



THE ROW

FRAGRANCE BRAND EXTENSION

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PROJECT OVERVIEW

As part of LXMT 501: Business of Fashion and Luxury Brands, we were tasked with developing a brand extension for a luxury brand. Our team **chose to expand The Row into clean body fragrances**, building on its existing body care offerings to enable a seamless entry into the beauty category while maintaining the brand's quiet luxury identity and core values.

WHY BODY FRAGRANCES?

The Row currently offers a trio of gender-fluid, Fragrant Body Oils that are authentically hand-blended.

The 3 body oils depict notes of,

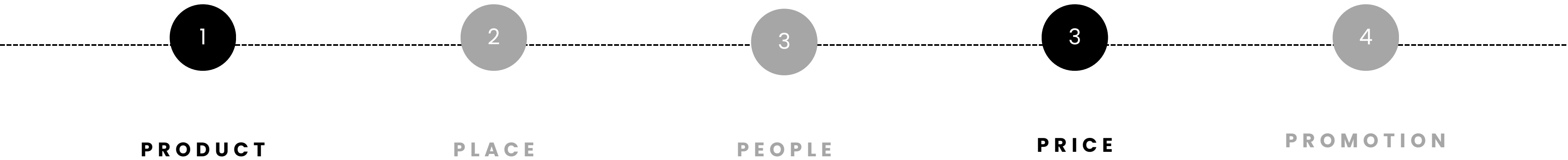
R – Tobacco leaves, burnt Esfand seeds, and Rose

O – Blue Water Lily, Olibanum, and Orris

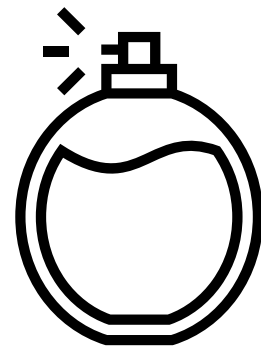
W – Amber, Champa, and Incense woods

- With the luxury market heading towards a clean and sustainable approach, we aim to launch a trio of clean, gender-fluid body fragrances that maintain the natural and artisanal focus of the brand.
- This extension would be in collaboration with L'Oeil du Vert, just as the Fragrant Body Oils.

5 P'S OF MARKETING



PRODUCT OVERVIEW AND PRICING STRATEGY



- The offering includes a trio of gender-fluid body fragrances by The Row, each crafted as a Parfum with 40% perfume oil and manufactured by L'Oeil du Vert.
- Made from natural extracts and produced in limited quantities of 1,000 bottles per scent, each fragrance is hand-crafted and available for individual purchase.



- The collection follows a high-end pricing strategy at \$395 for 1.7 oz per fragrance, positioned below the brand's body oils due to the lower oil concentration.
- Pricing remains consistent across all flagship stores with no markdowns, reinforcing exclusivity and brand integrity.

FRAGRANCE 1 - R



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AI

PARFUM

Category: Gender-Fluid Body Fragrance

Size and Pricing: 1.7 Oz for \$395

Key ingredient: Sandalwood

Complimentary Notes: Frankincense, Neroli, and Clary Sage

Other ingredients: Alcohol Denat., Parfum (Fragrance), Aqua (Water), Linalool, Limonene, Citronellol, Eugenol, Butyl Methoxydibenzoylmethane, Ethylhexyl Salicylate, Coumarin, Geraniol, Pentaerythrityl Tetra-Di-T-Butyl Hydroxyhydrocinnamate, Eugenol, Cinnamal, Citral, Benzyl Benzoate, Benzyl Alcohol, Farnesol, Citric Acid.

Formulated without: Parabens, Phthalates, Synthetic musks, Butylated Hydroxytoluene, Triclosan, Methoxycinnamate, Formaldehyde, and Formaldehyde-Releasing Agents.

FRAGRANCE 2 - O



Image generated by
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PARFUM

Category: Gender-Fluid Body Fragrance

Size and Pricing: 1.7 Oz for \$395

Key ingredient: Sandalwood

Complimentary Notes: Tobacco, Vanilla, and Cedarwood

Other ingredients: Alcohol Denat., Parfum (Fragrance), Aqua (Water), Linalool, Limonene, Citronellol, Eugenol, Butyl Methoxydibenzoylmethane, Ethylhexyl Salicylate, Coumarin, Geraniol, Pentaerythrityl Tetra-Di-T-Butyl Hydroxyhydrocinnamate, Eugenol, Cinnamal, Citral, Benzyl Benzoate, Benzyl Alcohol, Farnesol, Citric Acid.

Formulated without: Parabens, Phthalates, Synthetic musks, Butylated Hydroxytoluene, Triclosan, Methoxycinnamate, Formaldehyde, and Formaldehyde-Releasing Agents.

FRAGRANCE 3 - W



Image generated by
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PARFUM

Category: Gender-Fluid Body Fragrance

Size and Pricing: 1.7 Oz for \$395

Key ingredient: Sandalwood

Complimentary Notes: Vetiver, Black Pepper, and Tonka Bean

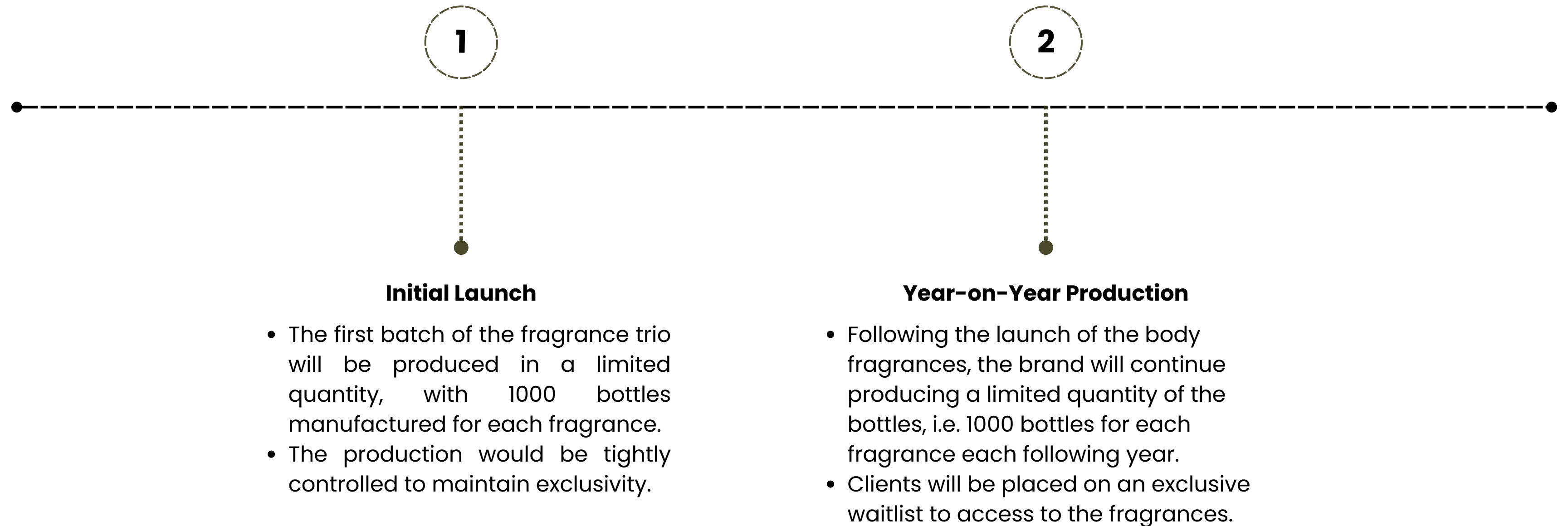
Other ingredients: Alcohol Denat., Parfum (Fragrance), Aqua (Water), Linalool, Limonene, Citronellol, Eugenol, Butyl Methoxydibenzoylmethane, Ethylhexyl Salicylate, Coumarin, Geraniol, Pentaerythrityl Tetra-Di-T-Butyl Hydroxyhydrocinnamate, Eugenol, Cinnamal, Citral, Benzyl Benzoate, Benzyl Alcohol, Farnesol, Citric Acid.

Formulated without: Parabens, Phthalates, Synthetic musks, Butylated Hydroxytoluene, Triclosan, Methoxycinnamate, Formaldehyde, and Formaldehyde-Releasing Agents.

PACKAGING



PRODUCTION STRATEGY



VALUE PROPOSITION



NATURAL EXTRACTS

- Naturally sourced raw materials from their land of origin.
- Ethical sourcing practices
- Prepared with artisanal distillation techniques.



HANDCRAFTED

- Each fragrance is carefully prepared by hand and is examined with thorough quality checks.



GENDER-INCLUSIVE

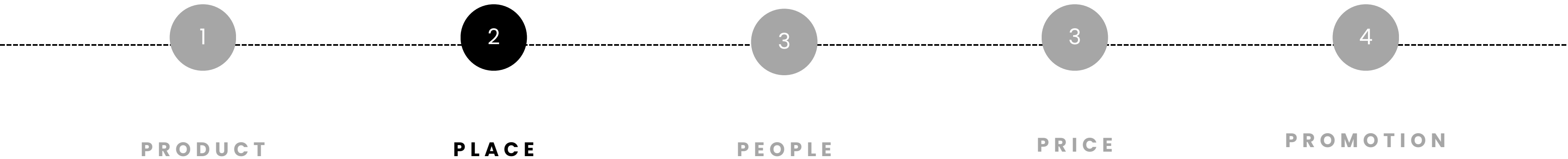
- The notes are carefully curated to create a balanced scent profile that resonates with diverse identities.



40% CONCENTRATE

- The Row's body fragrances offer high-end value with 40% perfume oil—double that of competitors like Le Labo.

5 P'S OF MARKETING



DISTRIBUTION

- The clean body fragrance collection will be exclusively available for purchase at the five flagship stores of The Row, reinforcing the brand's commitment to rarity and controlled distribution.
- While product details will be accessible online through therow.com, transactions will be limited to in-store purchases only.
- The collection will not be distributed through any third-party retailers or external channels, ensuring a highly curated and intimate retail experience aligned with the brand's quiet luxury positioning.





Image generated by AI

The inspiration for the merchandise is drawn from The Row's New York store.



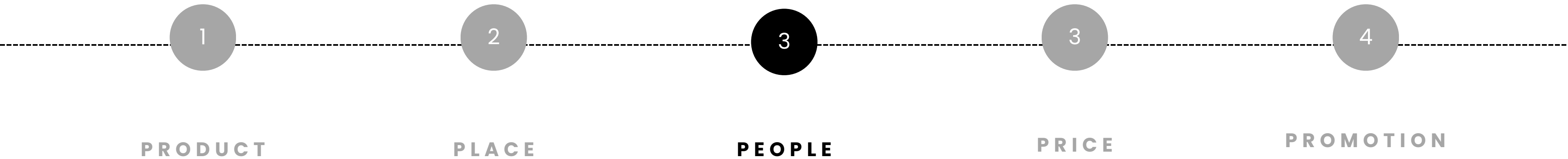
The fragrance trio placed in the recessed shelves on the wall

Black dropper bottles with ingredient extracts.

Blotting papers for the customers to test the ingredient extracts for a sensory experience.

IN-STORE PLACEMENT

5 P'S OF MARKETING

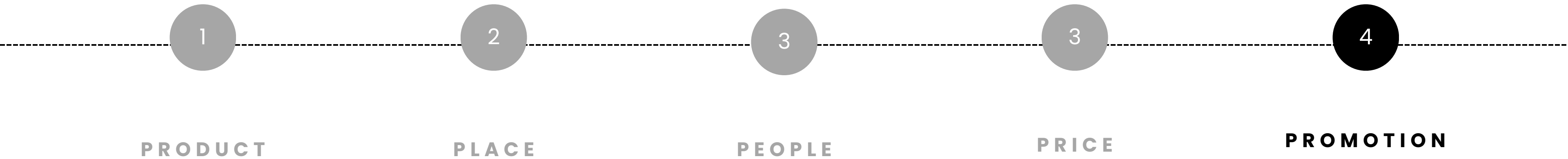


STAFF

- The in-store experience is supported by approximately two dedicated client advisors per location, ensuring a highly personalized and curated service for each customer.
- This is complemented by an efficient customer support network that delivers a seamless end-to-end experience.
- Both client advisors and support staff are trained with extensive product knowledge, enabling them to guide customers thoughtfully while reinforcing the brand's commitment to expertise and understated luxury.



5 P'S OF MARKETING

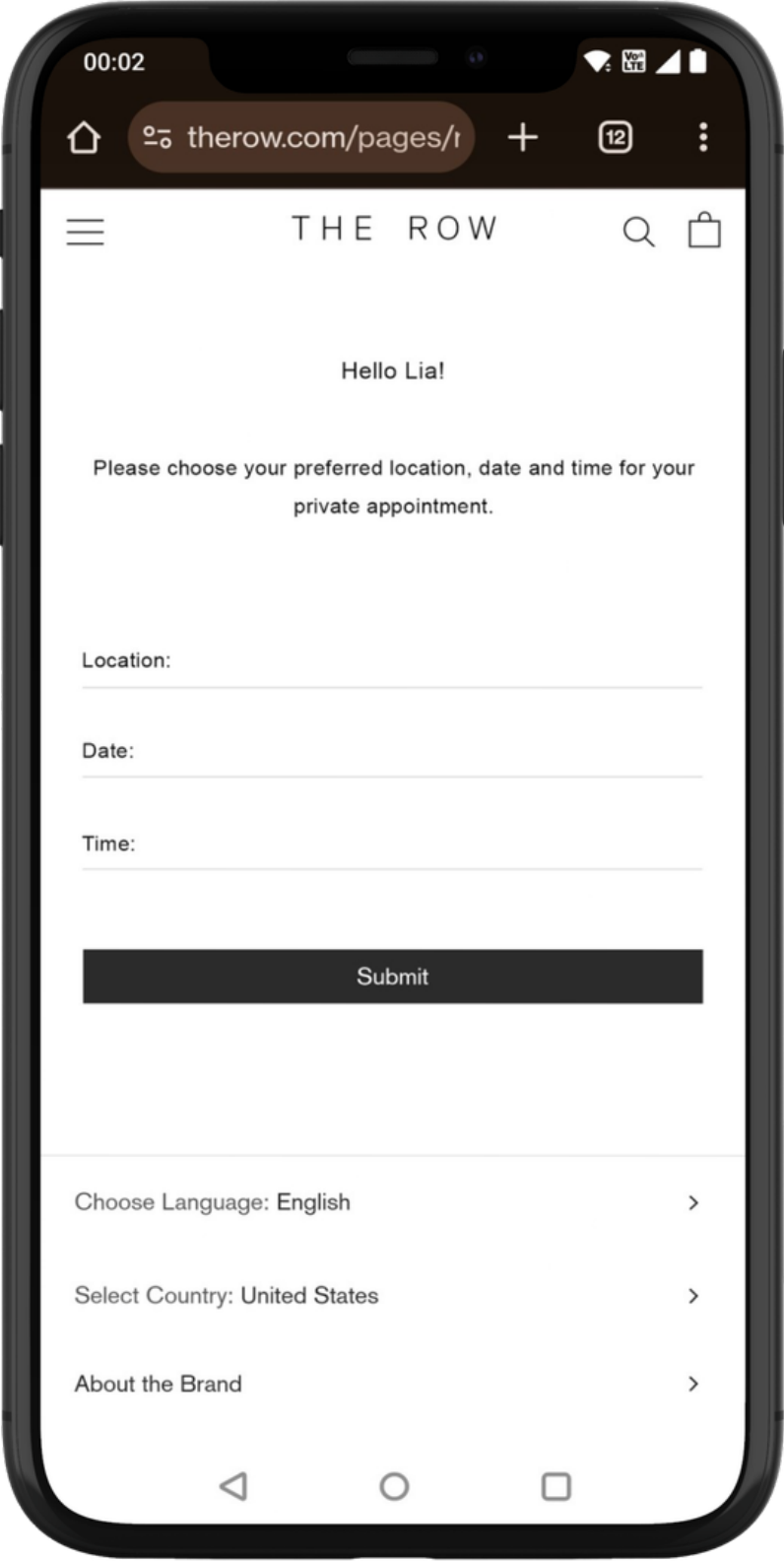


PROMOTION

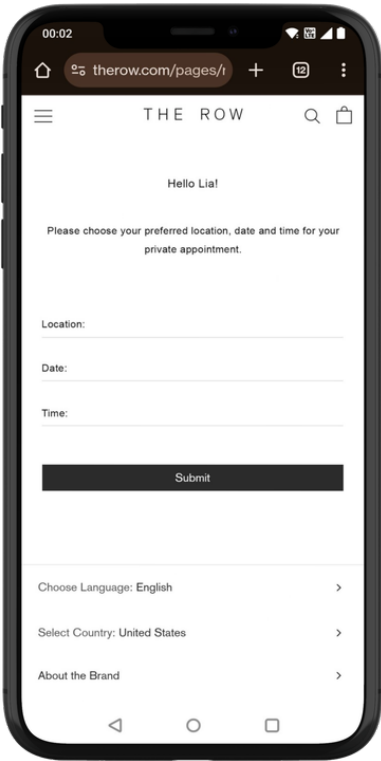
- Promotion for the body fragrance collection by The Row is intentionally subtle and experiential, aligning with its quiet luxury ethos.
- The fragrances are introduced through sensory exposure on models during The Row fashion show, creating organic intrigue and desirability.
- This is complemented by exclusive in-store try-on experiences offered through private appointments for VIP clients, which can be booked via therow.com.
- Word-of-mouth among discerning consumers further amplifies awareness, reinforcing a sense of rarity and



VIP APPOINTMENT PORTAL



IN-STORE VIP EXPERIENCE



BOOK AN
APPOINTMENT



VISIT
THE STORE



RAW MATERIAL EXTRACTS - SENSORY EXPERIENCE

