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ART466

Final Project Proposal

My brand is a perfume house that creates niche scents with a theme based on Y2K futurism (with other influences based on vaporwave and 2000s raves). I will have six products total available for purchase, with a small bundle containing five perfumes and five single perfumes. The scents that would represent the theme would have tropical, powdery, metallic, and sweet scents. I want them to feel futuristic, beachy, and something to wear at a party. I got inspiration from looking at 90s CGI art and 2000s rave posters where a lot of imagery is based on chrome and water textures.

I decided to create a perfume based on the Y2K futurism theme because I have a growing interest in cultivating my own perfume collection and I thought to myself “What kind of scents do I like? What do I want my signature scent to smell like?”. I discovered niche perfume houses like Ataraxia and Caeleste. Caeleste creates perfume based around angels, so there are scents that smell like space, metal, strange flowers, etc. produced for it. Ataraxia creates more gothic scents with scents that may smell like ash, blood, meat, tobacco, etc. The kinds of scents these perfume houses created made me wonder what the internet smells like? What do raves smell like? What would TV static smell like? This inspired me to create a collection reflecting these questions.