

Narciso Rodriguez for her

Turning Brand Story Into a Retail Selling Strategy | BPI (Beauty Prestige International)



Beauty comes from within.

Objective

Give an unfamiliar designer fragrance a compelling identity at the point of purchase, without relying on household-name recognition to create interest.

The Challenge

Narciso Rodriguez was launching his first fragrance. Unlike many designers competing in prestige fragrance, his name alone was not enough to draw customers to the counter. The retail challenge was to give shoppers an emotional reason to stop, listen, and connect with the fragrance.

The Insight

BPI's national brand training established the fragrance's overall identity and inspiration. At the store level, the opportunity was to identify the details within that story that had the greatest emotional and selling power, then translate them into a narrative customers would remember.

The Strategy

I developed the retail positioning around the personal story at the heart of *for her*. The fragrance was inspired by a woman Narciso Rodriguez had known and admired since his school days, remembered in part for the musk fragrance she wore. That connection gave the name *for her* intimacy and meaning rather than treating it simply as a product name.

The bottle added another layer to the story. Its glass was painted from the inside, creating a natural connection to the idea that beauty comes from within. Together, those details turned the fragrance from an unfamiliar bottle on a crowded counter into a personal story about memory, beauty, and connection.

I tested the positioning directly with customers across the stores under my purview and developed messaging sales associates could use in their own customer conversations. The goal was not to recite brand language. It was to give associates a concise, memorable story that made customers want to experience the fragrance.

The Outcome

The positioning resonated with customers and contributed to significant sales growth in the stores where it was implemented. Just as importantly, it gave sales associates a repeatable way to introduce an unfamiliar designer and create an emotional connection before discussing the fragrance itself.

Why It Matters

Luxury storytelling works when brand history becomes relevant to the customer standing at the counter. This project demonstrates how I translate broad brand direction into retail positioning, identify the details with the strongest emotional pull, test messaging in real customer interactions, and turn story into a practical selling tool.

A fragrance inspired by a muse, crafted for her.

Confidentiality note: This portfolio piece reflects strategic work performed for BPI. Sales growth was significant, but a precise percentage is not presented because supporting documentation is not available.