



FASHIONING THE SWEET SMELL OF SUCCESS

Sensory Design & Technology Ltd and Goldsmiths clarified the business case for wearable scent technology eScent® and discovered the development needed to enable its adoption

Project description and aims

Sensory Design & Technology Ltd is a fashion technology company and spinout from Central Saint Martins. The initial aims of the project were: to explore how scent interventions have the potential to enhance individual and social wellbeing; to assess the impact of certain scents on resilience and other emotions; and to inform the development of the eScent® technology and the types of smells this technology can emit for different applications – for example to trigger emotional memories for early-stage dementia, to relax, to reduce stress and anxiety, to improve sleep and to boost confidence.

Impact on the business

Jenny Tillotson, eScent® CEO, said:

"Working with an academic who really understood the work helped me understand the work as well".

The study has improved the business' readiness to market, with evidence that scent is an untapped area in the field of wearable technology. In addition, the research validated the market readiness to adopt, speed of adoption and usability of eScent®. It also identified the critical characteristics of technology development needed to enable this adoption, so that eScent® can quickly become popularised and normalised in everyday use.

The project helped Sensory Design & Technology Ltd realise the value of eScent® and the patent as 'contextual technology', which was something unrecognised before. eScent® is a new invention that is augmenting the senses and a pioneering sensory technology.

The research confirmed that no one was doing this with wearable smell and scent technology. This affirmation has really helped the business.

Future directions

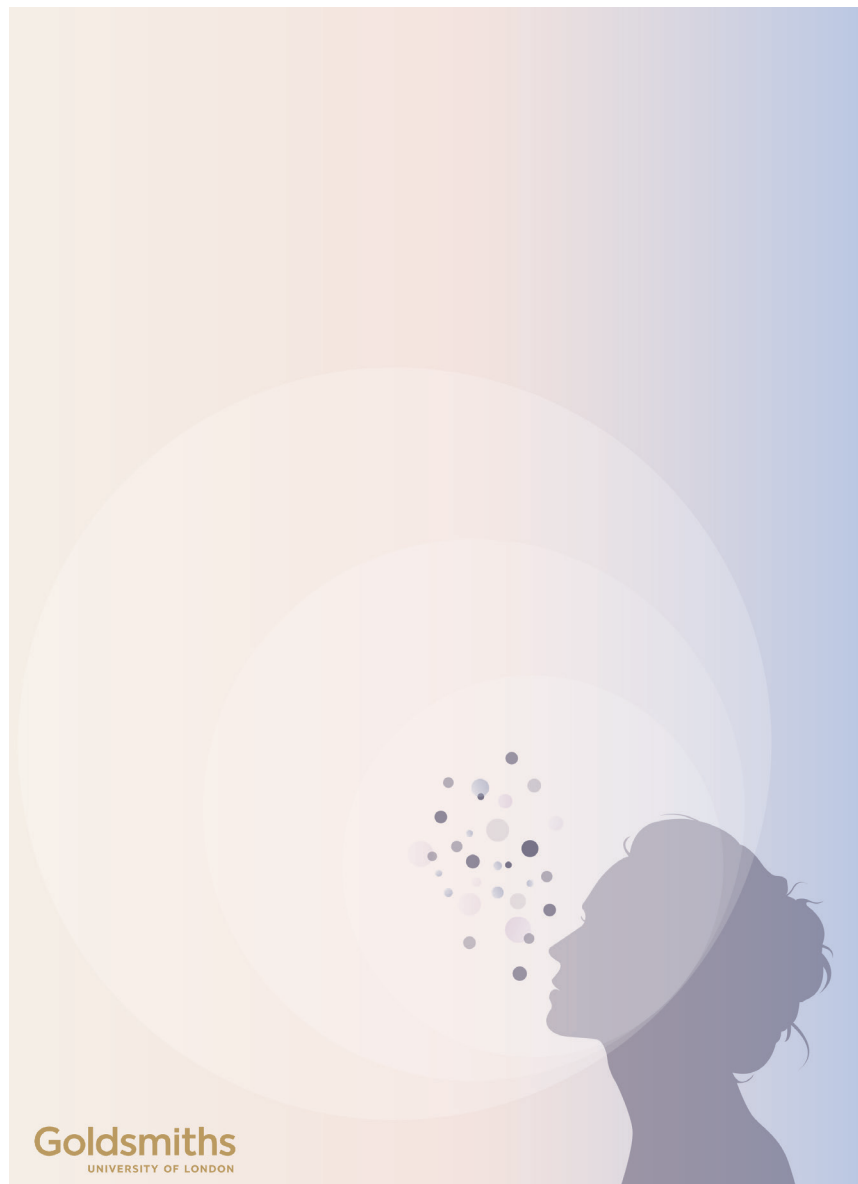
- We will start an eScent® Innovation House with fashion, textile and product designers and sponsor student wearable-technology projects at Central Saint Martins.
- We will generate further opportunities to bring the product line to other wearable markets.
- We will licence the technology to non-wearable markets, such as ebooks, travel and interior design.

ESSENTIAL INFO

SME: Jenny Tillotson, Sensory Design & Technology Ltd / eScent®

Academics: Jennifer Barth, Chris Brauer, Lucas Franz, Goldsmiths, University of London

Duration: 6 months



PART FUNDED BY:



PROJECT PARTNERS:

