

The detail: a large open room, where the fragrance will live.

Flair

A store that started from a nearly empty website.

Home fragrance · Shopify Plus store

The client and the knot

Flair sells home fragrances and diffusers for homes, hotels and commercial spaces.

The old website was nearly empty, with no features and no SEO.

Our choices

1

A brand rebuilt from A to Z

Identity, art direction and design, created together.

2

A custom store

Features built for Flair, then the move to Shopify Plus.

3

Growth, followed closely

Advertising, SEO, copywriting and ad creative, ongoing.

Three details



The detail: the diffuser, on its product page.



The detail: a medium-sized room.



The detail: a small bedroom.

Results

×3.4
conversion rate

×450
online sales, compared with 2022

> *“Déclic shaped Flair from day one: the image, the store, then the move to Shopify Plus. We have a brand worthy of our fragrances, and results to match.”*
>
> Sabrina Ariel Denis, Co-owner, Flair Diffusers

Project details

Mandate	Full, from identity to marketing
Platform	Shopify, then Shopify Plus
Disciplines	Identity, imagery, design, development, marketing
Since	Our founder has worked with Flair since 2022
Site	flairdiffusers.com

Let’s talk about your store.

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