

Fragrance is still sold as a *fixed product* in a world that demands *personalization*



KEY VALUE PROPOSITION

L'ACCORDEUR by YVES SAINT LAURENT is a connected fragrance system that enables users to create personalized scents by combining iconic fragrances with AI-generated accords.

L'ACCORDEUR transforms fragrance from a static product into an evolving luxury ritual.

One bottle. *Infinite* scents.
Your Signature.

MARKET MOMENTUM

The category is expanding rapidly, driven by premiumization and strong demand for luxury fragrances. The fragrance industry is undergoing strong growth.

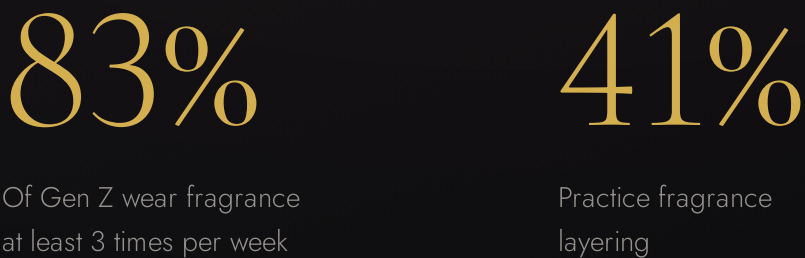


Luxury fragrance expected to reach **\$28B** by 2030

1/2 of all fragrance sales come from luxury brands

CONSUMER SHIFT

Fragrance is evolving from a product into a form of self-expression. Gen Z owns multiple perfumes and uses scent layering to reflect different moods, identities and occasions.



Gen Z owns **8–12 fragrances** on average

INDUSTRY GAP

Consumer expectations have evolved faster than the category. Fragrance remains a static product, despite growing demand for dynamic and personalized scent experiences.

LUXURY FRAGRANCE IS STILL SOLD AS	BUT CONSUMERS INCREASINGLY WANT
— One bottle	— Personalization
— One scent	— Scent layering
— One fixed identity	— Evolving daily routines

THE OPPORTUNITY FOR L'ORÉAL LUXE

Build the first connected fragrance ecosystem with L'ACCORDEUR.

Premium device capturing the growth of luxury fragrance.

AI-guided scent personalization for every mood and identity.

From one bottle → to a modular fragrance ecosystem.

One device. Four pods. *Infinite compositions.*

1 INSERT THE SCENTS PODS

SIGNATURES €39 – €69 per pod

Existing fragrances in pods format. Luxury fragrances adapted to the device ecosystem.

ACCORDS €29 – €59 per pod

Olfactive modifiers designed for layering. Skin-like notes and scent enhancers.

4 interchangeable & refillable pods

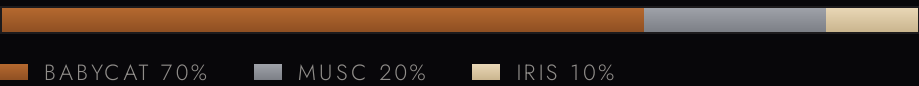


3 SMART COMPOSITION

Mixing rule balance: **Signature** ≥ 60% + **Accords** ≤ 40%

At least one Signature is required in every blend. Up to two accords can be added.

AI FRAGRANCE COMPOSITION



Up to 100+ unique fragrance compositions

TECH FEATURES

- AI FRAGRANCE ENGINE
- ALUMINIUM DEVICE
- NFC L'ORÉAL PODS RECOGNITION
- BLUETOOTH CONNECTED APP
- USB-C RECHARGEABLE

DEVICE 210 G · 120 × 70 × 22 MM POD 14 G / 8 ML · 60 × 22 × 8 MM

2 THE AI SCENT ENGINE

Guided scent creation through the mobile app

Start with pods → AI refines the composition

Start with mood → AI suggests the pods

L'ACCORDEUR €199 – €349



4 DAILY SCENT ATOMIZER



L'ACCORDEUR prepares a portable daily fragrance atomizer in 15 seconds.

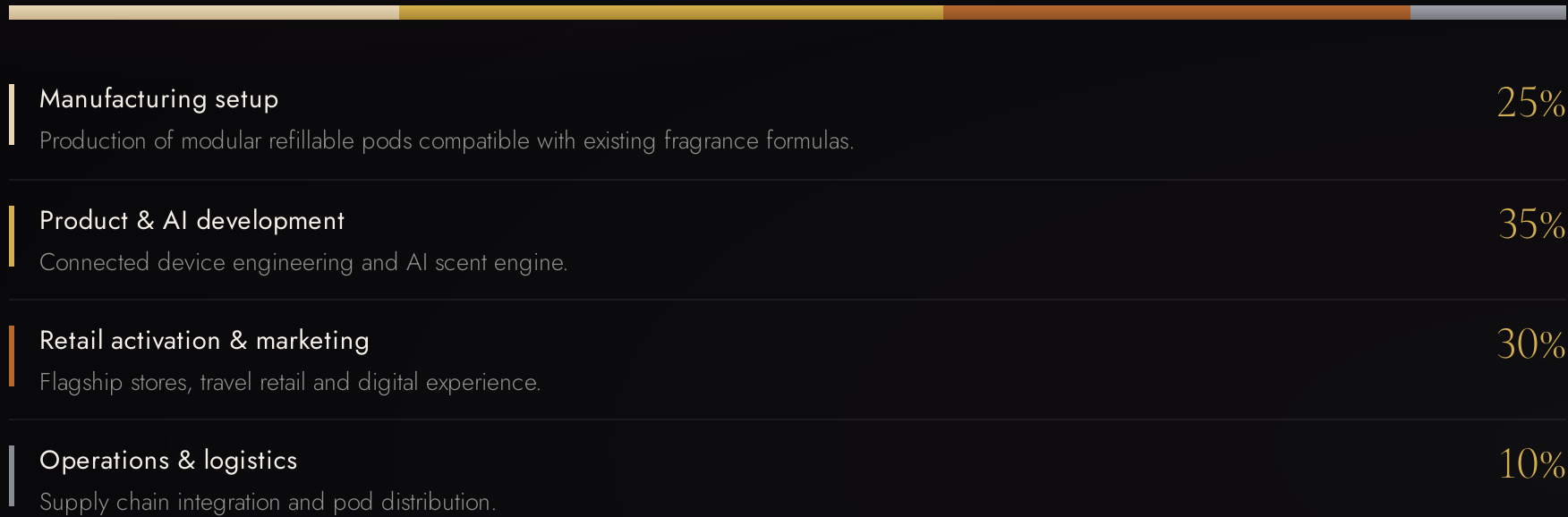
*Your personalized fragrance.
Ready to carry.*

23 G / 3 ML (30 SPRAYS) · 75 × 18 MM

The economics of a *connected fragrance ecosystem*

YVES SAINT LAURENT

Estimated investment: €12M



3 years deployment

Revenue model

Projected impact

Hardware drives adoption. Pods drive recurring revenue. Data drives long-term value.