

# BANANA REPUBLIC

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**BANANA REPUBLIC, A DIVISION OF GAP INC., HAS BEEN A FAMILIAR NAME IN AMERICAN HIGH STREET FASHION SINCE 1978**



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## THE IDEA

Banana Republic, a division of Gap Inc., has been a familiar name in American high street fashion since 1978. A few years back, the company selected Maesa over other vendors as their exclusive partner in the fragrance category.

## THE PRODUCT

Maesa worked with them to restage and elevate the Banana Republic legacy fragrances: M, W, and Classic. In addition, we introduced the ICON Collection. This set of five new, niche-inspired scents takes the consumer on an olfactive journey – exploring trends and stories that mark each decade of the brands' existence as a high street icon.

Banana Republic's ICON Fragrance Collection debuted in May 2017. Each of the five new fragrances was available in 75mL and 15mL sizes, along with a 5mL Discovery Set.

In autumn 2017, 7oz candles were introduced for each ICON scent. An additional collection of 3 seasonal candle fragrances was also launched for the 2017 holiday season – an offering that will continue throughout 2018.

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**FIVE NEW, NICHE-INSPIRED SCENTS TAKES THE CONSUMER ON AN OLFACTIVE JOURNEY – EXPLORING TRENDS AND STORIES THAT MARK EACH DECADE OF THE BRANDS' EXISTENCE AS A HIGH STREET ICON**



**maesa**



## RESULTS

Overall, Maesa has modernised and reinvigorated the Banana Republic fragrance category through a combination of elevated olfactive direction, packaging and graphic design. Sales figures continue to show growth and success, led by Classic and 90 Pure White.



**FIVE NEW FRAGRANCES**

**3 SEASONAL  
CANDLE FRAGRANCES**

**m.**

*We are engineering beauty*