

PROFILE:**Name:** Shin Watanabe**Category:** Fragrance**Country:** Japan**Discipline:** Director in the Beauty Tech sector**LinkedIn:** [@Shin Watanabe](#)**IN-TREND'S TAKE:****Who?:** Director at Scentmatic.

What?: An interactive touchscreen interface designed to intuitively guide consumers through the journey of purchasing fragrance. Leveraging natural language processing AI, it invites users to describe their scent preferences with evocative terms like "romantic," "unique," and "energetic." As the exploration progresses, the system narrows down the 20 unmarked fragrance vials, ultimately selecting three fragrances, each characterized by a bespoke, poetic description that captures the essence of the scent, thereby enriching the user's understanding and personal connection.

Why?: This system overcomes the communication barriers present when purchasing fragrances, offering an engaging customer touchpoint and enhancing the client journey through reflection and the olfactory senses.

INTERVIEW:**How did you collect your data and choose the words used in the program?**

The data is first collected through extensive market research, consumer surveys, and collaborations with fragrance experts to create an initial dataset. This serves as a starting point for the language expressions displayed by KAORIUM. By installing KAORIUM with this initial dataset in real-world markets and allowing consumers to enjoy the fragrance selection experience, we can obtain consumer tap data and store it as a more extensive big data set. From this data, words that are more likely to resonate with general consumers are ranked and ultimately chosen as the words displayed on the screen.

Date of interview:

Japan

Fragrance

Beauty Tech

Are you tracking regional and cultural differences in their data pool?

Yes, we are tracking regional and cultural differences in our data pool. We understand that scent preferences and associations can vary significantly across different cultures and regions, and we aim to incorporate this diversity into our AI-driven fragrance recommendations. To be more specific, we have currently obtained user data from Japan, the United States, the United Kingdom, and Spain, allowing us to observe differences in user sensibilities and reactions across regions. We are confident that, in the future, we will be able to interpret regional differences in the impressions of each word and regional differences in sensibilities from the data.

What type of AI do you use?

Natural Language Processing (NLP) and a vast language expression library data are the core technologies. By collecting online language expressions ranging from sophisticated expressions found in literary works to casual expressions on social media, and then determining the distance between words, we can generate appropriate sentence compositions.

Do you see future applications beyond scent (maybe makeup)? Note: Perfect Corp is looking into using AI to help people create personalised looks, wondering if emotive words could play into this.

In addition to fragrances, we are also utilizing AI in the alcohol domain. In the Japanese market, we have already introduced the system in over 400 restaurants, allowing customers to enjoy the experience of verbalizing their thoughts on Japanese Sake. Furthermore, in the education sector, we are developing fragrance classes for children and implementing original programs in elementary schools throughout Japan. Although education differs from the use of AI, it is an important activity for realizing our vision of enjoying scents as a daily source of a delightful moment by verbalizing our sensibilities towards scents.

When KAORIUM was placed in Shiseido stores, it gained immense popularity, with people lining up every weekend. Shiseido's display case not only showcased perfumes but also utilized fragrance samples from their cosmetics line. By allowing users to experience the scents through the KAORIUM, Shiseido created a unique shopping experience where fragrances served as a gateway to recommend various cosmetic products. Additionally, we have installed KAORIUM in hair salons throughout Japan. By enabling customers to choose hair care products such as shampoos and conditioners based on their preferred scents, we provide a more satisfying beauty salon experience.

What are the top 3 fragrance trends for the future that you see in the high-tech space?

a) Hyper-personalization: AI will enable even more precise and tailored fragrance recommendations based on individual preferences, skin chemistry, and lifestyle factors. b) Multisensory experiences: Fragrances will be paired with other sensory elements like visuals, sounds, and textures to create immersive and engaging experiences. c) A new fragrance creation process that harnesses diverse data and pattern estimation techniques.

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