The Future of Marketing Fall 2025



Brand RECLASSIFIED

SMB: Fragrance & Lifestyle

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Introduction



Founded in 2013 in Shanghai,

RECLASSIFIED is a Chinese niche fragrance brand that blends **Eastern philosophy with contemporary design**. The brand name itself means “to redefine”, reflecting its belief in living beyond labels and constantly exploring new forms of beauty.

RECLASSIFIED celebrates scent as both an art and a way of life. Through its perfumes, candles, and home fragrances, the brand aims to **evoke emotional resonance** and **inspire reflection on life’s aesthetics**.

While RECLASSIFIED is recognized for its elegant visuals and poetic storytelling, it still faces **the challenge of translating this artistic vision into broader public awareness and interactive experiences** that can truly bring its philosophy to life.



Its boutique stores in major Chinese cities create calm, museum-like spaces where visitors can pause and reconnect with their senses.

Overview

Context

Although RECLASSIFIED holds a refined artistic vision and strong design identity, its market visibility remains limited compared to emerging domestic fragrance brands. Despite being acquired by CITIC Capital through an LBO in 2021 and generating an estimated $13.9M in annual revenue (PitchBook, 2024), the brand's awareness growth has not matched its business potential.



Social Media Presence

On Xiaohongshu, RECLASSIFIED has 26K followers and 93K total interactions, while competitors like To Summer (观夏) reach 225.8K followers with significantly higher engagement.

This contrast highlights RECLASSIFIED's limited digital reach despite its strong artistic identity.



Problem Summary



Low Brand Awareness

Despite its artistic positioning, *RECLASSIFIED* remains lesser known among fragrance consumers compared to local leaders like *To Summer*.

Few Immersive Experience

The brand offers limited opportunities for audiences to physically engage or connect through sensory storytelling.

Abstract Brand Narrative

The idea of "redefining life through scent" is poetic but difficult for consumers to grasp or emotionally connect with.

Lack of Emotional Resonance

Younger audiences find the brand elegant yet distant, with limited moments that transform passive interest into active engagement.

These challenges reveal a disconnect between brand philosophy and audience reality—an insight that shapes our target persona.



Lina Zhang

Female, 28 years old | Lifestyle Editor | Shanghai

Lina works in a creative industry and lives in a city full of art exhibitions, cafés, and cultural events. She often looks for experiences that inspire her senses and emotions. For her, scent is a form of storytelling and self-expression. She loves discovering brands that connect aesthetics, culture, and feeling.

Mindset & Motivations

- Believes scent can express emotion and identity
- Enjoys immersive experiences that stimulate multiple senses
- Seeks authenticity and artistry in the brands she engages with
- Likes brands that create emotional connections rather than just sell products

Pain Points

- Local fragrance brands feel distant and difficult to remember
- Rarely finds opportunities to experience scents in engaging ways
- Has heard of RECLASSIFIED but does not yet understand its philosophy or unique story



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How She Engages

- Spends time on Xiaohongshu and Instagram to explore art, mood, and lifestyle content
- Discovers new brands through pop-ups, exhibitions, and friend recommendations
- Often shares visual and emotional experiences online when something moves her

Mindset Quote

"A fragrance should tell a story, not just smell good. I want to feel something when I wear it."



Before-Solution Customer Journey

Discovery

- Sees a few beautiful fragrance brands online, but rarely Chinese ones.
- Finds RECLASSIFIED on Xiaohongshu or Douyin, but only through static visuals.
- *Low visibility & unclear storytelling*

Exploration

- Visits the website or store page, attracted by elegant visuals.
- Finds poetic copy but little sensory or emotional stimulation.
- *No immersive or interactive experience*

Decision

- Hesitates to buy because the scent can't be tested online.
- Feels uncertain about product differentiation.
- *Lack of product trial & education*

Post-Purchase

- Uses product privately; no social sharing or brand interaction.
- No incentive to revisit or engage further.
- *Weak community & emotional recall*

LE LABO

Overview

Le Labo is a New York–based niche fragrance brand known for its craftsmanship and sensory storytelling. It builds awareness through personalized, multi-sensory retail experiences rather than traditional advertising.

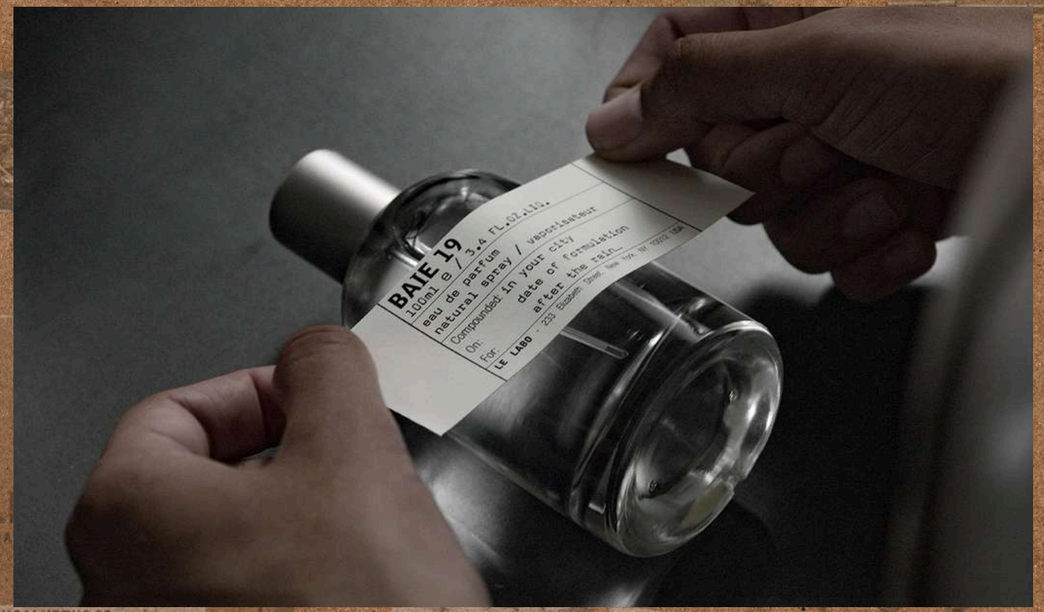




LE LABO

Experiential Strategy

Each store is designed as an **open "scent lab"**, where visitors can watch the blending process and **personalize** their own labels. This approach emphasizes authenticity and mindful storytelling, **transforming each purchase into a tactile and emotionally memorable experience.**



Impact

According to Estée Lauder's FY2024 report, Le Labo achieved **strong double-digit growth** in Asia-Pacific, driven by its **classic lines** and **city-exclusive scents**. The brand's performance reflects growing consumer demand for **experiential luxury** and **localized storytelling**. Its Kyoto flagship lab-store further deepens this strategy, blending fragrance with **immersive experience** to reinforce **emotional connection** and **brand loyalty**.

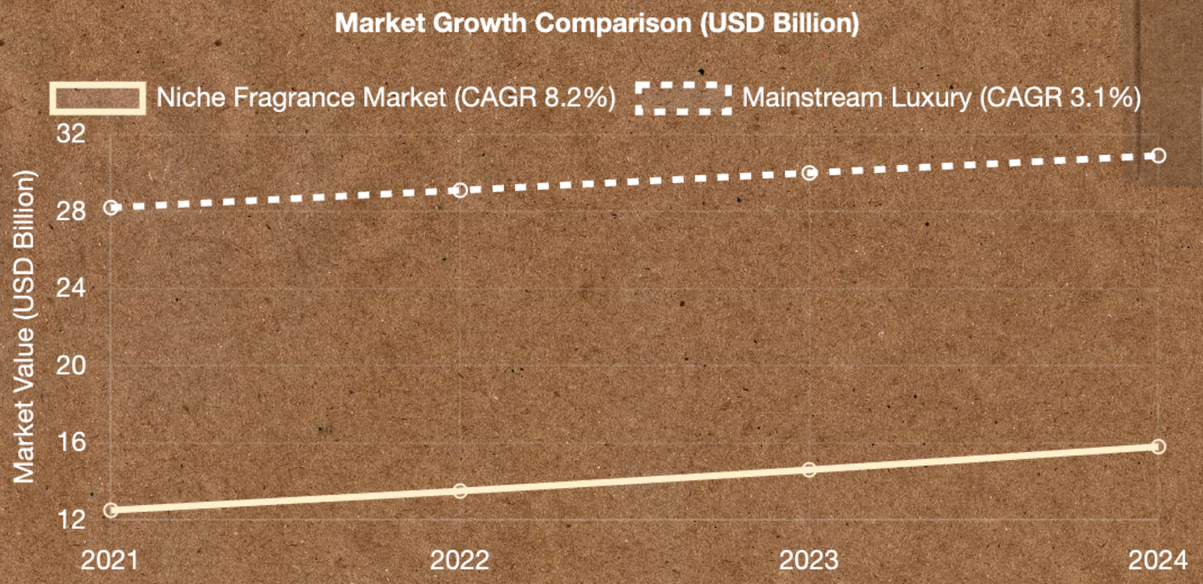
Insights

The key takeaway is a shift from transactional retail to **participatory creation**. By **blending personalization** with **sensory storytelling**, RECLASSIFIED can deepen **emotional resonance**, inspire organic sharing, and cultivate long-term engagement. This foundation supports **scalable experiential formats** powered by AI and XR, strengthening emotional connection and modernizing the brand's identity.

International Expansion Performance

SmartBuy Alibaba (2025)'s sales data on Le Labo demonstrates how experiential retail can translate into **measurable business growth**. After launching **international digital programs** across multiple regions, the brand achieved a continuous increment in market growth since 2021.





Source: Le Labo Best Sellers 2025: Santal 33 Dominates with 31.7% Sales Share (SmartBuy Alibaba, 2025)

Insights

Le Labo's global gains show that meaningful experiences scale only when supported by regional marketing, local storytelling, and consistent communication across markets. Growth depends on **emotional depth** combined with a clear **distribution strategy**, a direction that RECLASSIFIED can follow as it moves beyond niche recognition.

Solution 1.1
AI × Personalized Scent Experience

Concept

Inspired by Le Labo's craftsmanship, RECLASSIFIED introduces an **AI-powered scent system** that makes **fragrance discovery** emotional and interactive. A short mood quiz generates a personal "**Mood Scent Profile**," which perfumers recreate in real time, blending technology with human touch.

Experience

The experience bridges **technology and emotion**. Guests receive a printed **"My Mood Scent" label** and a shareable digital profile, allowing them to extend the story beyond the store through social media using **#MyScentProfile**. By merging rational intelligence with sensory artistry, RECLASSIFIED invites visitors to **co-create their scent stories** and feel part of the brand's creative process.



Impact

This initiative redefines RECLASSIFIED's image from **poetic yet distant to emotionally accessible** and **participatory**. It appeals to younger consumers who seek personalization, innovation, and meaningful connection, positioning the brand as a pioneer of intelligent and experiential perfumery in China's niche fragrance market.

Solution 1.2
XR Pop-up: The Philosophy of Scent

Concept

RECLASSIFIED reimagines its poetic philosophy through **The Philosophy of Scent,** an **XR pop-up exhibition** that turns abstract ideas into shared emotion. The project bridges **art, fragrance, and technology** to invite collective reflection rather than individual customization.

Experience

Visitors journey through four XR rooms: **Time, Mind, Breath, and Silence**, where scent, light, and sound intertwine to evoke sensory connection. At the center, a living "**Scent Archive Wall**" gathers reflections from each guest, transforming the exhibition into an evolving record of emotion that travels across cities.



Impact

The XR pop-up transforms RECLASSIFIED's philosophy into a **modern, shareable cultural experience**. It strengthens the brand's **artistic identity** while expanding its reach, connecting fragrance with **technology, emotion, and collective memory**. Through this balance of depth and visibility, RECLASSIFIED positions itself as a leader in immersive, experience-driven storytelling.

SHIRO

Overview

SHIRO was founded in 1989 in Hokkaido, rooted in local ingredients like shiso, sake kasu, and kombu. It grew from a regional product maker into a minimalist skincare and fragrance brand known for clean formulations and nature-driven design. Guided by craftsmanship and transparency, SHIRO focuses on simple, sensory experiences that “enhance everyday life through natural fragrance,” forming a quiet yet distinct cultural identity.





SHIRO

Brand Expansion

- 22 domestic stores as of 2018
- First overseas store in London (2016)
- New York store opened in 2018
- International e-commerce launched in Taiwan and US in 2020

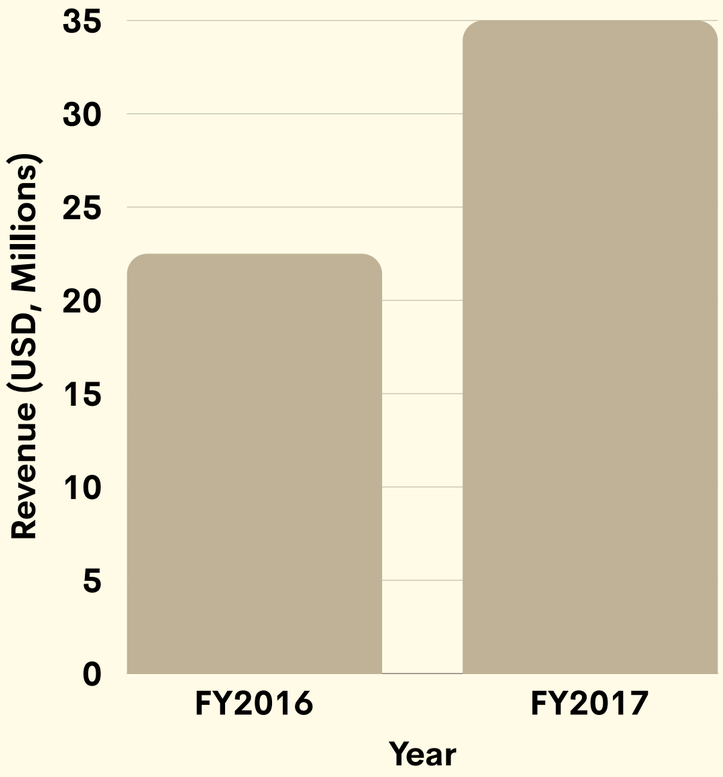
Source: *Fashion Headline Japan (2019)*

Market Opportunity

Japan's fragrance market reached US$1.86B in 2024, providing substantial room for niche fragrance brands.

Source: *Expert Market Research (2024)*

Early Financial Momentum



Data Source: BeautyTech Japan (2019)

SHIRO





Minnano-Sunagawa-Factory (みんなの工場), Sunagawa, Hokkaido – central hub for actual brand experiences:

- **Blender Lab** – Guided, hands-on fragrance blending for visitors.
- **Workshops** – Scent-making sessions for both children and adults, introducing SHIRO's product-making process.
- **Factory Tour** – Open, transparent production space where guests observe real-time crafting.
- **SHIRO Café** – Themed drinks and desserts extending the brand's sensory experience (also expanded to Tokyo).

This factory in Sunagawa was designed as a **community space** to bring people together and support the town's **future**, offering **hands-on, real-time experiences** that can only be had at this unique location.

Sources: *Fashion Headline Japan (2019); BeautyTech Japan (2018); Civic Pride Interview (2024); AIRDO Travel Article (2024)*

SHIRO

Temporary Popups Across Japan

SHIRO hosts pop-up stores periodically in different cities nationwide, offering limited items and special experiences to local fans.

PASSTO × SHIRO Pop-Up (Shibuya PARCO)

Limited Releases

- “Zero White Fig” fragrance oil, hand cream, diffuser
- New “Zero Musk Savon” fragrance (fabric-safe version included)

Special Features

- Store-exclusive and archive items
- Highlights SHIRO’s sustainable craft values

Source: *PR Times (2024)*



SHIRO



Artist Collaboration

SHIRO periodically invites artists to collaborate based on shared vision and message. These collaborations use materials, scents, memories, and regional identity to tell stories beyond the product.

Past collaboration with different types of artists and products.

- Vol.1 – Aiko Yamamoto (Plant dye artist), Hand-dyed tote bags
- Vol.2 – Haruna Shinagawa (Painter), Tote bags & gift boxes
- Vol.3 – Yurika Kinoshita (Mixed media), Bags using unused nail color samples

Results

Stimulate hidden emotions and memories behind the product.

Sources: Shiro Artist Collaboration, 『Artist Collaboration』 SHIRO × Aiko Yamamoto Haruna Shinagawa, Yurika Kinoshita

Solution 2.1
RECLASSIFIED “Immersive Scent Hub”

Concept

Lagship hub integrating a brand-themed café, hands-on workshops led by local artists, and factory tours.



Expected Outcome

- Combines artist collaboration, workshops, and fragrance exploration in a single, immersive experience.
- Encourages hands-on participation, cultural engagement, and the creation of limited-edition products.
- Positions the hub as a cultural destination, not just a retail space.

Solution 2.1
RECLASSIFIED “Immersive Scent Hub”



RECLASSIFIED Café + Limited Merchandise

This café experience extends the **scent narrative** through **seasonal drinks** and **desserts** inspired by RECLASSIFIED fragrances.

Exclusive merchandise (such as mugs, plates, and coasters) is available only at the hub, creating a sense of **rarity** and **collectability**.

Limited-time menus and locally sourced ingredients invite repeat visits and encourage social sharing, turning the café into a warm entry point to the brand’s **sensory world**.



Solution 2.1
RECLASSIFIED “Immersive Scent Hub”

Artist Collaboration & Creative Workshops

- Collaborate with ceramicists, illustrators, designers, musicians, poets, and other local artists who align with RECLASSIFIED’s **aesthetic** and **themes**.
- **Artist-led workshops** allow visitors to explore fragrances through hands-on creation and cultural storytelling.

Co-Creation Activities

- **Scent-inspired artwork** created during guided sessions.
- **Custom label** and **packaging** design with illustrators or calligraphers.
- **Limited-edition** collaborative pieces, such as ceramic holders, prints, or notebooks.



Solution 2.1
RECLASSIFIED “Immersive Scent Hub”

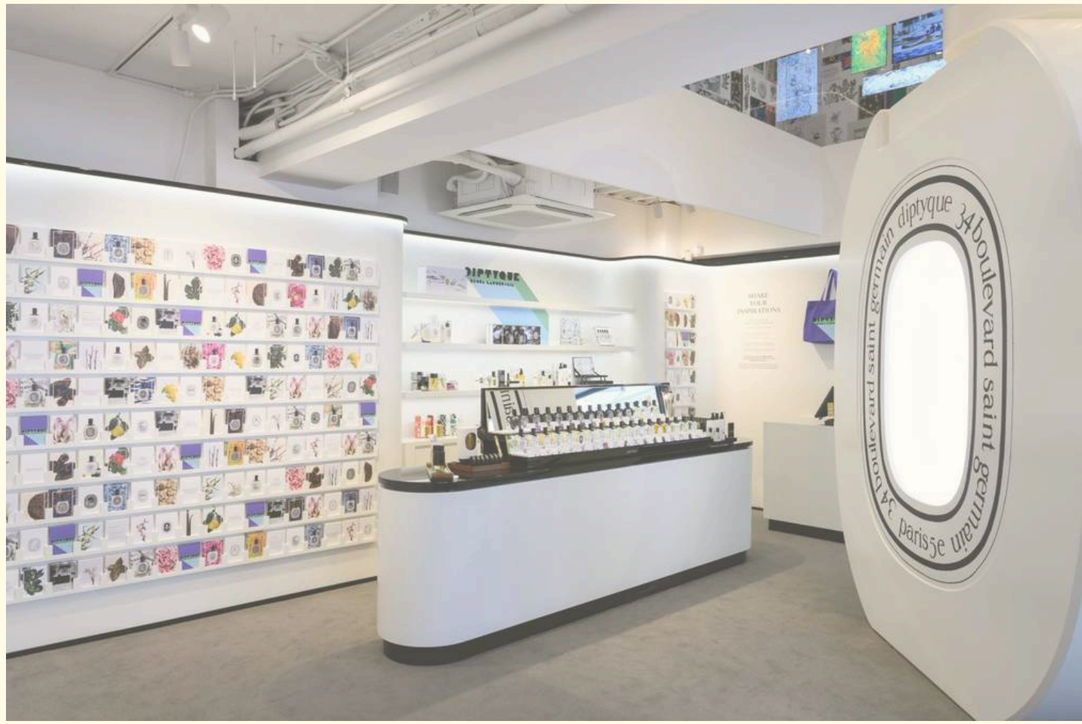
Brand Story & Interactive Hub Tour

- Visitors explore RECLASSIFIED’s **philosophy, craftsmanship, and fragrance-making** through a guided walk inside the hub’s mini production space.
- Staff demonstrate **ingredient selection, scent blending, and key design decisions** to reveal how each fragrance takes shape.
- The tour blends **education** with participation, allowing guests to interact with materials, observe real production, and connect the brand’s story with **tangible craft**.
- This immersive setup deepens **emotional engagement** and builds understanding of RECLASSIFIED’s **creative process**.



Solution2.2:
Traveling Pop-Ups & Limited Releases

- **Generate buzz** through limited-time pop-ups in major urban centers, attracting audiences who may not visit the flagship hub.
- **Reinforce exclusivity** with limited-edition items such as fragrance journals, incense holders, and scent-inspired art.
- **Deepen community connection** by collaborating with local creators on "location-specific" products inspired by each city's culture and materials.
- **Expand brand visibility** and **strengthen fan engagement** through highly curated, temporary experiences.



Solution2.2:
Traveling Pop-Ups & Limited Releases

Expected Outcomes

Brand Reach & Awareness

- Introduces RECLASSIFIED to new urban audiences
- Generates buzz through limited-time releases and social sharing

Exclusivity & Local Connection

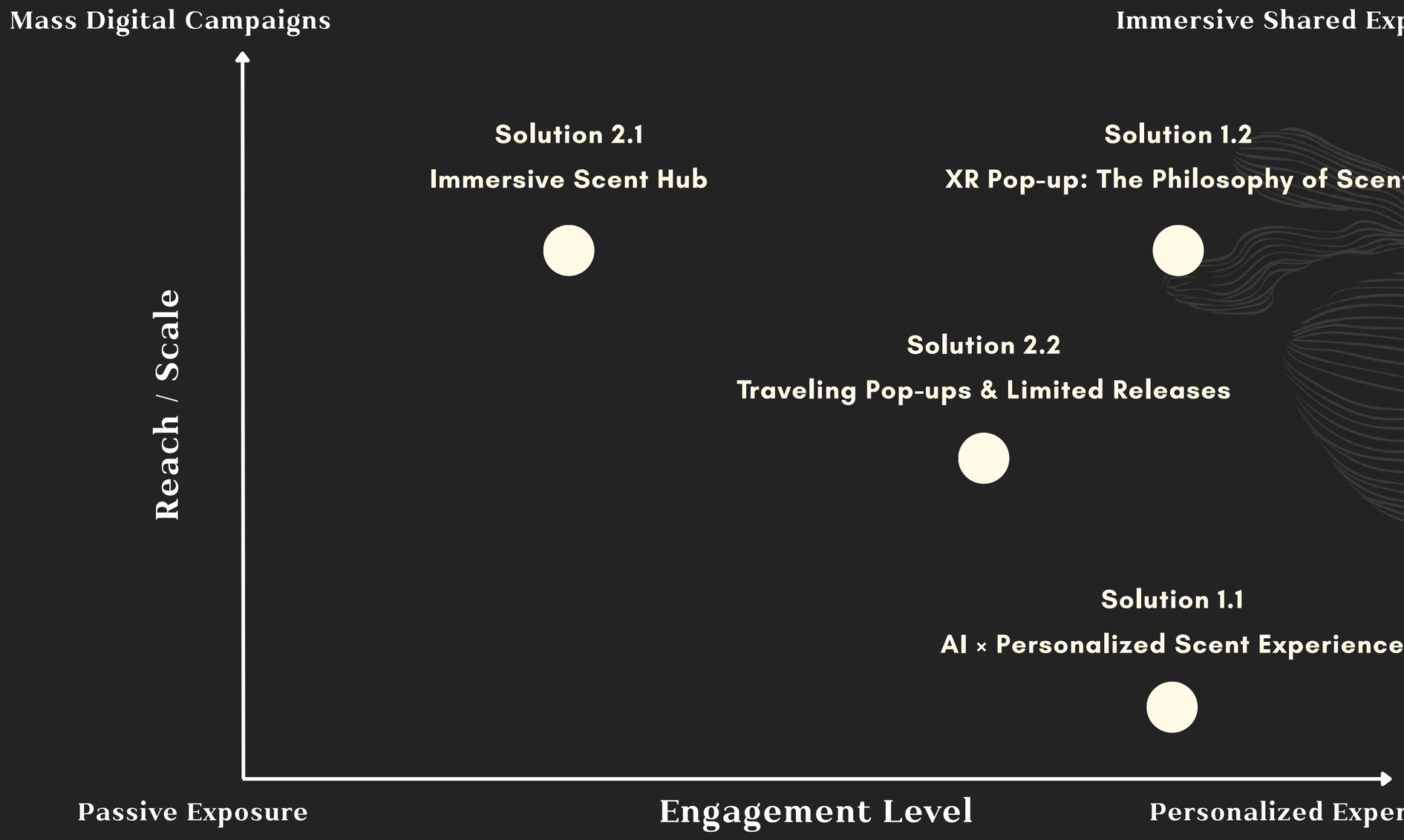
- Drives immediate purchase through scarcity and exclusive items
- Collaborates with local communities on location-inspired products

Community & Insight Growth

- Encourages collecting habits among fans
- Provides real-time feedback for future product and experience design



Experience Economy: Depth vs. Reach



After-Solution Customer Journey



	Awareness	Consideration	Purchase	Post-Purchase / Advocacy
User Mindset	"I'm seeing friends/creators talk about RECLASSIFIED's XR 'Philosophy of Scent' pop-up. It looks immersive and personalizable. I am curious to discover my Mood Scent Profile and capture a shareable moment."	"I get the brand's philosophy now, and my Mood Scent Profile feels on-point. I want to try how it actually smells on me and learn how it's made."	"I co-created a scent, so I'm confident in my purchase decision. Personalization and limited drops tempt me to commit now. I want my name on the label."	"I am proud of my custom scent. I'm sharing #MyScentProfile and AI video. I feel part of the community. I'll come back for workshops and pop-ups!"
Current Brand Interaction	Discovers via PR/creator posts. Visits XR pop-up with immersive rooms and leaves with an AI short-video souvenir; also encounters traveling pop-ups with exclusive/limited items and the #MyScentProfile hook.	Takes the Mood Scent Profile quiz online/in-store; joins artist-led workshop; guided mini-production tour at the Immersive Scent Hub connects story to tangible craft.	Real-time blending at event; picks up bottle with personalized label; on-site checkout at hub/pop-up; optional limited café merch or collab items add collectability.	Receives digital #MyScentProfile and posts AI-generated short video; invited to workshops/artist collabs; collects location-specific limited releases; returns to the hub for ongoing experiences.

Success Metrics

Metrics	Description	Target	Benchmark
Brand Awareness Lift	Measures increase in recognition and familiarity after the campaign.	+20% increase among target audience	LinkedIn Brand Lift average +18–25%
Event Reach	Total on-site and online audience for AI + XR experiences.	3,000+ in-person visitors, 1M+ online impressions	Experiential event average reach ≈ 800K–1.2M impressions
Engagement Rate	Measures interactive participation during AI mood quiz, scent personalization, and XR storytelling.	25% higher engagement than average pos	Industry average ≈ 5–6% engagement rate
UGC Growth	Tracks user-generated content (photos, videos, hashtags).	500+ tagged posts	Pop-up average ≈ 400–600 posts
Emotional Recall Index	Evaluates how well users remember the scent or emotion days after the event.	70% recall after 7 days	Experiential event average ≈ 60%
Community Participation Rate	Measures attendee interaction with others or group activities during event.	40% participants engaged in shared activities	Brand activation average ≈ 30–40%

Source: ChatGPT Prompt

Caveats

High Cost & Tech Barrier

AI and XR experiences require high upfront investment and technical expertise. Ensuring reliable performance across venues adds to cost and operational complexity.

Challenge in Maintain Long-Term Engagement

Immersive pop-ups attract attention but are hard to sustain. Without ongoing digital touchpoints, post-event excitement may quickly fade.

Experience Consistency

Maintaining consistent quality across cities is difficult. Differences in space design or staff training can dilute the brand experience.

Sustainability Risk

Too many offline activations may cause fatigue and resource waste. The brand must balance creativity with long-term environmental responsibility.

Recommendations

- Start with Pilot Cities: Test in Shanghai and Beijing before expansion.
- Build User Data: Use AI quiz and event sign-ups to develop CRM.
- Local Partnerships: Collaborate with artists and design schools for authenticity.
- Hybrid Extension: Turn offline events into online stories and UGC.
- Balanced Metrics: Mix reach data with emotional feedback.

Final Thoughts

RECLASSIFIED's journey to "redefine life through scent" is more than a marketing ambition; it is an artistic pursuit of emotion, culture, and connection. Through AI-powered personalization, XR storytelling, and collaborations with local artists, the brand transforms fragrance from a passive product into a participatory experience.This evolution allows RECLASSIFIED to move from "elegant but distant" to "emotional and accessible," bridging philosophy and modern sensibility. Ultimately, its success will depend on how authentically it continues to let people not only smell the fragrance but also feel the story behind it.

Thank You

