of last night's campfire.

**YOU ARE NOT ALONE!**

*70% of young consumers in the UK want to wear a different fragrance to everyone else*

CosmeticsDesign EUROPE

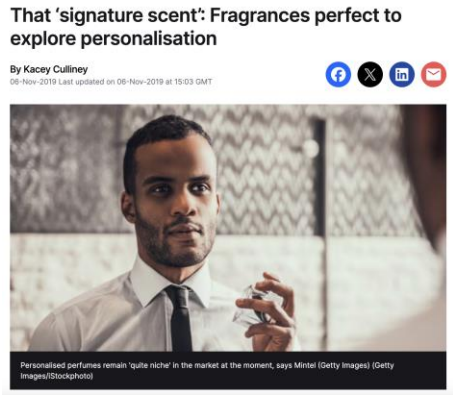
## Issue

Fragrance is deeply personal, yet perfume shopping relies on mass-market formulas.

Consumers crave scents for themselves or their loved ones that reflect their personality, memories, and emotions but are stuck choosing from uninspired, "one-size-fits-all" options.

April 4, 2022 Ecommerce Masterclass

How hyper-personalisation reinvents fragrance



# VML x Vercel

AETHERIA
An AI powered app that crafts bespoke perfumes
tailored to each individual's unique life.

AETHERIA

We created the world’s first personalized AI-powered perfume builder where users’ emotions, music taste, and memories can be transformed into a unique fragrance!

**How it works**

Step 1

Submit the moment in a prompt or upload photo!

Step 2

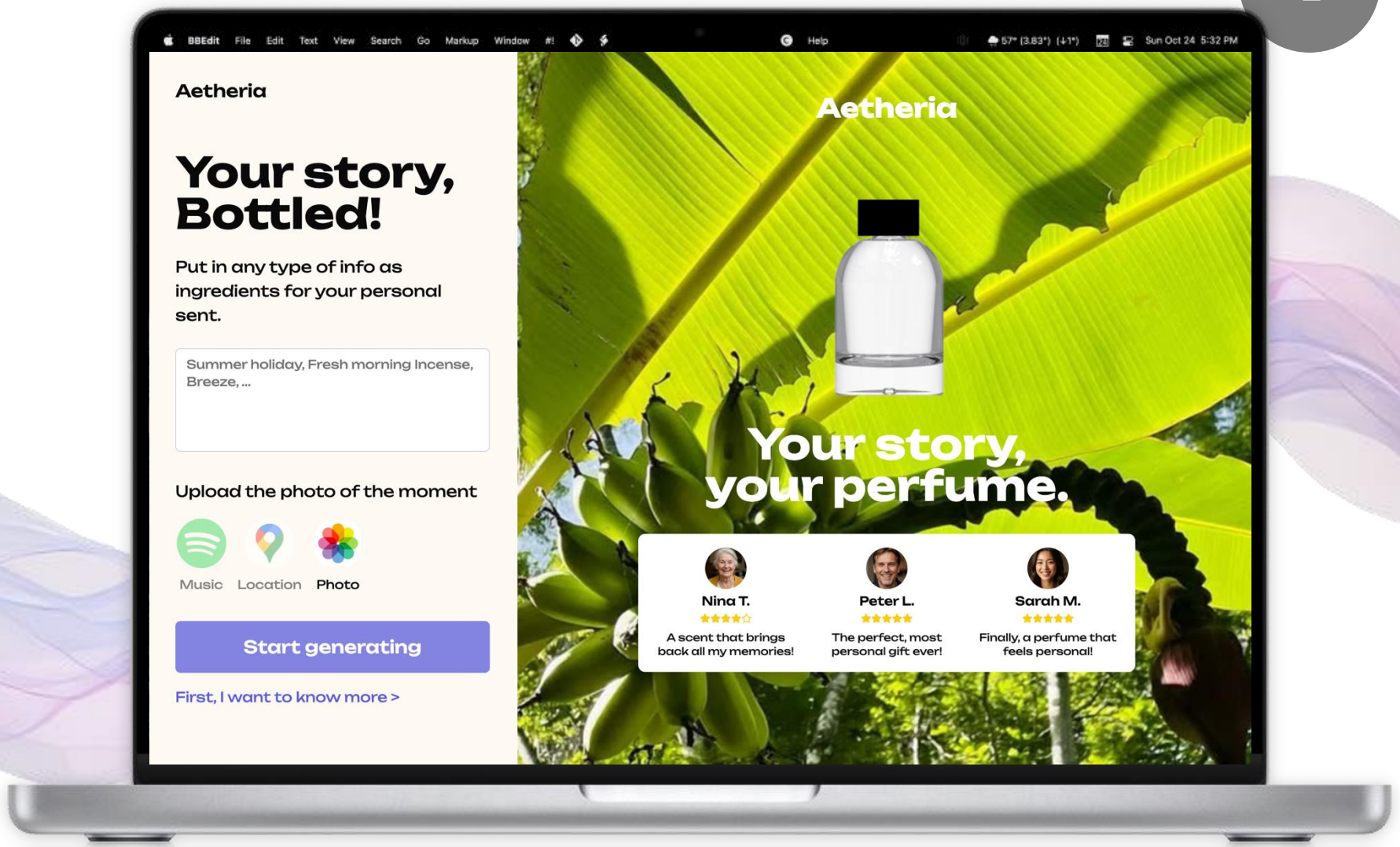
AI will offer a unique perfume composition

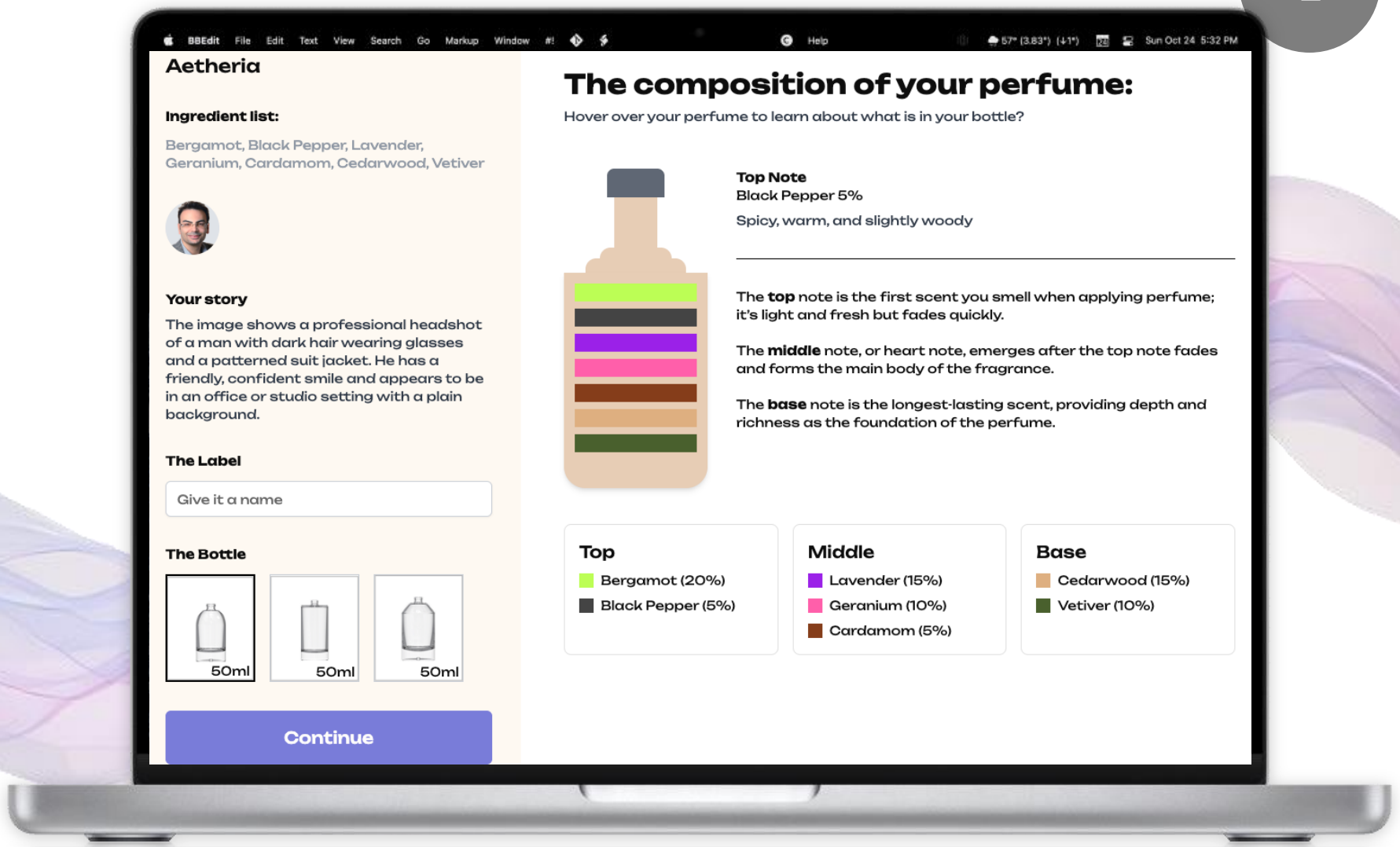
Step 3

Customize your bottle & packaging

Step 4

Place the Order!


BBEdit File Edit Text View Search Go Markup Window
Help
Sun Oct 24 5:32 PM
Aetheria
Your story, Bottled!
Put in any type of info as ingredients for your personal sent.
Summer holiday, Fresh morning Incense, Breeze, ...
Upload the photo of the moment
Music
Location
Photo
Start generating
First, I want to know more >
Aetheria
Your story, your perfume.
Nina T.
A scent that brings back all my memories!
Peter L.
The perfect, most personal gift ever!
Sarah M.
Finally, a perfume that feels personal!


Aetheria
Ingredient list:
Bergamot, Black Pepper, Lavender, Geranium, Cardamom, Cedarwood, Vetiver
Your story
The image shows a professional headshot of a man with dark hair wearing glasses and a patterned suit jacket. He has a friendly, confident smile and appears to be in an office or studio setting with a plain background.
The Label
Give it a name
The Bottle
50ml
50ml
50ml
Continue
The composition of your perfume:
Hover over your perfume to learn about what is in your bottle?
Top Note
Black Pepper 5%
Spicy, warm, and slightly woody
The top note is the first scent you smell when applying perfume; it's light and fresh but fades quickly.
The middle note, or heart note, emerges after the top note fades and forms the main body of the fragrance.
The base note is the longest-lasting scent, providing depth and richness as the foundation of the perfume.
Top
Bergamot (20%)
Black Pepper (5%)
Middle
Lavender (15%)
Geranium (10%)
Cardamom (5%)
Base
Cedarwood (15%)
Vetiver (10%)

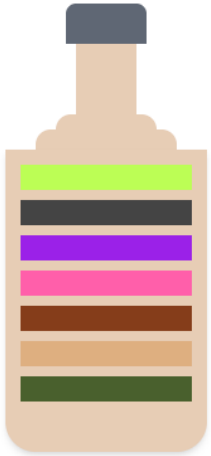
## Aetheria

**Your story**

Thank you for capturing this personal story in a bottle.

It deserves a beautiful label and place in your life.

This beautiful present will be shipped within 6 working days.



**Top Note**
Bergamot 20%

Bright, citrusy, and slightly floral

## Your story, Bottled!

| | |
|---|---|
| Total price of the perfume | € 119.99 |
| Discount applied | € 10.00 |
| Tax estimation | € 2.00 |
| **Total costs** | **€ 111.99** |

**Shipping address**

(•) Ms ( ) Mr

First & Last name

Place

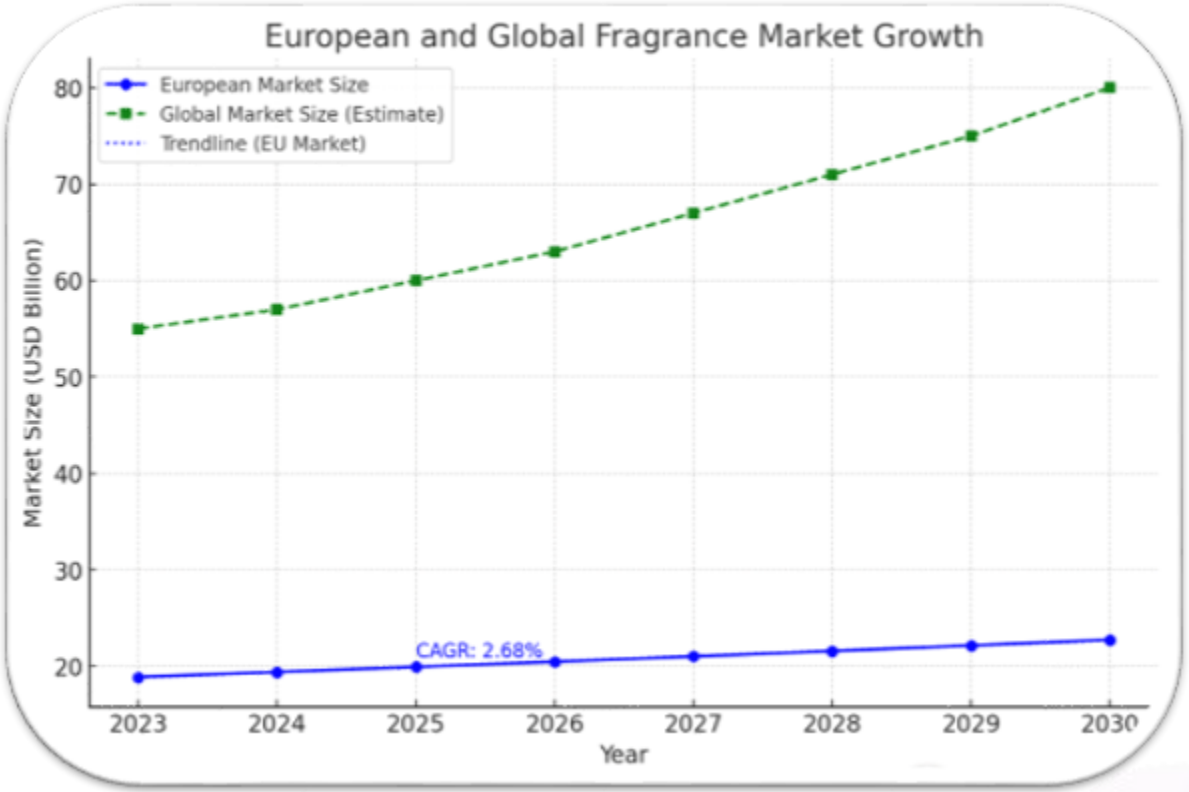
Street name

Review & Edit

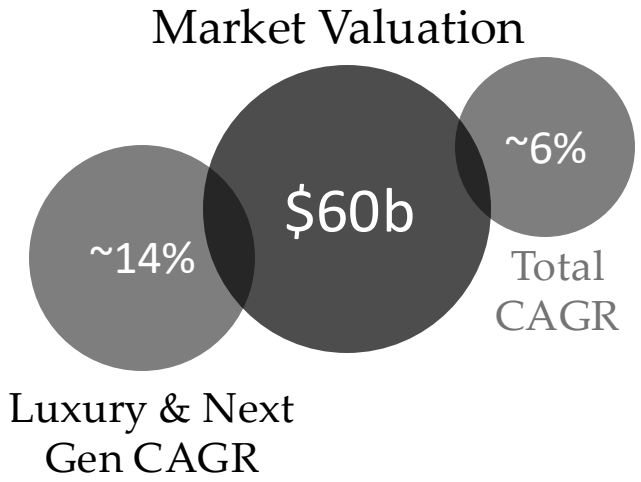
Proceed to Checkout

# Market Potential & Customer Segments

## (Next Gen) Fragrance Market



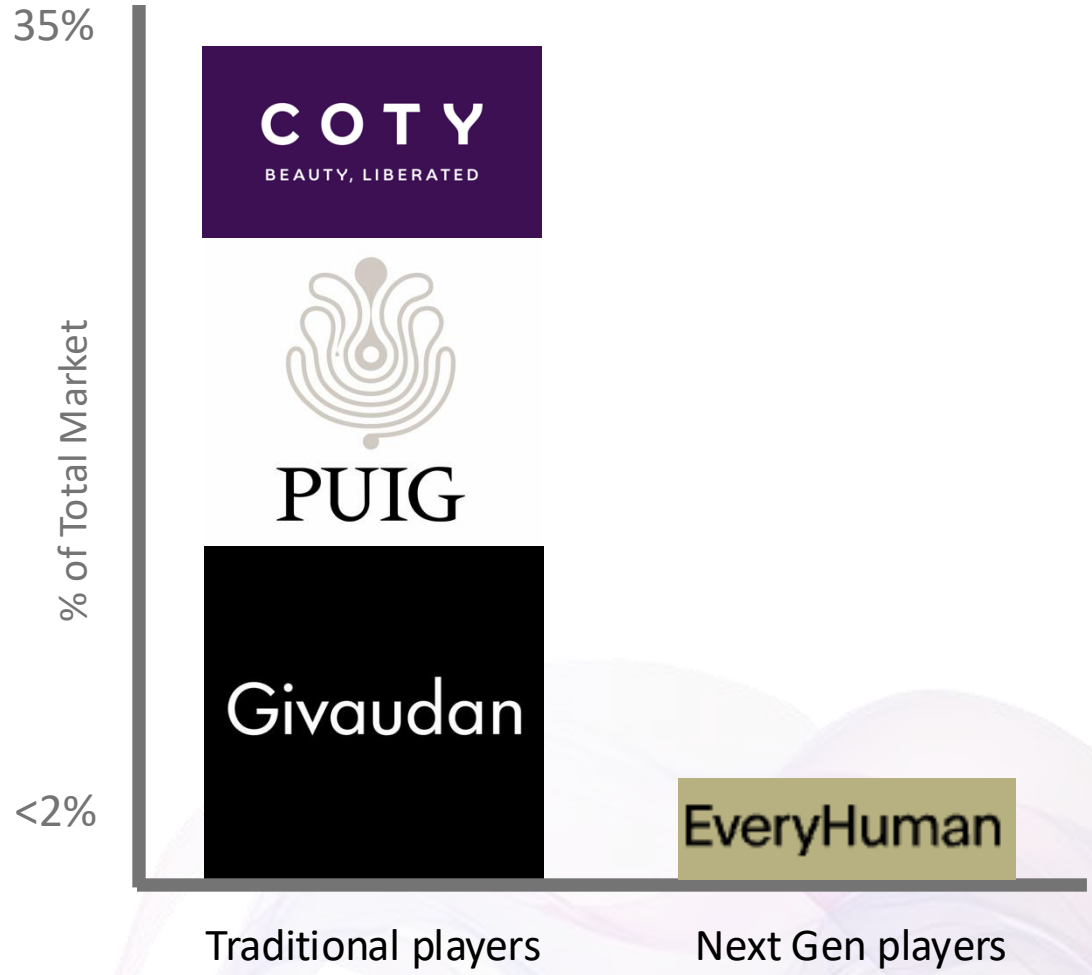

*The Business Research Report 2025*




This growth is driven by increasing consumer interest in Next Gen personalized and premium fragrances, sustainability, and the integration of AI and biotechnology in fragrance development.

**Big players, reluctant in the Next Gen movement**

The market is dominated by a handful of major players who control significant portions of the traditional industry.



**Aetheria Customer Segments**

- (Personalized) Gift Buyers: *Exclusive, Unique, emotional, and memorable scents*
- Fragrance Enthusiasts: *Custom, AI-crafted niche perfumes*
- Digital-First Consumers (Gen Z & Millennials): *Digital, interactive & shareable experiences*

# Value Proposition & Competitive Advantage

**Personalized Scent Creation:**

Aetheria crafts fragrances that are not only unique but also intimately connected to the user’s personal experiences and emotions, offering a scent that embodies their individuality.

**Innovative AI-Driven Process:**

The integration of AI streamlines the fragrance creation process, providing customers with expertly curated scent profiles that resonate on a personal level.

**Engagement and Ease of Use:**

Enabling customers to easily create their fragrance using a single prompt and to share their personalized fragrances Aetheria fosters a community of engaged users, amplifying brand reach and appeal.

**User-Centric Customization:**

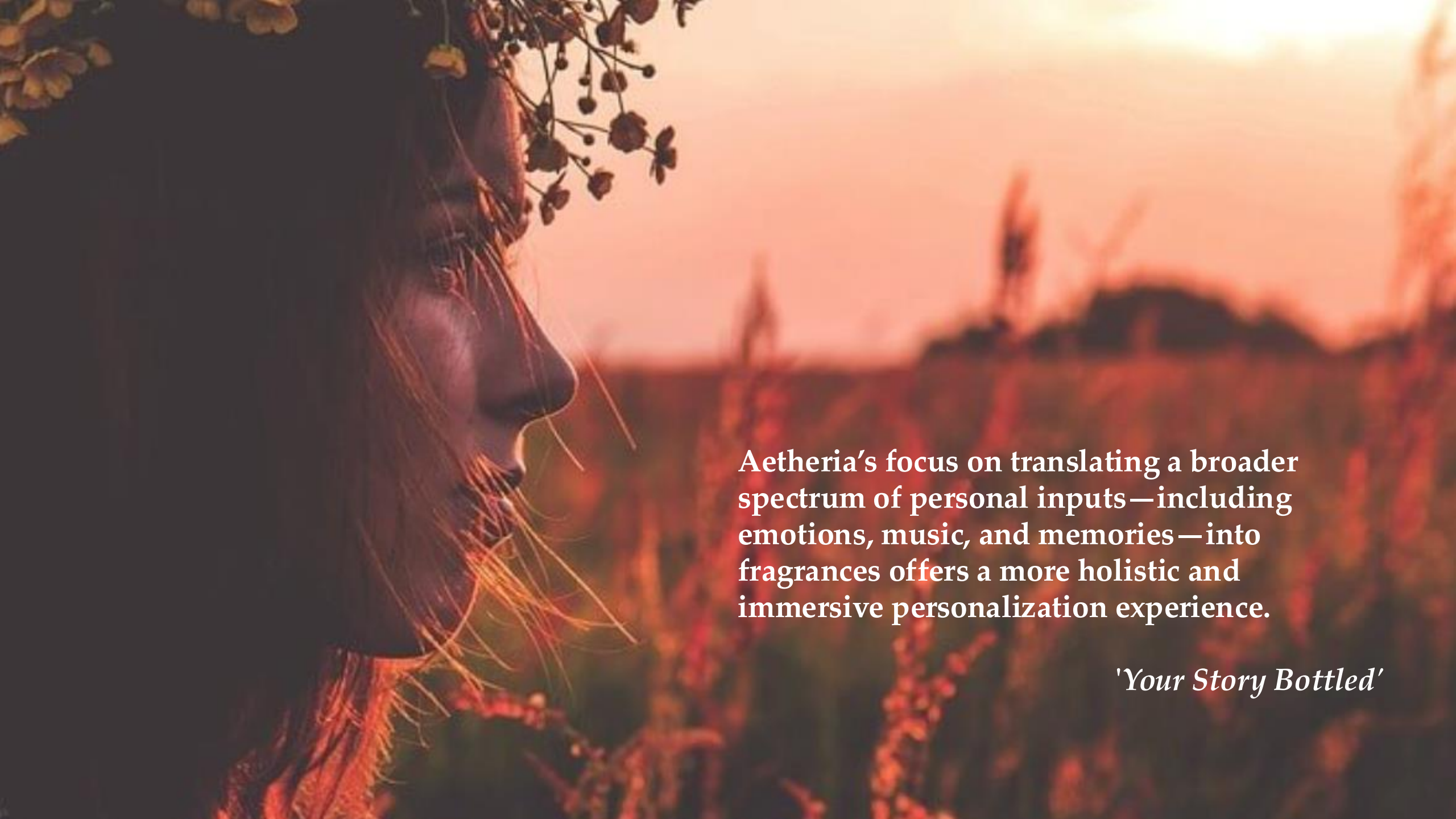
Beyond AI-generated perfume, Aetheria empowers customers to fine-tune their fragrances, adjust scent intensities, and personalize packaging and bottles with names and engraved messages.

This comprehensive customization enhances the user experience, making each product truly one-of-a-kind and gives Aetheria a clear advantage over the existing players.

**Production Feasibility**

Aetheria uses AI to analyze customer inputs—such as textual descriptions, images, and music links—to craft unique scent profiles.

Fragrance-making machines that mix and dispense perfumes based on predefined compositions already exist, making it possible to automate production based on AI-generated formulas.



**Aetheria's focus on translating a broader spectrum of personal inputs—including emotions, music, and memories—into fragrances offers a more holistic and immersive personalization experience.**

*'Your Story Bottled'*

# Go-to-Market & Monetization

Aetheria positions itself as an **affordable luxury brand**, blending **exclusivity** with **accessibility**.

**Premium Pricing with Accessibility**

We will set prices between €120 to €300 per 50ml bottle.

This range reflects the personalized and high-quality nature of the product, positioning it above mass-market fragrances but below ultra-luxury brands. This strategy aligns with consumer perceptions of value and exclusivity.

Classic Collection: Bespoke fragrances in standard elegant packaging for €120.

Signature Collection: Bespoke fragrances in customizable packaging for €160.

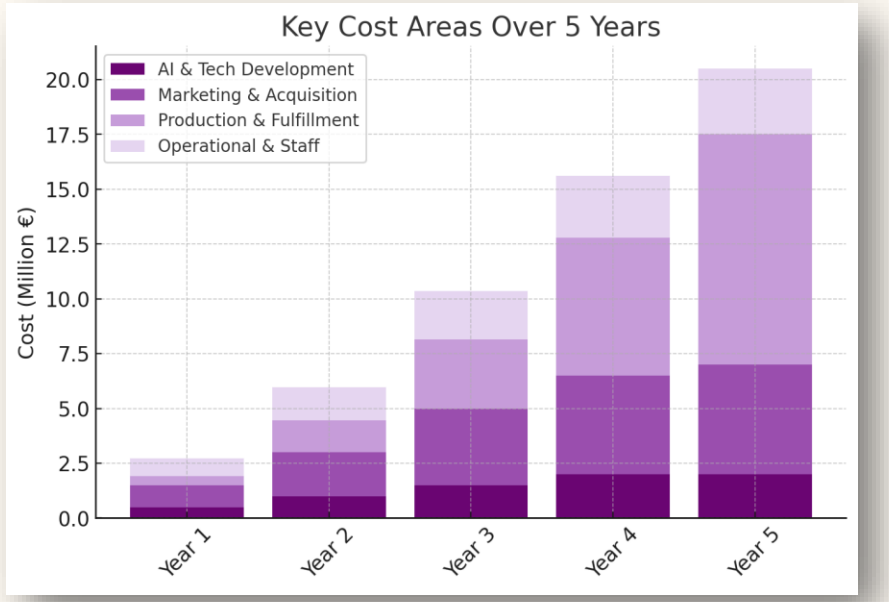
Prestige Collection up to €300

## 5-Year Financial Outlook

Our projections are based on an assumed average price per unit of €100 (incl. discount), a gross margin of 65%, and a gradual increase in user adoption.

Initial investment will focus on technology, product development, and branding, with a gradual increase in operational expenses as we scale.

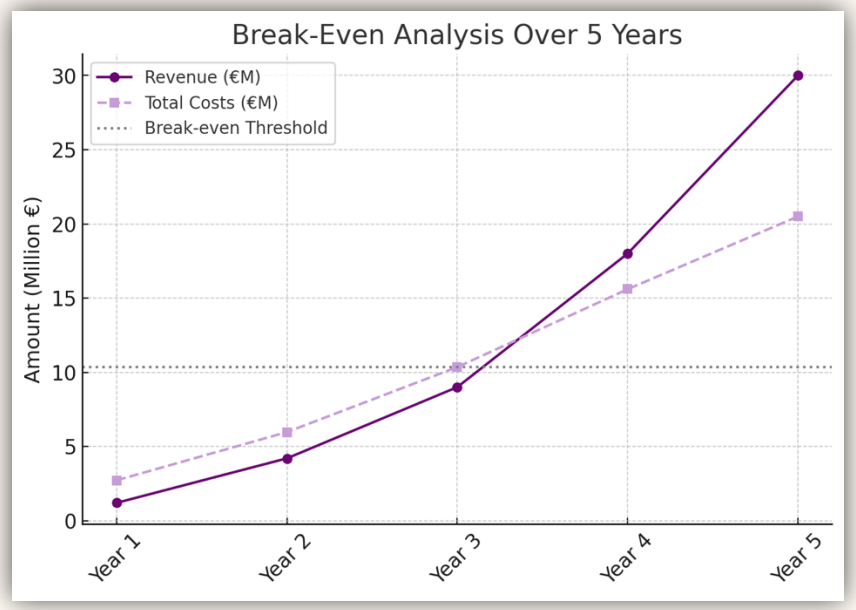
| Year | Customers | Revenue (€M) | Gross Profit (€M) |
|---|---|---|---|
| Y1 | 10,000 | 1.2 | 0.78 |
| Y2 | 35,000 | 4.2 | 2.73 |
| Y3 | 75,000 | 9.0 | 5.85 |
| Y4 | 150,000 | 18.0 | 11.7 |
| Y5 | 250,000 | 30.0 | 19.5 |




**Break-Even Analysis**

Aetheria is expected to reach break-even in Year 3, with approximately 70,000 - 80,000 customers needed to cover total costs.

This assumes stable pricing, consistent margins, and controlled operational growth.




source/s:

# Future Growth via Collaborations

**Aetheria x Netflix**

Step beyond the screen with fragrances inspired by iconic Netflix series or your own favorites, capturing the essence of beloved characters and unforgettable moments.

**Aetheria x Spotify**

Your music, now in scent form. Aetheria's AI translates your favourite Spotify playlists into personalized perfumes, letting you wear the emotions of your most-played songs.

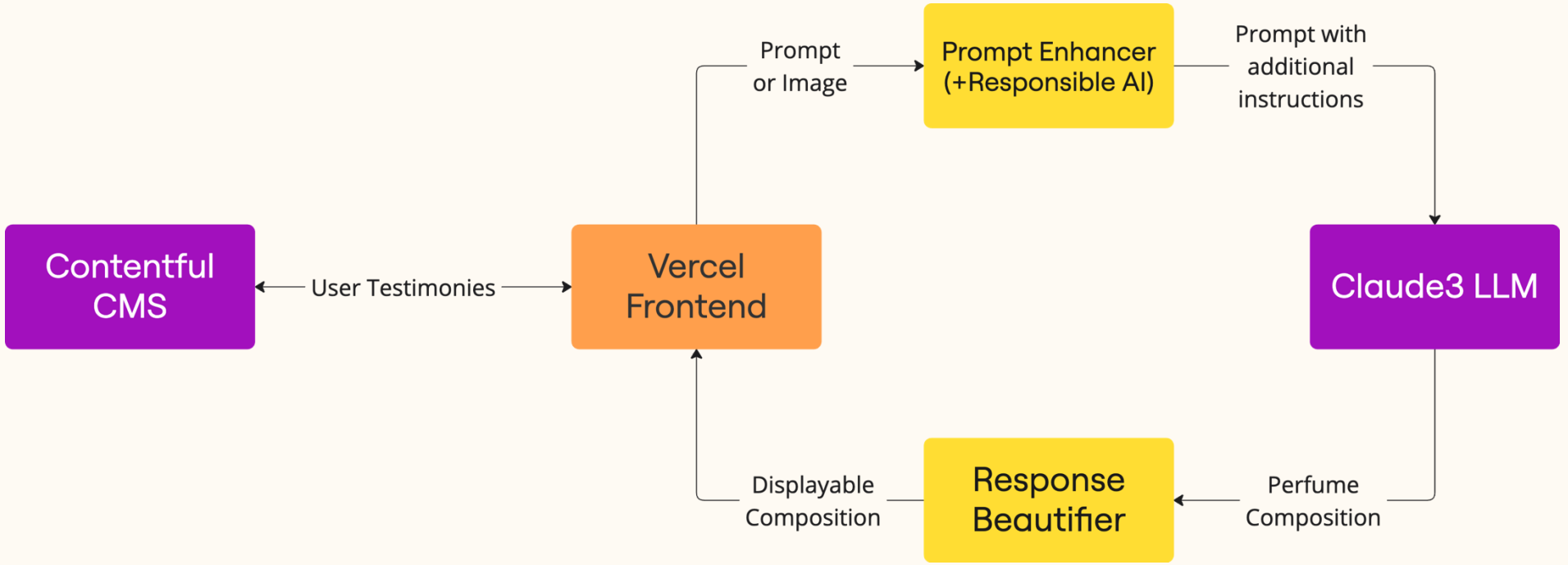
**Aetheria x Celebrities**

Experience the essence of your favorite icons with fragrances crafted from their personal memories and inspirations. Exclusive, limited-edition scents bring fans closer to the stars they love.

source/s:

# Technical Highlights

## App Integrations & Data Flows




** To guarantee responsible AI, the engine will not produce controversial scents*

**Technical Achievements & Best Practices**

- AI-SDK of Vercel (Anthropic library) is used to leverage Claude3.5 model
- Contentful SDK is used to load user testimonies dynamically
- ZUSTAND State management
- V0 is used to interpret the Figma files

**Recommendations to Vercel**

- Sometimes V0 uses outdated code, most likely because the AI trained on it
- V0 has difficulties with elements on images
- The syncing tool does not always remove files from a previous version
- V0 sometimes gets stuck when generating the output

# VML NL TEAM

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