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PROF. CANNATA- LXFM 730

INDEX



- EXECUTIVE SUMMARY
-
- FRAGRANCES
-
- BRAND MISSION
-
- PESTAL / SWOT
-
- BRAND IDENTITY
-
- BRAND STRATEGY
-
- TARGET SEGMENTATION
-
- MARKET OVERVIEW
-
- KEY SUCCESS FACTORS
-
- GOALS & OBJECTIVES
-
- STRATEGY OVERVIEW
-
- UNIQUE SELLING PROPOSITION
-
- CANNATA'S DIAMOND



Mehloria is an Indian brand of natural fragrances that uses blends of exquisite florals and herbs concocted for the royal regimes of ancient India. The brand stores signatory products for the consumer aiming to provide not only unique and distinct scents but also a memorable immersive experience inspired by old school love. The Taj Mahal, a monument of love, inspires the concepts and products at Mehloria. The brand strives to create unique fragrances for consumers to experience the luxury scents of royalty and enjoy the gratification of having a rare formula crafted with exquisite ingredients. The brand relies on our fragrance experts, also known as Naso's, to explore the consumer preferences and guide the consumer to a truly distinct scent offered that matches their character and personality. Travel access is increasing and there is an immense demand for regional flavors of India like florals and herbs. In the near future, the demand for clean products and Indian ingredients will continue to grow in the European market. Even though the market is over-crowded with established fragrance brands, the brand has witnessed a potential space for luxury natural fragrances that can be tapped with transparent and clean products. After a strategic analysis of the market and its future potential, the brand has decided to open the Mehloria flagship brick-and-mortar store in Paris, the city of Luxury.

A still life arrangement of various flowers and botanicals in a shallow, light-colored dish. The composition includes pink roses, a yellow flower, and some dried botanical elements. The lighting is soft and warm, creating a gentle, natural aesthetic.

What are natural fragrances ?

Natural fragrances are complex fragrance compounds made exclusively from natural aromatics as defined by IFRA. The ingredients used in natural fragrances can be essential oils, oleoresins, distillates, fractions, concretes, absolutes. The ingredients of a natural fragrance can come from any natural source.

HISTORY OF FRAGRANCES

01

Indus valley civilisation (2500 BC)
Rose water and oils were used as
a calming medicinal therapy for
heartache and anxiety

02

Vedic Civilisations
(15000 - 5000 BCE) used
camphor as a symbol sacred
scents by saints; they also
wrote the kalpasutra, book of
fragrances

04

During the reign of the Palas 8th
century introduced ittar, written
in the Harshacharita, made of
precious flowers and vegetable
oils for scents used by the high
society ladies

06

The Mughals Empire (1526-1707)
Mughal Emperor Shah Jahan
bestowed his wife Mumtaz with
luxuries. Build a residence decorated with
golden fountain and rose water flowing from
the faucets when for fragrant nights.

03

The Buddhist Era (7th and 6th
century) They believed in offering a
pleasant smell to the gods. They used
sandalwood, oud, jasmine, rose and
turmeric in the temples.

05

The Rajput Empire's royal escorts
were instructed to prepare a Royal
head bath Scented water is pre-
pared fit for washing of king's head
cumin turmeric for healthy hair,
roses and milk good smell.

07

During the British reign
(1757-1857) In 1816 the
oldest rose flavoured ittar was
introduced as the 'queen of
ittars', RUH-E-GULAB, available
now only at Gulab Singh
Johrimal, New Delhi

08

In 2000 the india introduced
its first luxury brand for
natural care products, Forest



HISTORICAL VIEW

Enduring Love, Culture and Heritage, Craftsmanship

Our brand, Mehlor, is inspired by the devotion between Mumtaz Mahal (Arjunand Banu) and her husband, the emperor Shah Jahan, and his compelling commitment that led to the creation of the Taj Mahal as an act of love. The emperor entombed his wife in the mausoleum after her death and this symbolized the preservation of their everlasting bond - A sentiment that is timeless and still relevant today.

The traditions and rituals of using botanical, floral and oil extracts in India for beauty regimens are still deeply rooted in the culture. These practices provide our brand an ideal foundation for introducing a range of fragrance products with ingredients sourced from the heart of India and delivered to the consumer with cultural etchings of fine craftsmanship.

Our brand and products are essentially a synthesis of both cultural levers Enduring love and rich tradition, enabling us to tailor our authentically Indian proposition to the global consumer. By leveraging these rich cultural elements, our brand aims to offer the true embodiment of timelessness by creating products that celebrate and honor the preservation of love and tradition, and carry the "enchantment factor".

MISSION

Indulge in the Preservation

It is the legacy of an enduring love and the celebration of the ultimate promise. A testament to the richness of tradition entrenched in our culture over decades and built on the cornerstone of fine artisanal Mughal heritage. Where delicate florals, rich oils and herbs are intricately woven to create captivating notes, and entombed in finely crafted signature bottles. A pure preservation of love and tradition. Our desire is to provide our consumer with indulgent products that stimulate the feeling of enchantment, celebrate their unique tales and honor the essence of rituals in love.

PESTAL

POLITICAL

The country of India is the largest democracy in the world as a federal democratic republic and has a relatively stable political environment. The political environment in India is highly influenced by several factors like policies, politician interests, and political party ideologies. These influences not only affect the political environment but the business environment as well. The stability and tolerance of the political culture in India makes the country an ideal destination for foreign direct investment (FDI). The export duty on fragrances is an estimated 3% and the export tax rate of 0.00837%.

ECONOMIC

India has experienced a significantly stable economy since the industrial reform in the 1990's. Although the reform aided in stability, foreign direct investment (FDI) contributed to growth, stability, and development in the country of India. The serious issue of corruption in the country increases the costs of business operations and highly affects foreign direct investment (FDI). In 2019, the country had a nominal gross domestic product (GDP) that amounted to an estimated \$2.9 trillion with a CAGR

of 6.6% and corporate tax rates of 15% for new companies. The tax rates and the nominal GDP makes India an ideal country for business operations and entering a new market. The fragrance market in the country and the market GDP is growing in the country and is expected to see growth in the future. The fragrance market in India had an annual revenue of \$3.18 trillion in 2020 with a CAGR of 4.2% and the fragrance market in Europe had an annual revenue of \$18.02 trillion in 2020 with a CAGR of 1.3%.

SOCIAL

India has a total population of 1.2 billion people with a growth rate of 1.1%. The country has a high employment rate, an estimated 70% of the population work 9/hour work days and earn a minimum wage of \$50-80 a month. The workforce in the country is inexpensive and is expected to reach 160-170 million in 2020. The inexpensive and affordable workforce is ideal for business operations and outsourcing. The majority of the population in the country is hindu, amounting to a total of 80%. Religion highly affects several different factors in society in India including the business culture and customs.

TECHNOLOGICAL

India is a highly technologically advanced country. The country has a strong information technology (IT) sector with heavy investment on developing new technology. The country displays infinite opportunities with technology through its highly skilled workforce that specialize in software development and updates, digitalization, artificial intelligence, e-commerce, apps, and business solutions. In 2019, India had a total of 460 million users online, making the country the second largest in the world in terms of online users. The rise in digital influence and online shopping is expected to continue to grow and reach a total of 200-250 million users online.

ART & LITERATURE

India has one of the largest collections of music, dance, performing arts, paintings, and literature. A prime representation of Indian culture through art and culture is Bollywood. Bollywood is heavily influenced by the Indian culture through its vibrancy and uniqueness. Bollywood films incorporate culture in every aspect and reflect the ever-changing morals and values.



SWOT ANALYSIS



STRENGTHS

The fragrance brand has several different strengths when considering their current status in the global fragrance market. Some of the strengths include a unique product offering that differentiates the brand from the competition, a strong cultural background of fragrances that allows the brand to stand as experts, and the abundance of natural ingredients in the country of origin.

WEAKNESSES

The fragrance brand has several different weaknesses compared to the competition. The weaknesses include no international or European presence and a negative stereotypical perception of Indian brands from consumers.

OPPORTUNITIES

The fragrance brand has several opportunities in terms of global expansion into the European market, possible product expansion and horizontal line in the future, and the pioneering advantage in the fragrance market.

THREATS

The fragrance brand faces several threats in the market through growing competition, changing preferences in fragrances, cyclical trends in the industry, low awareness in the European market, and the diversity in the consumer perception of the brand.

The Aaker Matrix that was developed by David Aaker is a brand blueprint that is used by brands to build brand identity and attain brand equity. We utilized the four different brand topics within the matrix in order to build our brand identity - Awareness, Loyalty, Perceived Quality, and Brand Associations . The topics and matrix allow our brand to improve brand personification, measure the market perception of our product, and maintain uniformity when it comes to our brand image and symbols.

BRAND - AS - ORGANIZATION

- Indian Origin
- Targeting the European Market
- Innovative
- Experiential
- E-Commerce
- Spirit of Excellence
- Premium
- Sublime Aesthetics
- Sincere, Honest, Transparent

BRAND - AS- PERSON

- Dedicated
- Upper class
- Sophisticated
- Modern with an old school twist
- Elegant
- Connoisseur

AAKER'S MATRIX

BRAND - AS - PRODUCT

- Exotic and Natural Ingredients
- Rare and Exclusive Concoction
- Elegant Fragrance Bottle

BRAND - AS - SYMBOL

- Aesthetic and designs of the Taj Mahal
- Octagon
- Lock and key, unfolding heritage
- An inspiration of Mughal and Indian elements



PHYSICAL

- Driven by the aesthetics, design and architectural functionality of the Taj Mahal
- Octagonal inspirations
- Grandeur/palatial
- Unique/innovative

RELATIONSHIP

- Intimate
- Sincere/honest
- Committed/ dedicated
- Experiential

REFLECTION

- Upper class
- Connoisseur/ Collector
- Congenial

PERSONALITY

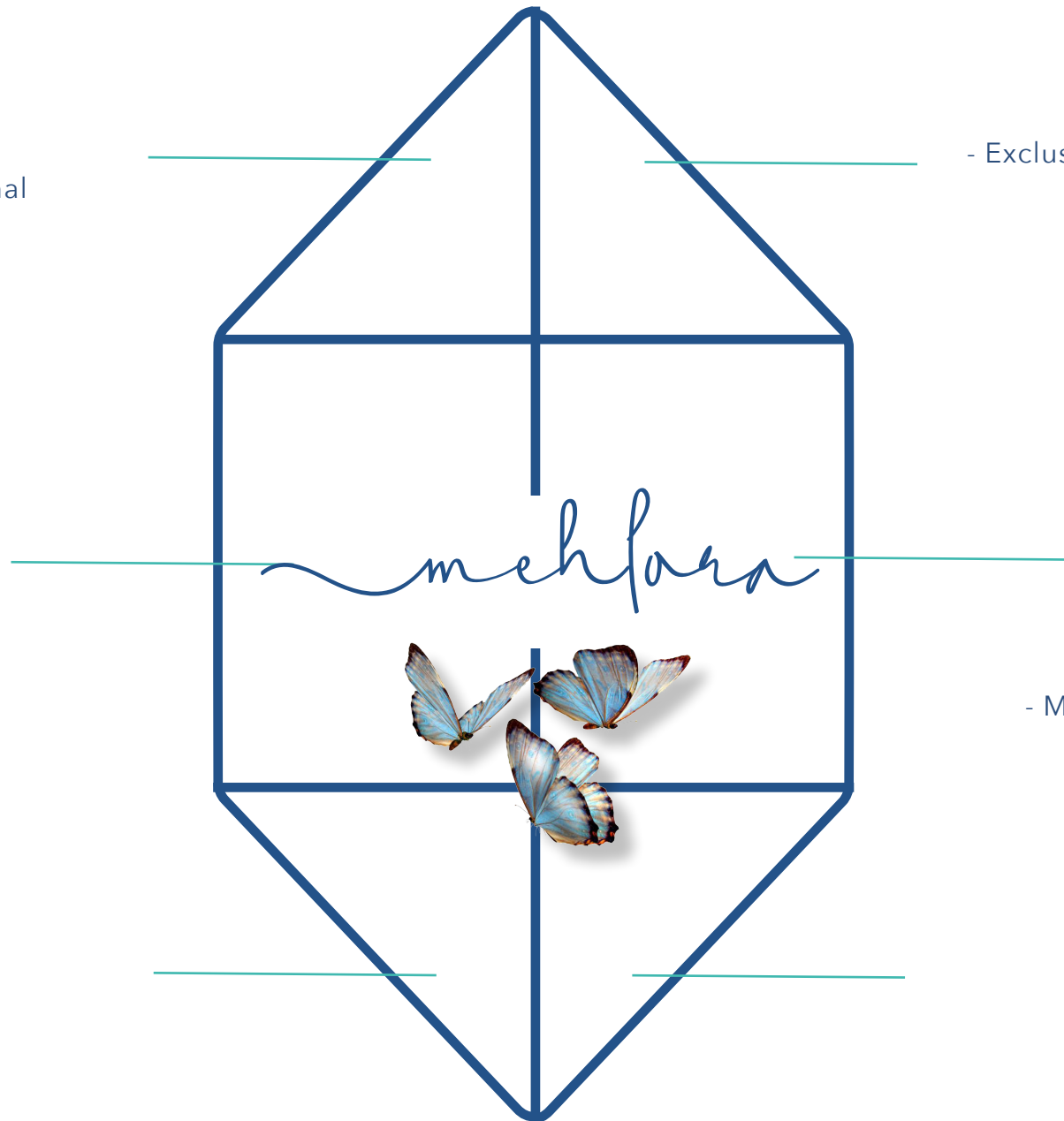
- Finesse
- Exclusive/signature/premium subtle
- Sophisticated
- Imaginative

CULTURE

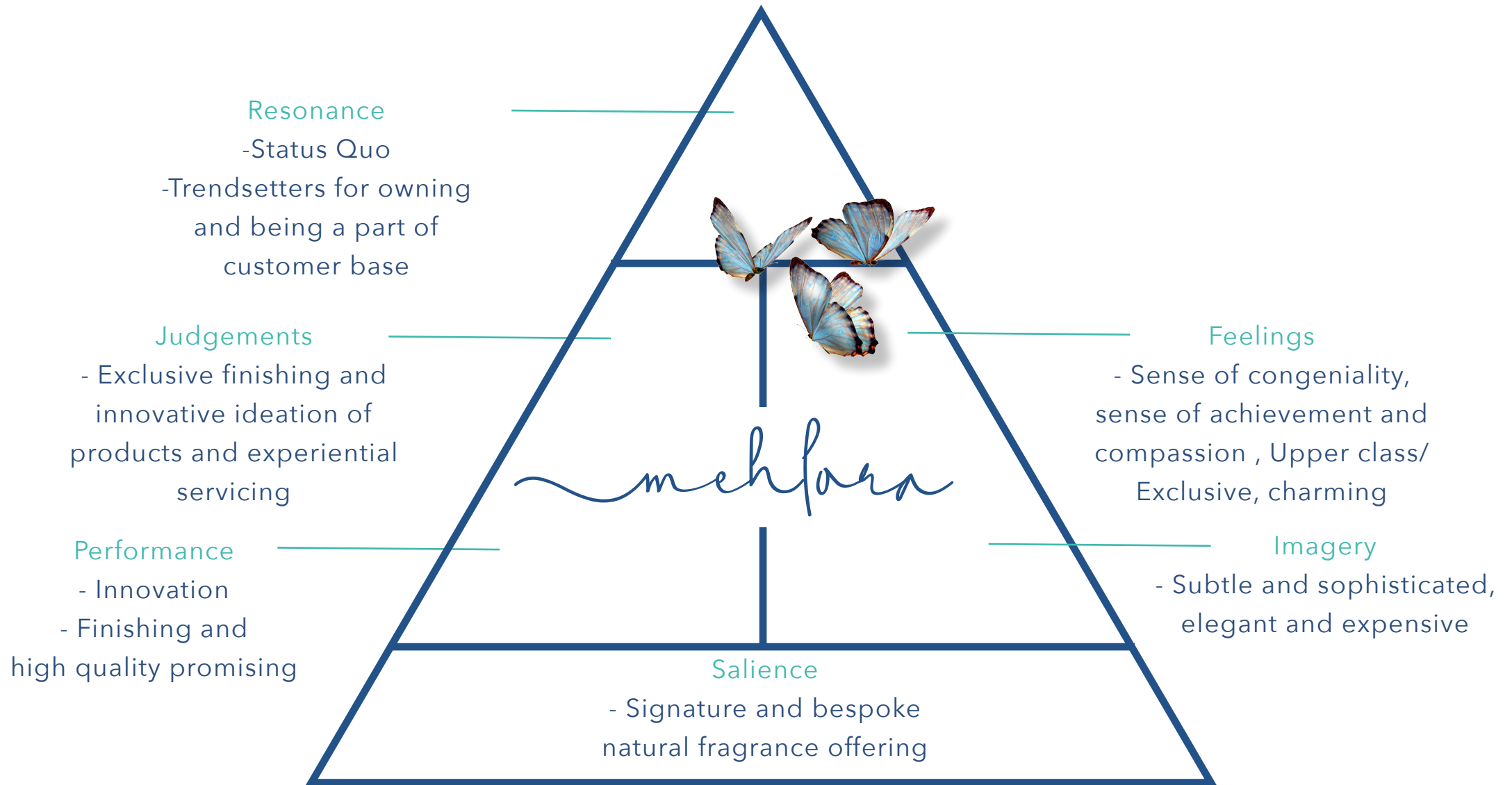
- Indian
- Bespoke fragrances
- Modern with an old school twist

SELF-IMAGE

- I am elegant
- I am charming
- I am a trendsetter
- I am exceptional



KAPFERER'S PRISM



KELLER'S PYRAMID

BRAND STRATEGY

THE UNIQUE REVELATION

Mehlora's fragrances are developed with precious and unique Indian extracts that have been used for centuries in beauty rituals and have been modernized for relevance. Our brand essence is entrenched in the historic traditions of India and leverage past representations of fine art and the expertise in fragrance making. Our brand story is homage to the symbolic love of Mumtaz Mahal and the emperor, a love which inspired the construction of the Taj Mahal. Mehlora's brand ethos consists of the celebration of the preservation of tradition and love.

OUR BELIEF SYSTEM

Mehlora's products are developed with rich and authentic Indian botanicals and oils to create distinct and unique fragrance notes. The brand aims to have consumers to identify with the rich heritage of India and connect with the significance of preserving tradition and love. Weaving this perception into our selling story across all consumer-facing touchpoints is integral to reinforcing our brand ethos. Our brand firmly believes in amplifying superior quality in our products and services and will consistently and authentically be representational of rich, delicate, and intricate Indian craftsmanship.

OUR BRAND RITUALS

Mehlora delivers an enriched and exclusive brand experience through our fragrance bar in the Marais flagship store. Where our fragrance seekers and experts are immersed in a cultural and sensorial exploration of Mehlora's precious Indian brewing process, allowing them to visually journey through the creation of our signature concoctions. An intimate setting where in-house Indian alchemists showcase iconic signature bottles housing refined iterations of specially brewed concoctions, which are enhanced with well-crafted information inserts containing intricate details on the process and history in creation. And where the infusion of calligraphy hand-written notes are attached and sealed with every limited edition bottle as a personal touch, establishing a powerful connection between Mehlora and consumer.

OUR DISTINCTIVE LEXICON

Mehlora's specially crafted product range with enchanting fragrance notes will guarantee a precious and indulgent experience for the fragrance-seeker. Memorable and distinct naming conventions reminiscent of gemstones buried in Indian tradition pay homage to the richness in artisanship. Packaging architecture designed with excellence in artistry carrying symbolic cues of the Taj Mahal and translated into iconic signature bottles and cases. Where rich fragrance notes entombed in a bottle collide with etchings of distinct brand iconography and Mughal inspired calligraphy and preserved to create a majestic love language with our consumer.

TARGET CONSUMER

Mehlora's target consumer consists of high-end consumers that are considered fragrance seekers that value the distinction and uniqueness when purchasing prestige fragrances.

THE HENRY'S

The "High-Earners-Not-Rich-Yet" consumers are an emerging luxury consumer segment. The consumers have an increasing relevance for luxury brands in the future. The Generation Z - HENRY's have an average annual spending of approximately \$67,000 and the Millennial - HENRY's have an average annual spending of \$86,000. The consumers are categorized as big spenders that are technologically savvy and love to shop online. They value enriched lifestyle experiences like traveling and tend to seek out quality, craftsmanship and authenticity when purchasing products.

This trend is important because emerging brands like Mehlora tap into this segment in order to secure valuable present customers and build and nurture associations with future affluent consumers. Our brand needs to establish and strengthen awareness with our prestige fragrances and develop mastery in the product offering and focus on the preservation of brand density and loyalty. It's crucial for the brand to identify their brand equity levers in order to pull factors like loyalty in order to endorse their core values and have their earnings increase and they look to trade up and retain.



Claire Bernstein

INTERIOR DESIGNER IN ITALY

DEMOGRAPHIC

Claire is a 41-year old mother and interior designer that is married with three children. Claire initially went to school at King's College in London and achieved her Bachelor of Laws and Master of Laws. She briefly worked at Allen & Overy, an international high-profile law firm in London and later decided to switch her career. She moved to Italy to study interior design at the Florence Design School. Through her extensive work experience, Claire earns an estimated \$500,000 per year making her financially free.

GEOGRAPHIC

Claire currently works in Central London at a chic and upscale interior design firm. She resides in the upmarket borough of Lambeth, South London with her husband and children. She often travels between London, India, Singapore, and Austria to the global offices for her firm.

PSYCHOGRAPHIC

Claire's leisure activities on her free-time include visiting trendy markets and new restaurants with friends, attending premium wine and gin festivals, enjoy ice cream sundays with her kids at snowflake gelato in kensington, and travel and vacation at her favorite destinations that include Morocco, Trinidad and Tobago, Croatia, and Thailand.

Claire is a pleasure seeker who pursues meaningful experiences like curated design-led events by Makers House. She enjoys the freedom of indulging in personal luxury goods and services at Harvey Nichols and Selfridges. Mental and physical wellness are central themes in her life through yoga and pilates. She also has disciplined weekly ritual that consists of mani and pedis at DryBy where her service is complemented with a glass of Prosecco.

Claire is a natural born leader that values her individuality and places emphasis on being distinct from others. She is a firm believer in making a difference in the world and volunteers time mentoring varsity students over summer. She strives to achieve the right dose of work-life balance for her kids, while trying to advance her career.





DEMOGRAPHIC

Annais is 28 years old and is a lifestyle manager at Quintessentially in Paris that curates luxury lifestyle experiences. She completed her bachelor's degree in media and culture at the University of Amsterdam.

GEOGRAPHIC

Annais is originally from Lyon, France. She moved to Paris after university and currently lives alone in an apartment in the Latin Quarter in Paris.

PSYCHOGRAPHIC

Annais has a global mindset. She is highly adventurous and is inspired by cultural exchanges. Her leisure activities include attending art gallery openings, learning new languages, seeking unique experiences and new hidden gems throughout the city. During the summer she enjoys traveling to the South of France with her boyfriend Jean-Luc. She also takes advantage of business trips across Quintessentially locations that include Cairo, Istanbul, New Delhi, and Manila.

Annais values superior quality products and services, particularly when tailored to her, and is willing to pay more for these products. She prefers new and relatively unknown luxury brands to cement her uniqueness. She appreciates small-batch artisanal fragrance offerings at the Dover Street Parfums Market. She maintains a minimalist fashion aesthetic without compromising quality and style. Her "me time" indulgence includes lattes and beignets at Eric Kayser.

Annais is a high achiever with future-focused life and career goals. She is pursuing her career with the ultimate goal of being self-employed by 40.

MARKET OVERVIEW

The fragrance brand falls under the prestige fragrance market consisting of designer and celebrity fragrances and eaux de toilettes. The prestige fragrance market is directly aligned with the regular fragrance segment but the prestige market only considers fragrances that are super and ultra-premium priced. The revenue for the global prestige fragrance market amounted to an estimated \$19.6 billion in 2020 with a compound growth rate of 2.1%. Since we are expanding into the European market we also analyzed the revenue of the European prestige fragrance market which amounted to \$7.07 billion in 2020 with a compound growth rate of 1.3%. The prestige fragrance market is expected to grow by 3.9% from 2019 to 2025. The fragrance market experiences cyclical trends and there is a growing preference for unique, hand-crafted, and exotic fragrances made with natural ingredients. When analyzing the market, the largest players in the industry were major conglomerates that consisted of Coty's Luxury Division, L'Oréal Luxe, Estée Lauder, and LVMH.

SIZE OF THE MARKET

FRANCE

France is home to several major luxury brands with a strong market and demand for luxury goods. Some of the major brands that were founded in France include Chanel, Christian Dior, Hermès, Louis Vuitton, and Yves Saint Laurent. The country has the seventh largest economy in the world and the second largest in Europe. The prestige fragrance market in the country had an estimated revenue of \$1.3 billion in 2020 with a growth rate of 0.9% which was the largest market in Europe compared to other nations.

GERMANY

Germany has the largest economy in Europe and the fourth largest in the world. The country has experienced recent growth in the luxury goods market and is not considered to be as evolved in luxury good sales compared to other European nations. The prestige fragrance market had an estimated revenue of \$767 million in 2020 with a growth rate of 1.4%.

ITALY

Italy is considered to be a global leader in terms of luxury goods and brands. The country is home to the top shopping destination and fashion capital of the world, Milan. The country has the eighth largest economy in the world and the third largest in Europe. The prestige fragrance market had an estimated revenue of \$538 million in 2020 with a growth rate of 0.7%.

SPAIN

Spain is a country where luxury goods sales are highly affected by tourism. The luxury goods market is set to double by the year 2025. The country has the thirteenth largest economy in the world and the fifth largest in Europe. The prestige fragrance market had an estimated revenue of \$583 million in 2020 with a growth rate of 1%.

UNITED KINGDOM

The United Kingdom is home to several luxury brands like Burberry, Alexander McQueen, and Stella McCartney resulting in a strong market for luxury goods. The luxury goods market is directly highly affected by tourism and is expected to continue to grow in the upcoming years. The country has the fifth largest economy in the world and the second largest economy in Europe. The prestige fragrance market had an estimated revenue of \$935 million in 2020 with a growth rate of 1.7%, the second largest market in Europe behind France.





HOUSE OF SILLAGE

House of Sillage is an American haute parfumerie brand that was founded in 2011 by Nicole Mather. The brand provides 38 luxurious and beautiful fragrances that transport the consumer to a memorable time and place. The brand is known for their whimsical and delightful “cupcake” shaped bottles that are beautifully adorned with beautiful crystals and designs. The parfumerie brand has no directly-operated stores and use e-commerce and retail department stores as their main distribution channel. The luxurious fragrances prices range from \$285 to \$1,210. The fragrance brand had an estimated annual revenue of \$1.14 million in 2019.

ATELIER COLOGNE

Atelier Cologne is a fragrance house that was established in 2009 by Sylvie Ganter and Christophe Cervasel. The fragrance house focuses on creating “pure fragrances” and emphasizes the importance of personalization through engraving leather cases for the perfume bottles with the consumer initials. The fragrance house launches fragrances with “character” that have strong concentrations for a richer and longer lasting fragrant effect. The brand provides luxury fragrances, home products like candles, and bath and body products. The brand’s distribution strategy consists of 23 directly operated stores, an e-commerce site, and several retail partners. The fragrance prices range from \$140 to \$375 and the brand had an annual revenue of \$2 million in 2019.

CLIVE CHRISTIAN

Clive Christian is a fragrance house that was founded in London in 1999 through the acquisition of Crown Perfumery Company that was founded in 1872. The brand creates the “world’s most expensive perfume” known as the Clive Christian No.1. The brand brings life to a thousand year tradition of fragrances where they strive to create fragrances that are considered to be limitless. The luxury fragrances prices range from \$175 to \$850. The brand’s distribution strategy consists of e-commerce and retail partners since the brand has no directly-operated stores. The company had an annual revenue of \$14.3 million in 2019.

MAISON FRANCIS KURKDIJAN

Maison Francis Kurkdjian is a luxury fragrance house that was founded in Paris in 2009 by Francis Kurkdjian and Marc Chaya. Francis Kurkdjian is considered to be one of the most prolific and acclaimed perfumers of all time. The brand’s collections are sketched like a fragrance wardrobe with a myriad of emotions. The brand focuses on guiding with enchanting and yet precise codes of purity, sophistication, timelessness, and the boldness of classicism. The brand sells luxury fragrances, home products, and bath and body products. The fragrances prices range from \$225 to \$550. The brand distribution strategy consists of eight directly-operated stores, an e-commerce site, and retail partners. The company had an annual revenue of \$4 million in 2019.

BOND NO.9

Bond No.9 is a fragrance house that was founded in New York in 2003 by Laurice Rahmé. The fragrance house is the first and only niche company in New York. The brand’s scent collection is the first to pay homage to NYC. The brand offers luxury fragrances and beauty products. The fragrances are priced from \$500 to \$1,100. The brand’s distribution strategy consists of six directly-operated stores, an e-commerce site, and several retail partners. The fragrance house had an annual revenue of \$11.4 million in 2019.

KEY SUCCESS FACTORS

Mehlorá's origin is from a land of rich and ancient luxury, which highly inspire the concepts of the brand, and we aim to educate the consumers of the potential and extravagance we have to offer. As we believe in transparency towards our consumers, our craftsman and experts of fragrances shall help achieve this goal by engaging with our consumers throughout the selection process of the scent. The brand is very traditional in more than one way, and hence we want organic recognition and footfall of natural fragrance lovers. The product is more than a scent; it is an immersive experience. For our loyal users, Mehlorá provides customization upgrades after a set amount of purchases giving access to a vast number of options to make the product truly theirs. Our stores deliver excellent services with champagne and soothing music, one-on-one sessions with our experts; the naso and fragrance consultants. Exclusivity means everything to us at Mehlorá, and we only provide the very best.





SOLE DI POSITANO, £155, TOM FORD
Tom Ford plays a cunning game of contrasts with his latest scent inspired by the shimmering Adriatic sea and luxurious shores of Positano. It is fresh but warm, vivid but smooth, and innocent but utterly, obscenely indecent all at once. Bright citrus notes of bergamot, bitter orange and shiso leaf are beautifully tempered by creamy ylang-ylang and sweet orange blossom, with a slightly dirty-sexy accord of jasmine and sandalwood. It is the cologne equivalent to a perfectly undone bed of crisp, white cotton percale sheets on a summer morning... with a naked, sun-kissed David Gandy snoozing facedown on the duvet.



51 PARFUM POUR HOMME, £395, ROJA PARFUMS

Roja Dove has a small boutique, 51 Burlington Arcade, tucked away from the bustle of Piccadilly. It's a sort of Hotel California – you can check out anytime you like but once his perfumes have snaked their way over you, you can never really leave. This scent pays homage to the cometherness of the boutique: enticing you with zingy citrus notes and exotic jasmine and ylang ylang, then slithering around you with mischievous spices and velvety woods. The killer clutch comes as a flood of warm amber, sensual musk and a butter-soft leather and oud accord that never lets go.

COLONIA MIRRA EAU DE COLOGNE CONCENTRÉE, £170, ACQUA DI PARMA

If you're familiar with Acqua di Parma colognes, you'll recognise the calm, elegant signature common thread of bitter-orange and lemon peel, grassy-leaf extract, soft orange blossom and sweet, quenching juices. In this special edition, all these notes are concentrated to a syrupy glaze, made even more edible and addictive thanks to a glut of myrrh.



AQUA CELESTIA, £130, MAISON FRANCIS KURKDJIAN

Euphoria is truly bottled in this ethereal cologne. Bright, blinding flashes of piercing lime take your senses right to their limits, with shots of sharp blackberry buds and cold white musk shimmering on the skin. The comedown is pillowy from pollen-soft clouds of mimosa swirling around you like the most magical, out-of-focus blurring photo filter. 📷

COMPETITIVE ADVANTAGES

The fragrance market is growing and the demand for natural fragrances continues to increase. The demand for natural fragrances has an expected growth of 5.2% from 2019 to 2024. It is also expected to reach an estimated annual revenue of \$20.8 billion by 2024. Our goals as a brand cater to this growing market with transparency to the gen-z and millennials who believe in a no secrecy policy when it comes to their personal products. The no secrecy policy is crucial through the product making and the exquisite materials used in the prestige fragrances. We strive to make our consumers have an exclusive experience of having the ability to make a concoction of their choice, registered, and personalized to their name. Mehlora strives to bring back old school love, which is deep and intimate and lost in this digital world, allowing our customers to feel wanted. We want the consumers to feel elevated and confident when using and experiencing our product.

FUTURE TRENDS

The fragrance industry often follows the mega-trends of the food industry. The increase in travel access across the globe by gen-z and millenials have increased the adaptation to regional and adventurous flavors. Private-blend fragrances are in high demand, consumers want exclusive ingredients and florals in their concoctions such as oud wood, spicy notes of cardamom, pink pepper, and others. Consumers enjoy the unique concoctions crafted by experts that have been designed for royalty that include an assortment of natural, luxurious, and clean ingredients.

The consumers now demand more than just a pleasant smell from scents and fragrances. Hence, how functional fragrances help to enhance moods and lifts their mood as they spritz. The fragrance industry now dives deep into the immersive experiences that come with the scent. The mega-trend of clean products and sustainable products in the industry have a significant impact on the experience of the consumer. One of the latest trends among fragrances is the non-binary aesthetic featuring notes that consumers want to enjoy along with the options of the occasional returns and refills.



GOALS & OBJECTIVES



The fragrance brand has several different goals and objectives when it comes to the brand's future growth. The brand's goals consist of successfully expanding the brand into the Western European market, successfully positioning the brand as a luxury fragrance house, and building a strong and loyal customer base around the world. We developed a list of objectives to achieve our goals of expansion.

We plan to expand into Europe by first opening a store in Paris, France. The reason we decided on the city of Paris was because France was the country in Europe with the highest revenue for the prestige fragrance market. After analyzing the data, we concluded that the first flagship store would be most successful in this city. We also plan on growing the social media presence and marketing to continue growing the consumer base through different distribution channels. We plan on focusing the marketing on the culture and heritage of India and the natural ingredients in our luxurious products. We also plan on experiencing a compound growth rate of 10% and gain 5% of market share in the prestige fragrance industry in Europe.

Mehlora's brand strategy is to promote luxury fragrances that are exclusive and eccentric to the consumer. The luxury fragrances are unique and customized by and for each consumer. The fragrances will carry personal benefits for each consumer through their customized concoction of natural and luxury ingredients. The brand expects to open their first flagship store in Paris, France where the consumer can immerse themselves in a true luxurious experience in designing their own custom scent with distinct natural ingredients sourced from India.

The stores and the employees will create an experiential environment where the consumer will understand the brand heritage, inspiration, and true luxury through the products. Along with the flagship store, the brand will open its e-commerce store in order to be able to reach a wider audience in the European and global market. The brand will emphasize growing its social media and marketing presence and overall brand awareness through different channels and focus on portraying the brand's story and culture through its posts.

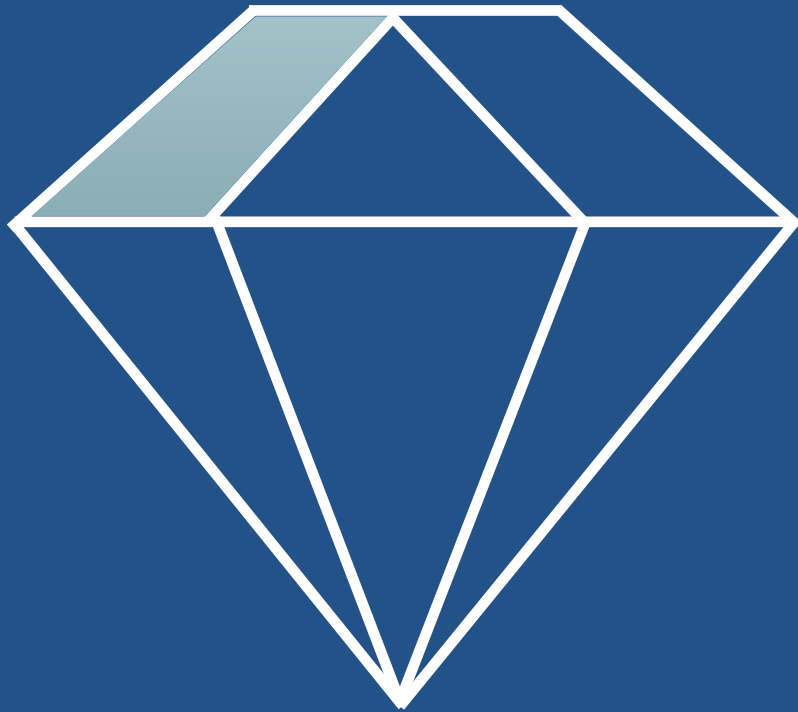


UNIQUE SELLING PROPOSITION

Melhora is an authentically Indian proposition that carries the embodiment of Indian traditions and rituals in fragrance making, built on years of iterations to develop perfectly brewed blends of natural, precious and distinct Indian extracts. At the core of Melhora's proposition is a niche offering that appeals to consumers with an appreciation for artisanal scents, developed through years of mastery in curating richly brewed Indian fragrances. Delicate florals, rich oils, and herbs are intricately woven by Indian alchemists to create uniquely captivating notes entombed in signature bottles that pay homage to Indian artisanship further enriching Melhora's product experience. Our limited edition offering combines rare Indian extracts with excellence in creation to truly distinguish the Melhora fragrance expert looking to elevate their individuality and distinction. Melhora's flagship store in Marais, Paris is a hidden gem with a fragrance bar designed and positioned to deliver enchanting cultural and sensorial exploration for the discerning fragrance seeker who values intimate, immersive and precious fragrance experiences and services.



PURPOSE



Mehlorā's purpose is to entrench our authentically Indian proposition for the culturally attuned European consumer that identifies with celebrating the rich heritage of India in the modern era, and connects with the essence of "indulging in the preservation". Our brand purpose pillars are built on

ARTISTIC EXPRESSION

A commitment to elevating the fragrance experience by capturing the essence of rich cultural elements in Indian fragrance making and artisanship in design (iconic fragrance bottles) while enhancing the intrinsic value for the consumer. Furthermore, the essence of artistic expression and preservation is translated through the personalization of our limited edition fragrance bottles with cultural etchings of calligraphy, a symbolic icon of traditional Indian artistry.

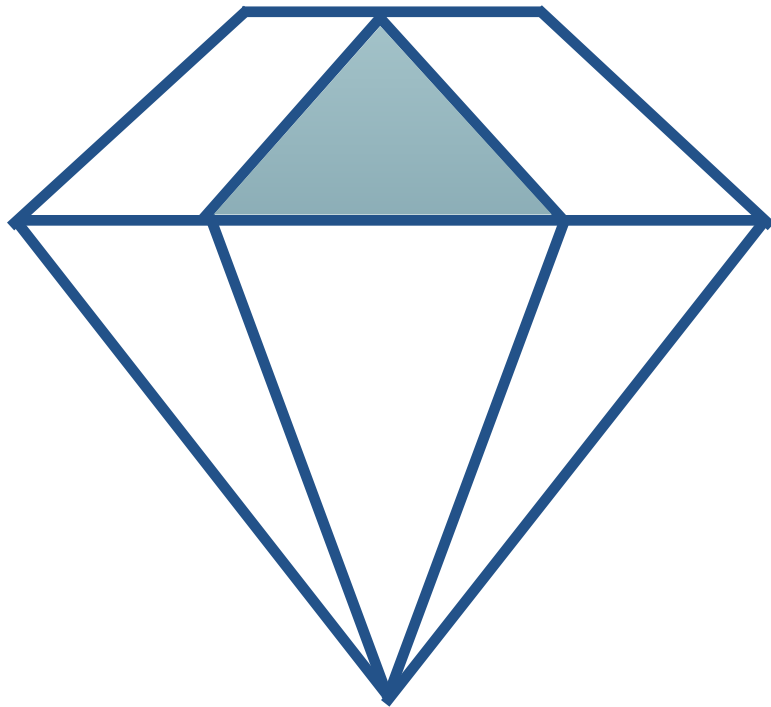
PURSUIT OF EXCELLENCE

The promise of consistently delivering superior Indian fragrances curated through excellently mastered traditional processes, unique to India. Through years of experience in natural fragrance making and refined iterations of juices and scents, Mehlorā's expert alchemists meticulously pursue the curation of the ultimate concoction for our discerning fragrance-seeker.

PURSUIT OF UNIQUENESS

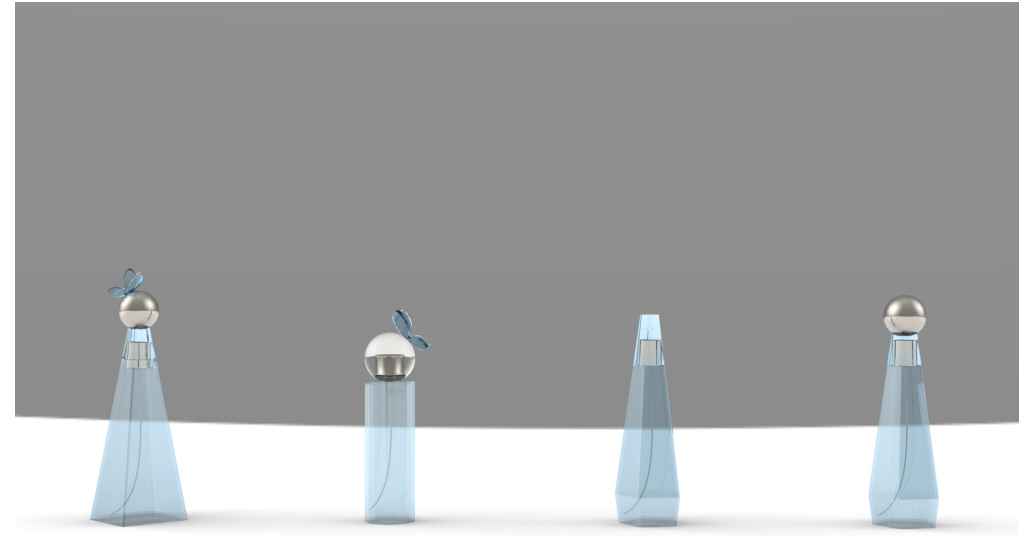
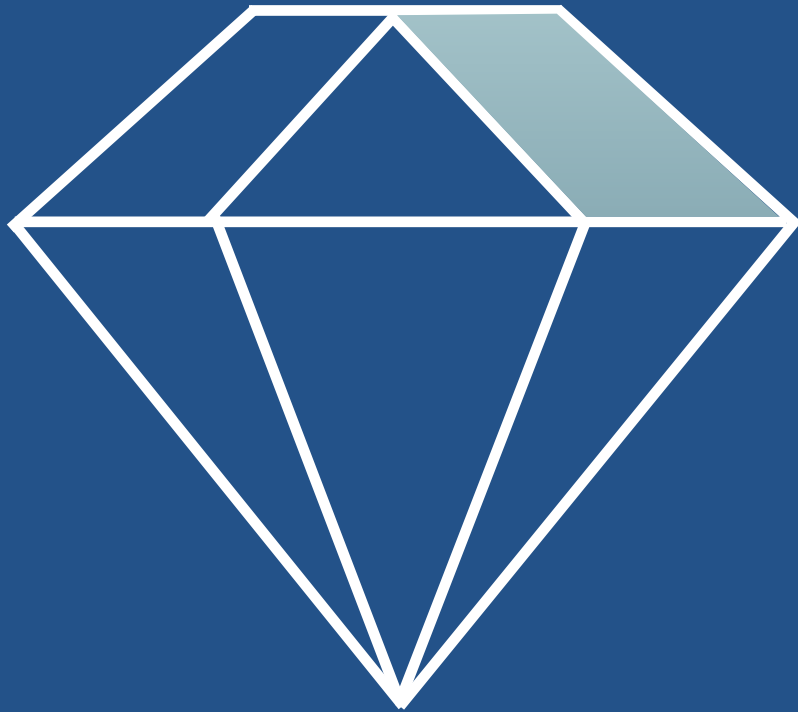
A devotion to creating timeless, distinct and indulgent natural fragrances buried in authentically Indian tradition, while continuously innovating on niche offerings that establish Mehlorā as the cultural authority on artisanal Indian fragrances.

PRODUCT



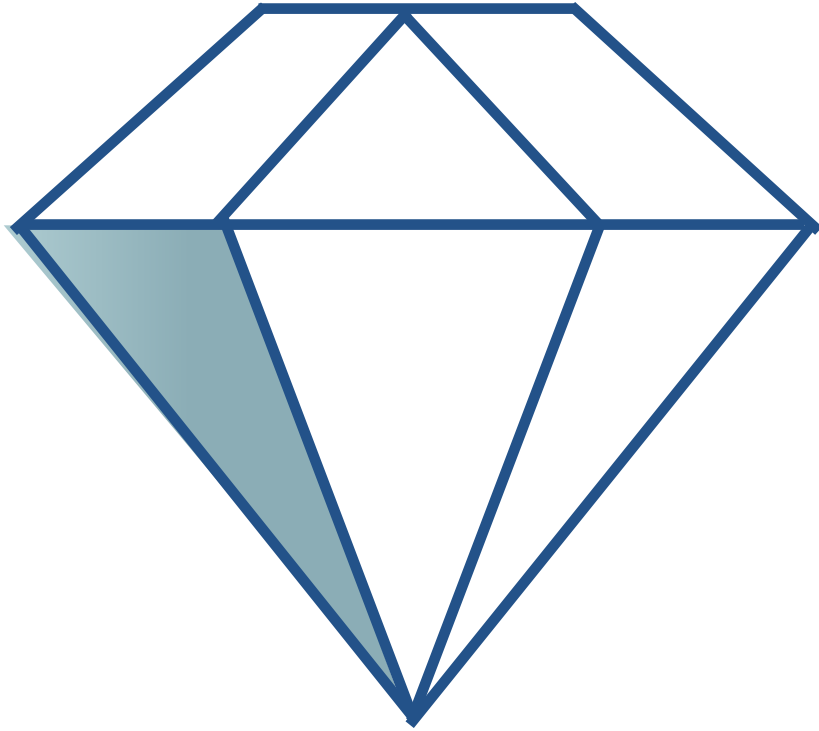
Mehlora's exquisite fragrance bottle is designed to be truly breathtaking. The bottle is made of blue crystal and real silver - 99.9%. The bottle is minimalistic and can be purchased in two different shapes; the consumer can choose from a pyramid shape and rectangular shape. Both bottles can be purchased with the unique Mehlora blue crystal butterfly on the cap. The bottles are available in 100mL and 250mL. The bottles can be personalized with the consumer initials.

PRICE



The exclusivity of Mehloria allows “premium” pricing for our range of products and services, placing us strategically with our luxury fragrance competitors. Our brand aims to create an iconic assortment of products with personalization available for loyal customers. We are committed to building our brand for the fragrance connoisseurs’ first choice focusing on high quality and controlled quantities as each scent is prepared by fragrance experts with exquisite ingredients. The combination of each of them includes some rare ingredients, which will be the deciding factor for our pricing strategy ranging from \$400 up to \$1,500.

PLACEMENT



PARIS, FRANCE

Mehlora's fragrance boutique will be located in Marais, located in Central Paris and a minute away from Notre Dame. The street hosts many of the best luxury boutiques and stores in the industry. Our Paris boutique is a hidden gem in the Paris streets, a location consumers look for when they're visiting the city and seek to stumble upon our store. We aim to create an immersive ambiance for connoisseurs to splurge in adorned with marble flooring and true Indian elements. The Mehlora fragrance bar is designed for the consumers to interact with the Naso and enjoy an immersive experience of learning about the exotic natural ingredients used in the fragrances while sipping on Don Pérignon champagne. We aim to provide a compelling exotic experience and only the best for our natural fragrance lovers.

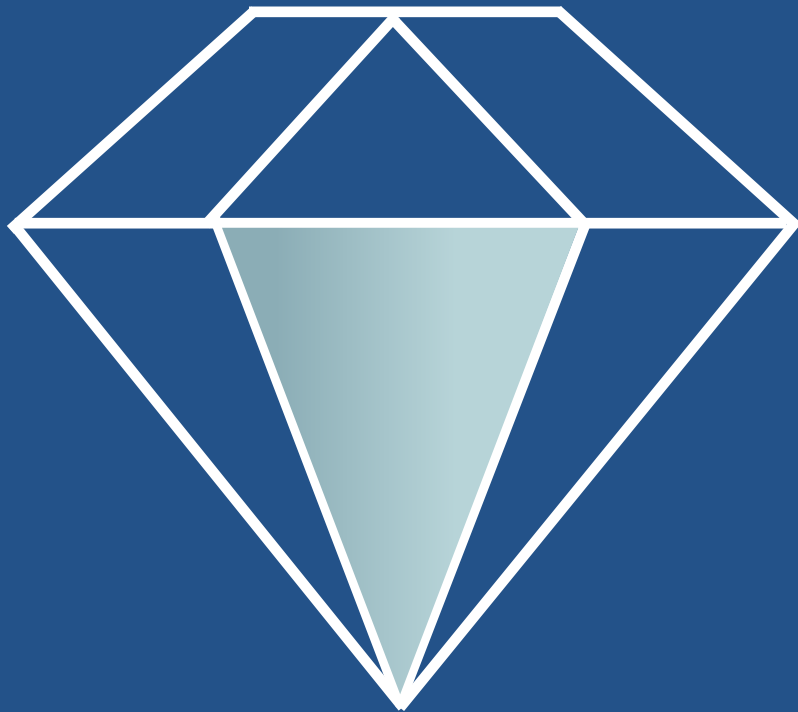
FRAGRANCE
BAR

INDIAN
ELEMENTS

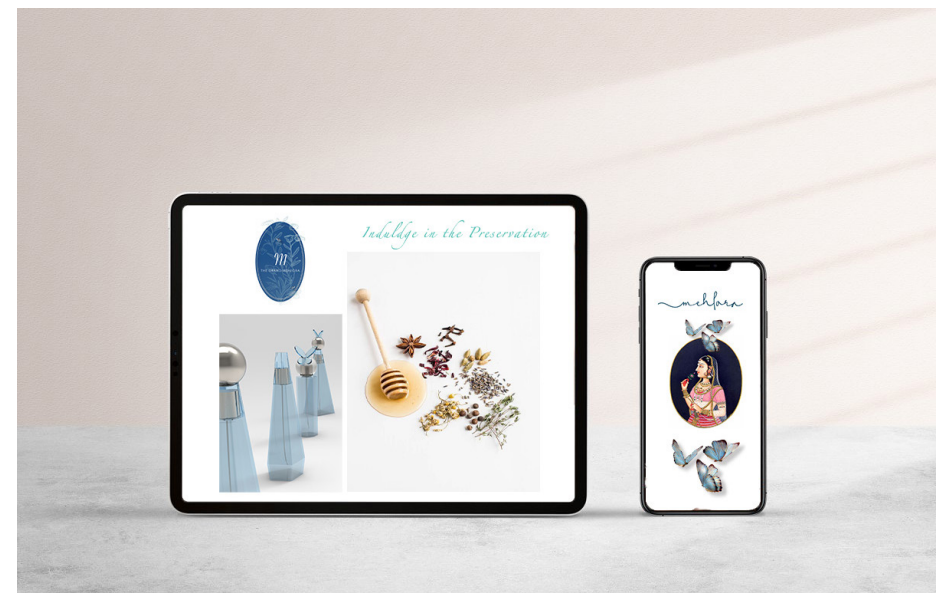
MARBLE
FLOORING



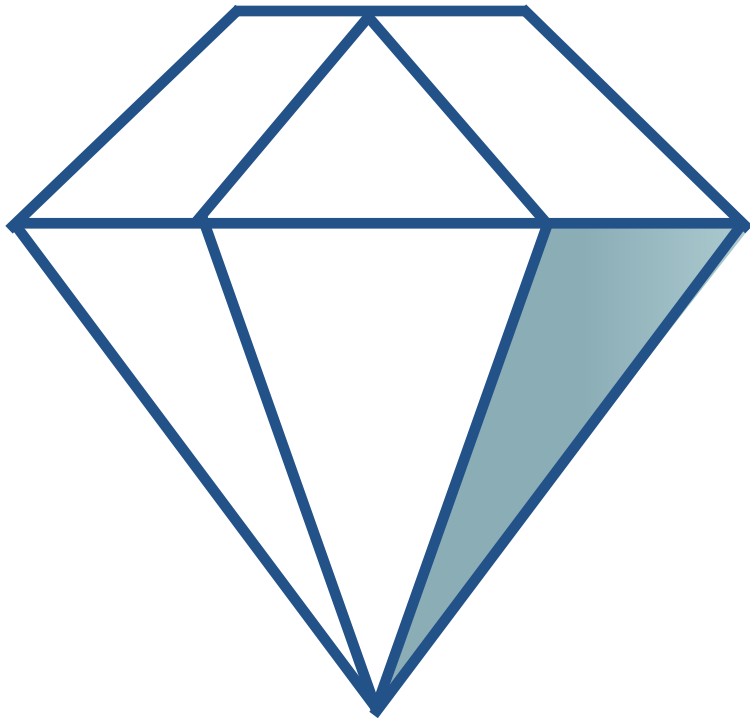
PROMOTION



Mehlora will focus on showcasing the true luxury and excellence of the fragrances and inform the consumer of the benefits and uniqueness of the product. The brand will focus on hyper-realism ads by exhibiting the rich colors and natural ingredients of India. The brand will integrate a mix of traditional and new media and anchor their marketing on heritage and reference the time period and love story of Mumtaz Mahal. The brand will carry a dominant relationship with consumers and allow the consumers to seek the brand its unique fragrances. The fragrance house will also hone in on its Indian heritage and origins and ultimately be an ethnocentric brand through its campaigns. For our promotional plan, we plan on using social media like Instagram and podcasts, print marketing through connoisseur magazines, and digital marketing like their website as a story-telling tool to explain the brand heritage and unique story.



PEOPLE



The people associated with Mehloria ultimately make the brand, reflecting the brand's true values and beliefs.

INSIDE THE ORGANIZATION

The Naso - The Naso is the perfumer or expert that focuses on working with the consumer and understanding their olfactory preferences to selecting from our wide range of uniquely concocted perfumes and compositions in our brick-and-mortar stores.

MEHLORA EMPLOYEES

The employees at Mehloria are considered the true brand ambassadors that help us grow and project our brand mission and identity through our customer service and in-store experience. The employees are considered stakeholders in the company and are ultimately invested in the company and its current and future success.

Outside the Organisation

INDUSTRY CONNOISSEURS

Chandler Burr is a journalist, author, and curator of olfactory art. Burr conducts a series of perfume dinners around the world.

Michael Edwards is a fragrance aficionado and is known as the man with a million-dollar nose. The London Observer described Edwards as the world's leading writer on the subject and Vogue labeled him "The Authority"

AUTHENTIC PERSONALITIES

Shah Jahan, the King, wanted only the best for his lady love and would often use flowers and fragrances to woo his queen, Mumtaz.

FRAGRANCE LOVERS

Our core consumer is the individual who shares our love to create and enjoy custom fragrances crafted and designed with exclusive and exquisite ingredients.



