Illat

EXPERIENCE SCENTS LIKE NEVER BEFORE



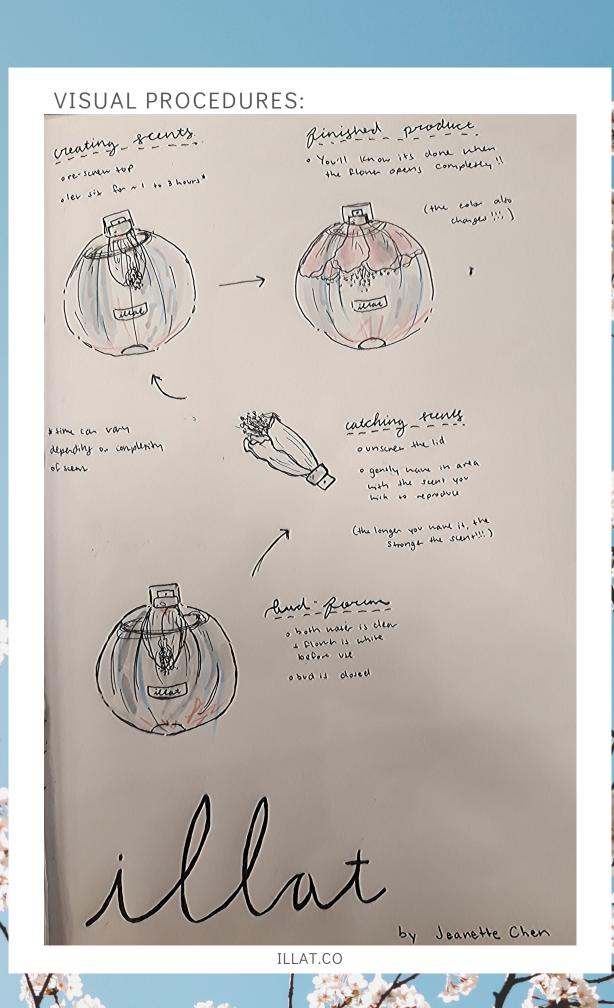
PRESERVING
SCENTS
FOR TODAY
AND
TOMORROW

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?





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 benind 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 orblike 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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