

Illat

EXPERIENCE SCENTS LIKE NEVER BEFORE



PRESERVING
SCENTS
FOR TODAY
AND
TOMORROW

With smell being the main sense linked with memory, scent can help people re-live memories. With Illact, obscure scents such as "home" can be accurately captured for a users's personal happiness.

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How does it work?

A new path in fragrance

1. After opening up your very own Illat, the flower will be closed in a bud.
2. Unscrew the perfume cap much like a regular perfume bottle, and gently wave it in the area with the desired scent. (the longer you leave it out the stronger the scent!)
3. Screw back on the cap, and wait!
4. Once the flower has "bloomed" the white flower and clear liquid will have changed color, reflecting your new scent!
5. Enjoy capturing memories unique to you with Illat!

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VISUAL PROCEDURES:

creating scents

- o re-screen top
- o let sit for ~ 1 to 3 hours*

finished product

- o You'll know it's done when the flower opens completely!!
- (the color also changes!!!)

catching scents

- o unscrew the lid
- o gently wave in area with the scent you wish to reproduce
- (the longer you wave it, the stronger the scent!!!)

Good - Review

- o both water is clear + flower is white before use
- o bud is closed

*time can vary depending on complexity of scent

The diagrams show a round glass bottle with a lid and a flower inside. In the 'creating scents' stage, the bottle is closed. In the 'catching scents' stage, the lid is removed and the bottle is being waved. In the 'finished product' stage, the bottle is closed and the flower is fully open and colored.

illat

by Jeanette Chen

THE STORY BEHIND

Illat (n.) scent or fragrance in Hungarian

The roots of our product name lies in the origin of perfume itself, Hungary. Illact is and ode to our roots and respect for how history has inspired today's products.



The physical design behind Illat was inspired by nature and a drive to pleasantly surprise the user. The glass, spherical container mimics nature in its wholeness but also fantasy representations of "memories" in an orb-like form. The transforming nature of Illact, mimics nature in its blooming process reflecting the creation of something both beautiful and purposeful.

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Illat was created for users to create and remember their own unique scents. From a mother's embrace to a home oceans away, Illat can help users remind themselves of experiences that bring them joy, that cannot be accurately recorded through other means. While the product is not yet perfect, and sometimes can capture the wrong scent if put in a densely scented area, Illat ultimately helps users achieve a sense of fulfillment and happiness by helping them remember things often lost, such as a grandfather's embrace or grandma's home cooking.



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