

# SKYLAR USES SUBSCRIPTIONS TO BUILD ITS COMMUNITY

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Skylar, Los Angeles

Los Angeles – The **clean fragrance brand** has launched a monthly subscription model, which encourages customers to become part of its community.

By joining the Scent Club, consumers are granted access to monthly limited-edition fragrances as well as a programme of meet-ups, experiences and events. The new subscription costs £15 (\$20, €17) a month and also includes a 10% discount off the brand's full-size fragrances.

As it moves beyond samples and towards subscriptions, the made-in-USA brand hopes to better engage customers through its community. The first event is due to be held in Los Angeles this summer, but the company suggests the goal is to eventually host monthly Scent Club meet-ups in every state in the US by 2020.

With its monthly introduction of a new fragrance, the Scent Club concept also caters to consumer desire for newness. This is especially significant as the **Fragrance Market** shifts away from mass-market scents in favour of something more niche.